

Monroe Council of the Arts Corporation

Project Title: General Program Support 2022

Grant Number: 22.c.ps.500.172

Date Submitted: Thursday, May 28, 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: Local Arts Agency


Funding Category: Level 2

Discipline: N/A

Proposal Title: General Program Support 2022

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Monroe Council of the Arts Corporation 
- b. **FEID:** 65-0737532
- c. **Phone number:** 305.295.4369
- d. **Principal Address:** 1100 Simonton Street Key West, 33040-3110
- e. **Mailing Address:** 1100 Simonton Street, #2-263 Key West, 33040-3110
- f. **Website:** www.keysarts.com
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Monroe
- j. **DUNS number:** 030278258
- k. **Fiscal Year End Date:** 06/30

1. Grant Contact *

First Name

Elizabeth

Last Name

Young

Phone

305.295.4369

Email

director@keysarts.com

2. Additional Contact *

First Name

Martha

Last Name

Resk

Phone

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3. Authorized Official *

First Name

Elizabeth

Last Name

Young

Phone

305.295.4369

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4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Arts Council/Agency

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. How long has the applicant been incorporated in Florida?*

- ☐ Less than 3 years
- ☐ 3-4 years (required minimum for LAA, Level 2 eligibility)
- ☒ 5 or more years (required minimum for LAA, level 3 eligibility)

6. Is the applicant designated as the Local Arts Agency by the local county commission per s. 265.32, F.S.?*

- ☒ Yes (required for eligibility)
- ☐ No

D. Excellence Page 4 of 12

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

The mission of the Florida Keys Council of the Arts is to advance the creative development and promotion of the arts in our cultural community by providing excellence in leadership, advocacy, education and financial support for artists, cultural organizations, and citizens of Monroe county.

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.

Our goals are a tangible expression of our mission and are firmly rooted in the foundation of the Florida Council on Arts and Culture's Strategic Plan, "Culture Builds Florida." We are committed to our leadership role as the community's umbrella organization for arts and culture. Our focus is to maintain and build our programming in a diverse, innovative and equitable manner. We strive for outcomes that strengthen the economy, promote active community engagement, and provide support for arts education and advocacy. The timeline follows our schedule of activities during the fiscal year as described throughout this application which requests general operating support for the 2021-2022 season. The goals that derive from our mission are:

Goal #1 - To provide all Monroe County residents with access to arts and culture.

Objectives and Activities:

- Encourage new cultural events and venues in each region by offering 3 staff led workshops on event and capital projects grant funding applications. (Ongoing)
- Reestablish programming for senior citizens and low-income populations by providing opportunities with increased accessibility to explore arts programming.
- Integrate a new lunchtime school program at a minimum of 3 elementary schools called Lunch Notes, an initiative to provide live music during lunch hour at targeted schools with limited music exposure. (Start 2021/22)
- Expand public access to the visual arts by adding three additional locations to the Art in Public Buildings program. (Ongoing)

Goal #2 - Promote the Florida Keys as a vibrant, diverse arts and cultural destination for visitors, and build increased awareness and participation in our cultural community.

Objectives and Activities:

- Advocate for restored funding in Tourist Development Council funds, which were decreased for FY 2020 due to lower bed tax revenues, following the pandemic and recovery post - Hurricane Irma in the Keys for cultural event funding. (Ongoing)
- Increase traffic to our website by 15%, distribution of our publications to target markets outside the county by 10%, increase social media presence by 20%. (Ongoing)
- Design and produce a Monroe County Cultural Venue mobile app in 2021 to increase awareness beyond our successful Gallery Guide map and brochure.
- Increase awareness of the arts by successfully promoting the large-scale sculptures along the Overseas Highway which established the Florida Keys Sculpture Trail.

Goal #3 - Provide information, grants and technical assistance to artists and arts organizations to attain increased artistic excellence and strengthen arts organizations.

