

The Artist Series of Tallahassee, Inc.


Project Title: Expanded Artist-in-Residence Program

Grant Number: 21.c.ft.100.806

Date Submitted: Monday, March 2, 2020

A. Contacts (Applicant Information) Page 1 of 8

Applicant Information

- a. **Organization Name:** The Artist Series of Tallahassee, Inc. 
- b. **FEID:** 59-3299905
- c. **Phone number:** 850.445.1616
- d. **Principal Address:** 262 N. Cherry St Monticello, 32344
- e. **Mailing Address:** PO Box 13705 Tallahassee, 32317-3705
- f. **Website:** www.theartistseries.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Leon
- j. **DUNS number:** 791339653
- k. **Fiscal Year End Date:** 06/30

1. Grant Contact *

First Name

Melanie

Last Name

Mays

Phone

850.445.1616

Email

director@theartistseries.org

2. Additional Contact

First Name

Melanie

Last Name

Mays

Phone

850.445.1616

Email

director@theartistseries.org

3. Authorized Official *

First Name

Melanie

Last Name

Mays

Phone

850.445.1616

Email

director@theartistseries.org

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Cultural Series Organization

4.3. Applicant Race

No single racial/ethnic group made up more than 25% of the population directly benefited

4.4. Applicant Discipline

Music

5. Department Name (optional)

B. Eligibility Page 2 of 8

1. Proposal Title *

Expanded Artist-in-Residence Program

2. Proposal Synopsis - (Maximum characters 435.) *

Since 2001, The Artist Series Artist-in-Residence program has served under served and marginalized youth in Leon County. For many students, this program is their first exposure to a live performance of classical music. By expanding this already successful program to include more artists from the Spring 2020 Concert Season roster, we will be able to schedule additional educational outreach programs reaching more students in Wakulla, Gadsden, and Jefferson Counties.

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

- Public Entity
- Nonprofit, Tax-Exempt
- Other (not an eligible response)

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

- Yes (required for eligibility)
- No

5. Do proposed activities occur between 7/1/2020 - 12/31/2020? *

- Yes (required for eligibility)
- No

6. Does your organization have a last completed fiscal year operating budget of \$150,000 or less? *

- Yes (required for eligibility)
- No

C. Excellence Page 3 of 8

1. Applicant Mission Statement - (Maximum characters 350.) *

The mission of The Artist Series of Tallahassee is to promote and encourage an appreciation of classical chamber music while developing a broad-based sustainable audience in North Florida.

2. Proposal Description - (Maximum characters 5250.) *

Describe the proposal for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and education and outreach plans.

Expanded Artist-in-Residence program: The **Artist-in-Residence** program combines free music outreach workshops targeting under served or marginalized students in Leon County and elderly populations. We've selected **Verona String Quartet** as the 2020-21 Artist-in-Residence for The Artist Series. Traditionally, this program delivers fun, highly imaginative and interactive educational performances to elementary, middle and high school students in Leon County; a free mini-concert performed at a senior living facility to reach those who are no longer able to attend a public concert; a free master class, open to community musicians, college, and middle/high school students; culminating in a well-promoted public concert. **In order to reach more children, and youth, grow future audiences, and further our commitment to music education, The Artist Series is expanding our traditional residency to include more in-school and workshop performances with several groups from the 2020-21 Concert Series artist roster for Fall 2020: Axiom Brass; Paul Galbraith, guitar; and possibly local graduate students from FSU and local professional musicians.** The traditional January residence with Verona String Quartet and the Spring 2021 "mini residency" with Amy Moretti, violin and Andrew Armstrong, piano are covered under different grants. Participation: 500 students.

Primary Goals

- Promote arts and culture as an integral part of education and personal and community development
- Inspire a lifelong appreciation for the arts among North Florida residents and visitors

Activities

- Present an expanded Artist-in-Residence program by utilizing musicians from the 2020-21 roster in the way of in-school interactive performances and master classes. Local graduate students from FSU and local professional musicians may also be used for these educational outreach programs if needed and funds are available.

Outcomes

- Increase numbers of students who participate in the educational outreach programs by encouraging schools to let the general population of the school attend; not just the music students.
- Increase attendance to the final public concert
- Increase audience diversity to public concert - age, ethnicity, and social.

Performance Measures

- Ticket sales and attendance
- Post-concert surveys
- Feedback from staff and attendees via conversation and social media

Program Activities: Preparation and collaboration are the backbones of the Residency program. We meet with past partners (i.e. school administrators, teachers, site managers) to learn about their goals for the upcoming year. Visits are tailored to engage the students and meet school needs. Workshop content meets the National Association for Music Education standards for ensembles.