Objectives and Activities:

- Offer at least 2 professional development workshops and increase participation by 25%.
- Improve financial support services by increasing the capacity of our grant programs by 20%.
- Host and lead quarterly networking gatherings in all Keys' regions to discuss topics relevant to the cultural community including our new "Art Builds Community" grant. (Start Fall 2019)

Goal #4 - Serve as a liaison connecting artists and arts organizations to partner with public and private organizations for mutual benefit. Raise public awareness and promote the value of the arts to the County's economy and quality of life.

Objectives and Activities:

- Promote the online comprehensive artist's directory for performing, literary and historical organizations and venues. (Summer 2020)
- Expand ongoing successful collaborative business partnerships for visual art displays in storefronts in 3 additional regions. (Ongoing)
- Participate in Leadership Monroe, KW City Ambassadors and Community Foundation forums and other community events to expand awareness. (Ongoing)
- Enlist grassroots support by increasing new memberships by 15% in targeted regions by expanding our successful Culture Circle series. (Ongoing)
- Increase public appreciation of the intrinsic value of the arts as a quality of life issue with more marketing on the radio, social media promoting programs and events, and speaker's bureau campaign. (2020-2021)
- Utilize the Americans for the Arts economic and prosperity impact study results to develop tools – including color pie charts displaying income/expenses for the Arts Council and our programming partners. (Ongoing)
- Increase public awareness by continuing the Connections Project: A Mosaic of the Keys including free workshops, receptions and exhibitions in public buildings. (2020-2022)

- Expand and actively pursue opportunities for our program, Arts Speaker's Bureau, to all regions of the Keys to groups such as; Chambers of Commerce, BPW (Business and Professional Women), Rotary Clubs and Parents school groups.

Goal #5 – Maintain and support a vibrant and professional organization with a balanced Board of Directors leading a dynamic staff and energized volunteers. Secure and advocate for increased public and private revenue sources to strengthen and sustain growth.

Objectives and Activities:

- Foster board and staff development, strive for more diversity, and maintain a balanced Board of Directors.
- Sponsor attendees at Community Foundation's Leadership Development Series for board member and advisor education.
- Expand and define fund development to increase grant programs.
- Increase diversity with additional outreach and awareness of the work of the organization.
- Facilitate an additional Board and Advisor Orientation session to utilize and share skill sets for speaker's bureau and increase participation.
- Grow volunteer opportunities within Arts Council activities throughout the County.
- Advocate increasing arts funding at the County level to build on the 10% increase achieved in FY 2019 and FY 2020. (Ongoing)
- Increase and expand membership benefits by developing and designing additional programming and opportunities for participation and education.(Ongoing)

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 Arts Council strives daily to build and maintain relationships within our community. We are a "big" small town where our accomplishments include bringing people together for positive, uplifting and expansive experiences which are acknowledged throughout the community. Forging partnerships at the government level, with the School District, the many cultural organizations and artists is not only rewarding but also creates an essential economic impact within the Keys. Our support letters reflect and acknowledge the importance of the many partnerships we create and promote.

Each of our grant programs foster partnerships and also aim to expand audiences, engage teaching artists and facilitate community engagement. We propose to incorporate more focus on cultural equity in our programming to spark conversations and build lasting relationships to the benefit of everyone living in our community.

Our ongoing partnerships consist of contracts with the Board of County Commissioners, Tourist Development Council, Monroe County's and City of Key West's Art in Public Places Boards, Community Foundation of the Florida Keys and the Key West Writers Guild. We are proud of our programming partnerships with Monroe County School District, South Florida Symphony Orchestra, Artz Out Loud, Waterfront Playhouse, Tropic Cinema, History of Diving Museum, and Artists in Paradise Gallery. Additional collaborations continue to thrive with our Culture Circle Series each season as we partner

with 4 – 5 nonprofit cultural organizations to highlight the work and creative process that exists in the visual, performing, literary and museum disciplines. Please see the list within the annual report in our support materials.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Our proposed timeline aligns with our goals and activities and is best described quarterly. In addition to ongoing daily activities of serving Monroe County residents and visitors we will:

JULY-SEPTEMBER:

- Board of Directors' Board Orientation Meeting
- 2-3 Art in Public Places Meetings
- Strategic Planning Meeting
- 1-2 Artists' Professional Development Workshops
- KeysArts Quarterly brochure produced and distributed

OCTOBER-DECEMBER:

- Board of Directors Meeting
- 2-3 Art in Public Places Meetings
- Launch Connections Project: Mosaic of the Keys canvas distribution
- Connections Project: Mosaic of the Keys Free Workshops in all 5 regions
- 4 Membership Events including Members' Annual Gato Exhibit, Key West and Marathon Holiday Season Celebration events
- Creative Conversation & Coffee presentations in 2 new venues
- Grant panels for 2-3 grant programs
- KeysArts Quarterly brochure produced and distributed

JANUARY-MARCH:

- Board of Directors Meeting
- Annual Membership Meeting
- 2-3 Art in Public Places Meetings
- Connections Project: Mosaic of the Keys Exhibits and Receptions
- Culture Circle Series: 4 -5 sessions
- 2 Cultural Umbrella Event Funding Application Workshops
- Gato Exhibition with Guest Curator
- KeysArts Quarterly brochure produced and distributed

APRIL-JUNE:

- Connections Project: Mosaic of the Keys Exhibits and Receptions
- Strategic Planning Board Retreat
- 2-3 Art in Public Places Meetings
- 2 Cultural Umbrella Committee Meetings
- Artist Professional Development Workshops
- Grant Writing Workshops
- KeysArts Quarterly brochure produced and distributed

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? *

74

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

310

3. How many Adults will be engaged? *

16,870

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

5,500

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

1,100

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? *

450

6.2. Number of Florida artists directly involved?

440

Total number of individuals who will be engaged?

23920

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

☒ No single age group made up more than 25% of the population directly benefited.

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.)

The current demographics (as reported by the County) of Monroe County are 89.5% White (71.3% Non-Hispanic White), 5.7% Black or African American, 0.4% Native American, 1.1% Asian, 0.1% Pacific Islander, 1.4% from other races, and 1.8% from two or more races. 20.6% of the population are Hispanic or Latino of any race.

Our region covers a chain of islands 120 miles long by 2 miles wide, connected by forty three bridges. Each region varies slightly in above demographics. It is an aging population but a very active one. Beyond the busy and diverse cultural community exists a large fishing and diving recreational community. Our year-round population is approximately 75,000, with up to 4.4 million visitors a year.

10. Number of individuals your members/organizations are serving?

25,000

11. Select all that apply to your organization? *

- ☒ Advocacy
- ☒ Arts Education
- ☒ Convening of Arts & Culture
- ☒ Community Building
- ☒ Cross-Sector Collaborations
- ☒ Cultural Planning
- ☒ Cultural Tourism

- ☒ Diversity Initiatives
- ☒ Grant Maker – Artists
- ☒ Grant Maker - Organizations
- ☒ Marketing
- ☒ Mentoring/Internships
- ☒ Present Programming
- ☒ Produce Programming
- ☒ Professional Development/Technical Assistance – Artists
- ☒ Professional Development/Technical Assistance – Organizations
- ☒ Professional Development/Technical Assistance - Teachers
- ☒ Public Art

12. 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.

13. 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.

- ☒ Monroe

14. 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.

The Council is recognized for its leadership, consistent service, constant support to the arts community, and successful relationships with our nonprofit partners, school district, residents and visitors for the last 23 years. Our impact is best summarized by our motto: **We Support. We Connect. We Promote. We Give.**

WE SUPPORT Our mission states it is of utmost importance to connect our artists and organizations with residents (75,000) and visitors, 4.4+ million annually. Outreach and advocacy are tantamount in establishing and strengthening relationships.