Expanded Fall 2020 “mini-residency” program

- Axiom Brass (September 2020) and Paul Galbraith, guitar (October 2020) will each perform one to two additional outreach program(s). The Artists may do these as an ensemble or as soloists in order to perform for more school age children either in schools or a public library.
- Each group will perform one in-school performance, or a public library performance and/or a master class at FSU or FAMU. If it isn't possible to schedule a master class, an open rehearsal may be substituted. Participants will be able to listen to the artists rehearse and participate in a short Q&A session before the final concert with the artists.
- If funding allows, local musicians (FSU faculty and graduate students) may perform extra in-school performances at select schools throughout the 2019-20 season.
- The expanded residencies increase the number of in-school performances in Leon County from previous years.

This program is a collaborative effort with the Artist Series, the resident artist, schools, teachers, facility administrators, community organizations, businesses, and individuals. The residency receives promotional and financial support from: Leon County government; the City of Tallahassee; Leon County Public Schools; Gadsden County Public Schools; Wakulla Count Public Schools; Jefferson Somerset Charter School; FSU College of Music; Osher Lifelong Learning Institute; Allegro Senior Living Community; the Tallahassee Youth Orchestras; WFSU Broadcasting; WCTV; City of Tallahassee and *The Tallahassee Democrat and Limelight Magazine*.

D. Impact Page 4 of 8

Events and Participation

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

6

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

6

3. How many total individuals will benefit? *

850

4. How many Adults will be engaged? *

350

5. How many school based youth will benefit? *

180

6. How many non-school based youth will benefit? *

25

7. How many older adults will benefit? *

275

8. How many artists will be directly involved? *

9. Additional impact/participation numbers information (optional)

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

TOTAL 6 EVENTS

The "mini" expanded Residency has 6 events: two school visits; two master class or library visits; two public concerts. (The "mini" residencies are spread out over the season and conducted by artists from the concert series or graduate students and faculty members from FSU and FAMU.)

The Artist Series offers a five concert series; three public concerts are shared with the residencies.

Proposal Location

10. 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.

- Gadsden
- Jefferson
- Leon
- Wakulla

Accessibility

11. Policies and Procedures *

- Yes
- No

12. Staff Person for Accessibility Compliance *

- Yes
- No

12.1. If yes, what is the name of the staff person responsible for accessibility compliance?

Melanie Mays

13. 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 has completed the Abbreviated Accessibility Checklist.
- No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

13.1. If yes, when was the evaluation completed? *

May 2019

E. Management (part 1) Page 5 of 8

Narrative

1. 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.

Program evaluation is a measure of outputs. These measurable indicators give us information as to our desired impact on the community and participants. The results help us determine future program goals and actions. Objective measurements include:

- Attendance - programs and concerts, first time versus repeat.
- Observable participant engagement.
- Online Google Analytics for website use.
- Email opens and clicks.
- Facebook reach, likes, shares, boosts and clicks (the Artist Series sells tickets through its website).
- Number of participants taking advantage of free tickets to the final concert of the Artist-in-Residence program.
- Participant demographics – visitor origin, resident, vacationer.
- Funds received from ticket sales, donor and corporate support.
- Program costs.
- Community partnerships.
- Quality of media coverage & reviews.
- Surveys at concerts.
- Feedback from patrons through email and FaceBook or phone calls.

Collected performance measurements are reviewed by the Artist Series to determine program effectiveness in reaching established goals. Partner comments and compiled data are incorporated in a final report highlighting accomplishments and lessons learned. The report is used for reference in planning cycles.

Operating Budget

2. Completed Fiscal Year End Date *

6/30/2019

3. Operating Budget Summary *

Expenses	Previous Fiscal Year
1. Personnel: Administrative	\$29,830

2.	Personnel: Programmatic	
3.	Personnel: Technical/Production	
4.	Outside Fees and Services: Programmatic	\$26,700
5.	Outside Fees and Services: Other	\$9,102
6.	Space Rental, Rent or Mortgage	
7.	Travel	\$2,698
8.	Marketing	\$7,322
9.	Remaining Operating Expenses	\$4,276
A.	Total Cash Expenses	\$79,928
B.	In-kind Contributions	\$23,690
C.	Total Operating Expenses	\$103,618
	Income	Previous Fiscal Year
10.	Revenue: Admissions	\$18,079
11.	Revenue: Contracted Services	\$1,180
12.	Revenue: Other	
13.	Private Support: Corporate	\$1,350
14.	Private Support: Foundation	\$1,000
15.	Private Support: Other	\$24,441
16.	Government Support: Federal	
17.	Government Support: State/Regional	\$4,454

18.	Government Support: Local/County	\$20,066
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19.	Applicant Cash	\$9,358
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D.	Total Cash Income	\$79,928
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B.	In-kind Contributions	\$23,690
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E.	Total Operating Income	\$103,618
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F. Management (part 2) Page 6 of 8

Proposal Budget Detail

Proposal Budget Expenses

Detail estimated proposal expenses in the budget categories listed below. **The request amount allowed is \$1000 to \$2500. Include only expenses that specifically relate to the proposal.** You can find a list of non-allowables in the Non-Allowable Expenses section of the guidelines. You are only required to have 50% match (cash or in-kind). The Proposal Budget expenses must equal the Proposal Budget income.

- Totals are automatically calculated but will not update until you click “Save changes.”
- Do not enter dollar signs (\$) or commas (,)
- You can add multiple rows for each budget category. Each row must include a description and a dollar value in one or more of the columns labeled “Grant Funds,” “Cash Match,” and “In-Kind Match.”
 - Grant Funds is your request amount. Detail how you intend to spend the funds you are requesting from the state.
 - Cash Match is non-state cash.

1. Personnel: Administrative

2. Personnel: Programmatic

3. Personnel: Technical/Production

4. Outside Fees and Services: Programmatic

4.1. Budget Item

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artist Fees	\$2,500	\$2,500	\$0	\$5,000
Totals:		\$2,500	\$2,500	\$0	\$5,000

5. Outside Fees and Services: Other

6. Space Rental

7. Travel (match only)

8. Marketing

9. Remaining Proposal Expenses

Amount of Grant Funding Requested: \$2,500

Cash Match: \$2,500

In-Kind Match:

Match Amount: \$2,500

Total Project Cost: \$5,000

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

- Totals are automatically calculated but will not update until you save the page.
- Do not enter dollar signs (\$) or commas (,)
- You can add up to 15 detail rows for each budget category. Each row must include a description and the amount of cash match for that row
- State funds are not allowed in the Proposal Budget Income. This includes any income that comes from an appropriation or grant from the State of Florida.
- Grantees are presented with the following form for each budget income category. In consideration of space, only one form is included here.

10. Revenue: Admission

10.1. Budget Item

#	Source	Amount
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1	Tickets and Passports	\$500.00
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11. Revenue: Contracted Services

11.1. Budget Item

12. Revenue: Other

12.1. Budget Item

13. Private Support: Corporate

13.1. Budget Item

14. Private Support: Foundation

14.1. Budget Item

15. Private Support: Other

15.1. Budget Item

#	Source	Amount
1	Founders Fund Donations	\$2,000.00

16. Government Support: Federal

16.1. Budget Item

17. Government Support: Regional

17.1. Budget Item

18. Government Support: Local/County

18.1. Budget Item

19. Applicant Cash

19.1. Budget Item

Total Project Income: \$2,500

20. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$2,500	\$2,500	50%
B.	Cash Match	\$2,500	\$2,500	50%
	Total Cash	\$5,000	\$5,000	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$5,000	\$5,000	100%

21. 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.

G. Attachments & Support Materials Page 7 of 8

1. Support Materials (optional)

File	Title	Description	Size	Type	View (opens in new window)
Expanded Artist in Residence educational mini concerts 2019-20.pdf	Artists for Expanded "mini" Artist in Residence		1103 [KB]		View file
The Artist Series Board of Directors.pdf	Artist Series Board of Directors 2019-20		259 [KB]		View file
Artist Series 3 Year Strategic Plan_MM.pdf	Artist Series 3 Year Strategic Plan		367 [KB]		View file
Brochure 2019-20 Artist Series.pdf	Brochure-current season's Artists	shows grant logo recognition	3227 [KB]		View file
Marketing examples of 2019-20 season.pdf	Marketing Samples		2212 [KB]		View file
photos of Opperman Hall.pdf	Photos of Opperman Hall, ADA compliant		294 [KB]		View file
Inkind.pdf	InKind		212 [KB]		View file
Artist in Residence outreach support 2019.pdf	Support letters and photos of outreach 2019		6763 [KB]		View file

1.1.

H. Review and Submit Page 8 of 8

1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of The Artist Series of Tallahassee, 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.

1.1. Signature (Enter first and last name)

Melanie Mays