WE CONNECT the public to a sense of place with our Art in Public Places commissioned permanent art collection. We advocate in a leadership role by gaining knowledge through our participation in Americans for the Arts, Fl. Assoc. of Local Arts Agencies (FALAA), and Fl. Assoc. of Public Art Professionals (FAPAP)

initiatives. Our Executive Director is an Executive Board member of FAPAP, and attends phone meetings connecting her to public art trends, challenges and best practices. Arts Council's Board members are engaged, educated and passionate ambassadors for all the arts. Their commitment to the organization and knowledge of the economic impact of the arts within the County is essential to our advocacy efforts for continued growth and relevance. See support materials for Board member's bios, diverse experience representing excellence in fiscal management, arts education and strategic planning.

WE PROMOTE As the main source of information on the arts and culture scene, we promote the Keys' rich history, culture and diversity, and the year-round arts events and venues. We focus on our objective to promote calendar events by informing the community in all media formats. The Executive Director speaks to the public on weekly US 1 radio spots and in two PSA's promoting grant opportunities and membership. Staff prepares comprehensive weekly calendars which are published in 3 local newspapers, e-blasts and social media. TV interviews with our E.D., Board and artists air on Comcast, Dish Satellite and streams on youtube. Working closely with the Tourist Development Council's PR firm, we provide leads and content for arts related news stories for national/international media. We recommend subjects for Art Loft, Keys Voices, and Keys Traveler, an e-newsletter featuring videos and posts inviting on-line readers to discover the Keys. These strong partnerships promote and connect audiences and our artists for capacity building. To promote the County's prestigious 1% for Public Art ordinance, we produced a 6-minute virtual tour video of the permanent collection. For added exposure for artists, it's on our website, and used for advocacy and education presentations.

WE GIVE We give is a significant category of our mission and impacts all areas of our work on behalf of the community. We give grants, inform and support our members, residents, visitors, children, underprivileged citizens and, of course, artists. We offer valuable time researching grant opportunities and sharing them. Membership is a component of our ongoing outreach. Regions are identified where increased support is needed. This fiscal year, the 7th annual community arts awareness initiative, *The Connections Project: Mosaic of the Keys* expanded efforts to educate the public on the many merits of arts in all regions of our island chain. Our mission to enhance and enrich our community with the arts compels us to focus daily on supporting, connecting, promoting and giving to the rich artistic cultural heritage of the fabulous Florida Keys.

15. 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.

MARKETING - PROMOTION OF THE ARTS

KeysArts Weekly calendar newsletter is e-mailed to all members, local and South Florida media, to create a constant hotline with our opt-in database. Our website, www.keysarts.com was redesigned for easy navigation with an artist registry, grant information and essential links to resources. Additional pages include Public Art ordinance overview, photo installations of the County's permanent Public Art collection, downloadable calendar brochures, archived press releases; a 3-minute video exploring various opportunities further enhances the content. We are reaching a broader audience in a more spontaneous way through social media. An annual Gallery Guide, CULTURE magazine, and quarterly calendar brochure are published and distributed to over 200 locations in the County by the Arts Council, and used by the

Tourist Development Council at national/international travel trade shows. All printed publications include a QR code for easy, immediate access via cell phone to current information. Proposed planning includes a cultural mobile app.

GRANTS - OUTREACH

Manage five grant and award programs, and administer three county and state programs, all of which we propose to expand. To enhance our programs and relevance, we redesigned our Annual Report. It beautifully summarizes the excellent funded projects that engage new audiences, has an overview of accomplishments, financial pie charts, Board members and partner organizations are also highlighted.

PROFESSIONAL DEVELOPMENT - ARTIST SERVICES

Provide information, advocacy, programming and technical expertise to artists and arts organizations. Workshops focus on current topics with presentations on grant writing, Public Art commissions, intellectual property rights and marketing. We maintain Calls to Artists by updating local, state and national opportunities, and create access to resources. The Council offers opportunities to stimulate ideas and make connections within the diverse arts community of over 80 galleries, 29 museums, 78 performing, literary and film organizations as well as independent artists.

ART IN PUBLIC PLACES

The Council performs all administration for the County's and City of Key West's 1% for Art in Public Places committees. Both programs are growing under our leadership and service. Recent installations include: City of Key West City Hall, Truman Waterfront Park, Frederick Douglass Gym and Community Center, and the 1400 Duval Pedestrian Park.

Through our Art in Public Buildings program we collaborate with the visual arts community to mount exhibitions and maintain rotating art exhibits in Government facilities. Recent shows include: *Trees of the Keys*; our 2019 member's exhibit at the historic Gato Cigar Factory building in Key West, *Creative After All These Years: 7 Women Collective*, and *South Florida Flora and Fauna*; featuring mixed media, watercolor and oil paintings celebrating the vibrant flowers and landscapes. Exhibits resulted in widespread publicity and expanded our audiences.

MEMBERSHIP - ADVOCACY

The Arts Council currently has 784 dues-paying members (up from 708), and over 2,750 contacts, of which 198 are galleries and cultural organizations. Members receive benefits including workshop discounts, the online artist registry and invitations to membership events, weekly e-mails about art news and the abundant cultural events calendar. In an effort to increase membership revenues, our Advocate level of membership furthers our mission of connecting patrons to the arts in innovative ways. Members are invited to Culture Circle sessions that focus on the literary, performing, and visual arts as an opportunity to connect, promote and increase awareness of the creative process. We propose to continue this series, and grow programming by developing more sessions in the Middle and Upper Keys. Our membership campaign reaching businesses, *Arts Mean Business*, launched in 2015, continues to grow. We enlist Council members to join in advocacy efforts, creating awareness of the significance of their personal participation through social media posts and emails.

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 Arts Council is a well-established organization with an excellent reputation in Monroe County. The Board takes personal responsibility for the vision and mission; at their annual retreat they renewed the commitment to development of public/private revenue sources to meet current goals. Strategic planning and garnering more local business support is the focus. Our Board and staff demonstrate professional, effective use of public and private funding. They participate in a Leadership Success Academy that covers fiscal responsibility, non-profit management, fund development and sustainability.

Cultural tourism is the future of Monroe County's economic success. The Tourist Development Council has demonstrated they recognize the Arts Council's leadership is vital to its mission and goals. Our County funding saw a 10% increase in 2018/19, and again in 2019/20. Our multi-decade long relationship with the Tourist Development Council was renewed recently with a three contract and increase in funding.

The Arts Council is governed by Sunshine laws and conducts all business in public. Accounting and reporting procedures are transparent and readily tracked. Staff provides financial reports to the Board monthly. A financial audit is prepared annually by an independent auditor, is available at our annual membership meeting and on our website. The cultural tourist serves as a primary illustration of the arts economic impact on area businesses. The Americans for the Arts economic and prosperity survey completed in 2017 that we participated in showed that the Arts represent an \$86.9 million industry with 1,764 full time equivalent jobs, very impressive for a County our size.

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.

Our QuickBooks, Access and Constant Contact are tools we use daily to track and evaluate our progress and monitor budget goals. Grant programs and activities are evaluated in a number of ways both qualitative and quantitative. Standardized online program report forms developed by the Arts Council are provided to grantees following completion of a project. Grantees are asked to provide the number of participants by category (adults/children/artists/special needs), describe what they did, and summarize the successful outcomes of the project using information derived from an evaluation tool. Audience surveys, questionnaires and comment cards are the most frequently used tools. The final report includes written remarks from the applicant, partner organization and participants discussing the good points of the project, what might be done differently next time, and how the project met the stated goals. Applicant budgets are requested, reviewed and adjusted for all approved projects. Photo and video documentation are evaluated to improve program components.

Surveys are conducted. Examples include: a study of audiences for the performing arts, economic impact of the non-profit cultural community, and input on general needs. Staff can quickly survey membership via Constant Contact. For public input, we use our Facebook page and Survey Monkey effectively to serve this purpose, as well as detailed stats from the TDC Director of Research.

Public meetings convey and collect information to and from the field. Examples include: annual membership meeting, Creative Conversations & Coffee meetings, grant workshops and the Cultural Umbrella's annual input session.

Applying feedback from evaluations to refine a program is an ongoing part of our work. There is a system in place to continually identify "what we're doing right and what we can do better," through the annual planning process and regular reviews and updates of our strategic plan. The Grant Committee utilizes the expertise of board members to evaluate and strengthen our grant applications and follow-up final reports.

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

6/30/2019

4. Operating Budget Summary

Expenses		Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	\$181,740	\$191,750	\$195,500
2.	Personnel: Programmatic			
3.	Personnel: Technical/Production			
4.	Outside Fees and Services: Programmatic	\$47,850	\$56,500	\$54,500
5.	Outside Fees and Services: Other	\$9,750	\$10,500	\$9,400
6.	Space Rental, Rent or Mortgage			
7.	Travel	\$4,500	\$4,500	\$4,500
8.	Marketing	\$22,250	\$19,250	\$21,220
9.	Remaining Operating Expenses	\$36,210	\$33,790	\$33,690
A.	Total Cash Expenses	\$302,300	\$316,290	\$318,810
B.	In-kind Contributions			

C.	Total Operating Expenses	\$302,300	\$316,290	\$318,810
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$50,000	\$55,000	\$54,000
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$14,000	\$13,650	\$13,500
13.	Private Support: Corporate	\$4,500	\$5,000	\$6,500
14.	Private Support: Foundation	\$35,031	\$40,500	\$39,411
15.	Private Support: Other	\$16,500	\$13,000	\$15,500
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$4,504	\$11,375	\$12,134
18.	Government Support: Local/County	\$177,765	\$177,765	\$177,765
19.	Applicant Cash			
D.	Total Cash Income	\$302,300	\$316,290	\$318,810
B.	In-kind Contributions			
E.	Total Operating Income	\$302,300	\$316,290	\$318,810

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.

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	Personnel: Administrative	\$45,345	\$150,155	\$0	\$195,500
Totals:		\$45,345	\$150,155	\$0	\$195,500

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Outside Fees and Services: Programmatic	\$0	\$54,500	\$0	\$54,500
Totals:		\$0	\$54,500	\$0	\$54,500

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Outside Fees and Services: Other	\$0	\$9,400	\$0	\$9,400
Totals:		\$0	\$9,400	\$0	\$9,400

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
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#	Description	Cash Match	In-Kind Match	Total
1	Travel	\$4,500	\$0	\$4,500
Totals:		\$4,500	\$0	\$4,500

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing	\$0	\$21,220	\$0	\$21,220
Totals:		\$0	\$21,220	\$0	\$21,220

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Remaining Proposal Expenses	\$0	\$33,690	\$0	\$33,690
Totals:		\$0	\$33,690	\$0	\$33,690

Amount of Grant Funding Requested:

\$45,345

Cash Match:

\$273,465

In-Kind Match:

Match Amount:

\$273,465

Total Project Cost:

\$318,810

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
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#	Description	Cash Match	Total
1	Revenue: Admissions	\$54,000	\$54,000
Totals:		\$0	\$54,000

3.3. Revenue: Other *

#	Description	Cash Match	Total
1	Revenue: Other	\$13,500	\$13,500
Totals:		\$0	\$13,500

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	Private Support: Foundation	\$12,700	\$12,700
Totals:		\$0	\$12,700

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Private Support: Other	\$15,500	\$15,500
Totals:		\$0	\$15,500

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	Government Support: Local/ County	\$177,765	\$177,765
Totals:		\$0	\$177,765

Total Project Income:

\$318,810

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
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Line	Item	Expenses	Income	%
A.	Request Amount	\$45,345	\$45,345	14%
B.	Cash Match	\$273,465	\$273,465	86%
	Total Cash	\$318,810	\$318,810	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$318,810	\$318,810	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.

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 Florida Keys Council of the Arts ensures that its activities take place at County public facilities equipped with handicapped ramps, elevator access, Braille signage, restroom facilities with grab bars and door widths to accommodate persons using wheelchairs and ample handicapped parking spaces. Accommodations such as audio description, sign-language interpretation, closed or open captioning and large-print brochures are utilized to meet the needs of audiences. Assistive listening devices and sign-language interpreters are available upon request for workshops and meetings. In cooperation with County requirements, we include this ADA Assistance notice on all meeting agendas, our website, and in new promotional materials to inform the public.

ADA ASSISTANCE: If you are a person with a disability who needs special accommodations in order to participate in this proceeding, please contact the County Administrator's Office, by phoning (305) 292-4441, between the hours of 8:30 a.m. - 5:00 p.m., no later than ten (10) calendar days prior to the scheduled meeting; if you are hearing or voice impaired, call "711".

Increased communication accessibility is achieved by posting of grant applications, programs and workshops on our website, for all geographic areas and to those with limited mobility. We completed the NEA Section 504 Self Evaluation Workbook in April 2015, updated in April 2017 and May 2018. Our Engineering Project Manager informed us of extensive plans to improve accessibility funded by 5 million dollars within a 5 year plan. In May of 2019, County staff reported that 60% completion of all proposed improvements. We were reassured to learn of these extensive efforts taking place within our community. More updates are expected by the end of summer 2020.

Our high standards ensure that as an organization, staff, board members and volunteers include a culturally diverse group including those with disabilities. Hiring and employment practices do not discriminate on the basis of disability or accessibility. Our events, programs and workshops are advertised through the use of many communication tools including: radio, newspaper, website, online calendars, social media, flyers, and mailed and emailed invitations. Our proposal and plan to implement current accessibility icons in all workshop flyers, website announcements and publications will assist us in the message that we will accommodate all audiences. Additionally, as the local arts agency arts we encourage all arts organizations to include icons in their marketing materials.

In our proposal, and to make arts accessible for everyone we will expand our public art exhibit locations to include 5 public libraries and 3 hospitals. We strive to geographically and ethnically reach everyone including children, seniors and under-served populations in our diverse community, and also meet all Federal ADA standards of accessibility as determined by local government authorities.

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?

Todd Stoughton

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?

5/1/2019

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

☒ Yes

☐ No

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

We have adopted the Americans for the Arts Statement on Cultural Equity, **To support a full creative life for all, Americans for the Arts commits to championing policies and practices of cultural equity that empower a just, inclusive, equitable nation.**

In the fiscal year, 2019 -2020, we launched our grant program, *Art Builds Community*, empowering programming for 5 new projects funded with \$35,000.

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for 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)
Substitute W9.pdf	33 [KB]	5/23/2020 10:41:57 AM	View file

1.2. Documentation of Local Arts Agency Designation *

File Name	File Size	Uploaded On	View (opens in new window)
A-2 Resolution 134-1997.pdf	44 [KB]	5/23/2020 10:49:54 AM	View file

2. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
1. Cover Letter and Annual Report.pdf	1. Cover Letter and Annual Report		8351 [KB]		View file
2. Support Letters.pdf	2. Support Letters		1565 [KB]		View file
3. Program Materials 2019-20.pdf	3. Program Materials 2019-20		7295 [KB]		View file
4. Local Press Clippings.pdf	4. Local Press Clippings		2483 [KB]		View file
5. Arts Council Video Clip.mov	5. Arts Council Video Clip		23827 [KB]		View file
6. 2020 Connections Project Video.mov	6. 2020 Connections Project Video		39783 [KB]		View file
7. Weekly Calendar Samples and Social Media.pdf	7. Weekly Calendar Samples and Social Media		10937 [KB]		View file
8. KeysArts Quarterly Brochures and Gallery Guide 2020-21.pdf	8. KeysArts Quarterly Brochures and Gallery Guide 2020-21		3831 [KB]		View file
9. Culture Magazine 2020.pdf	9. Culture Magazine 2020		64219 [KB]		View file
10. Board, Staff, Org. Chart, Strategic Plan, Workbook.pdf	10. Board, Staff, Org. Chart, Strategic Plan, Workbook		1839 [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 Monroe Council of the Arts Corporation 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)

Elizabeth Young