

The Artist Series of Tallahassee, Inc.

Project Title: The Artist Series SCP FY2025

Grant Number: 25.c.pr.102.322

Date Submitted: Tuesday, June 20, 2023

Request Amount: \$25,000.00

A. Cover Page Page 1 of 12

Guidelines

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

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 1

Discipline: Music

Proposal Title: The Artist Series SCP FY2025

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: The Artist Series of Tallahassee, Inc. 
- b. DBA:
- c. FEID: 59-3299905
- d. Phone number: 850.445.1616
- e. Principal Address: 185 E. Walnut St. Monticello, 32344
- f. Mailing Address: PO Box 13705 Tallahassee, 32317-3705
- g. Website: www.theartistseries.org
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: Leon
- k. UEI: JR14JBBWAYQ1
- l. 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

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Connors

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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 Discipline

Music

C. Eligibility Page 3 of 12

1. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

2. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

- Yes (required for eligibility)
- No

3. Project start date: 7/1/2024 - Project End Date: 6/30/2025 *

- Yes (required for eligibility)
- No

4. How many years of completed programming does your organization have?

- Less than 1 year (not eligible)
- 1-2 years (required for eligibility for GPS and SCP)
- 3 or more years (required minimum to request more than \$50,000 in GPS)

D. Quality of Offerings Page 4 of 12

1. Applicant Mission Statement - (500 characters) *

The Artist Series of Tallahassee promotes and encourages the appreciation of classical chamber music while developing a broad based sustainable audience through an affordable and diverse concert series and educational outreach program that brings classical music to under-served populations in Leon County and North Florida.

2. Project Description - (2000 characters)

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

As of 2023, for 28 years, between September and May, the Artist Series presents a five-concert season featuring a diverse selection of outstanding classical music performances by acclaimed ensembles and brilliant emerging soloists. For the past two years, we've been able to add a sixth concert. Our Sunday concerts take place in Opperman Music Hall on the FSU campus, a venue with wonderful acoustics. Our new sixth concert is held at St. Peter's Anglican Cathedral. Past artists include the Juilliard String Quartet; Harlem String Quartet; Telegraph Quartet; Cann Sisters Piano Duo; Verona String Trio; Imani Winds; Akropolis Reed Quintet; WindSync; Axiom Brass Quintet; Daniel Hsu, piano; Merz Trio; Paul Galbraith, guitar; and Poulenc Trio, woodwind piano trio.

2025 ARTIST-IN-RESIDENCE

The Artist-in-Residence program offers under-served and marginalized youth and seniors an opportunity to experience world-class professional musicians in a familiar setting. Project activities include multiple outreach performances in area schools. Our residency reaches students, families and schools in rural areas in Gadsden, Wakulla and Jefferson Counties and Title 1 schools in Leon County lacking access to classical music. For many, this is their first exposure to a live classical music performance. Seniors are also included in this program. Each year the Artist Series selects an acclaimed classical music ensemble as Artist-in-Residence. Only artists with a high degree of expertise delivering music outreach to under-served populations are selected for the Residency. The Artist Series is also able to send professional musicians into rural schools and libraries and add more master classes for college students at FSU and FAMU through "mini" Residencies.

For example, in 2023-24, The Artist Series will hold our traditional week-long, January Artist-in-Residence with Harlem String Quartet, visiting 8 schools, a master class for FSU/FAMU music students and community musicians, and a public concert. We'll bring back our "mini" Artist-in-Residence program with Angela Massey, flute and Caroline Owen, piano in February 2024. The "mini" residencies consist of performing in the Fall and/or the Spring for at least two to three elementary or middle schools, a master class for FSU and FAMU music students and community musicians or a library performance, and a public concert.

2.1. Project Goals (2000 characters)

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

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

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

1. Goal - promote excellence in chamber music and cultural programming as an integral part of educational, personal, and community development.

2. Goal - inspire, nurture and sustain a lifelong appreciation for classical chamber music among North Florida residents and visitors.

3. Goal - introduce children and teens to a new world of classical music through educational and fun musical outreaches and master classes.

2.2. Project Objectives (2000 characters)

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

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

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

1. Objectives for Goal 1

- Objective - enhance the public value of the arts and drive economic vitality by presenting a five-concert season featuring an outstanding variety of unique classical chamber music performances to local audiences and tourists.
- Objective - support the arts community through collaborations and cross promotion in our season programs and social media platforms.
- Objective - "Meet the Artist" live chats with audience members after every public concert so audiences members can "humanize" the artists and learn about their joys and struggles as classical musicians in today's world.

2. Objectives for Goal 2

- Objective - welcome diverse audiences by offering concert programs that include a variety of musical styles in addition to the traditional classical repertoire.
- Objective - include Southern region classical chamber music artists in our programming as well as a more diverse group of musicians and world music to try to appeal to a more diverse audience.
- Objective - present professional, classical artists to audiences who might otherwise never get to hear artists of this caliber in a live concert format.

3. Objectives for Goal 3

- Objective - present a five-day Artist-in-Residence music outreach program targeting under-served populations.

- **Objective - present at least one, "mini" residency (two if funding allows) to reach more students.**
- **Objective - inspire younger and more diverse audiences to include classical music in their lives, expanding their awareness of the world of music available to them by providing low cost tickets and complimentary tickets to increase their attendance at concerts.**
- **Objective - remove the stigma that classical music is "elitist" by showing students that classical music can be enjoyed by people of diverse backgrounds and ethnicities through speaking with the musicians and learning how to listen to and enjoy the music that may be different from the music they listen to daily.**

2.3. Project Activities (2000 characters)

Please list the project or program activities.

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

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

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

Program and Residency Activities

- **Develop and present a five-concert season featuring outstanding classical chamber musicians. The concerts will also be livestreamed and video for patrons who can't attend the live concerts expanding our reach beyond Leon County and the state of Florida. Meet the Artist Chats directly follow each concert giving audience members a chance to ask questions and get to know the artists.**
- **Develop and present a five-day Artist-in-Residence program to under-served populations in North Florida held January 2024. The musicians will hold nine to thirteen interactive, music programs in selected Leon, Wakulla, Gadsden and Jefferson County schools. Each 45-minute program gives students the opportunity to meet and interact with the artists; learn about each instrument and hear it played; presentation of music demonstrating the tone, texture, and versatility of the instruments; the artists' educational backgrounds; followed by a Q&A period. Students, faculty, and staff are given comps to attend the public concert on Sunday. The musicians also perform for a Senior Living Community in Tallahassee for residents who won't be able to attend the public concert due to health concerns. Saturday afternoon the artists give a master class for music majors at FSU and FAMU. Middle and high school music students and adult community musicians are invited to participate. The free master class is open to the public. If a master class can't be arranged, the artists will perform at the main library in downtown Tallahassee in a free, public performance. The Artist-in-Residence culminates in a free, public concert.**
- **Expand the Artist-in-Residence to include one or two "mini" Artist-in-Residence programs throughout the concert season reaching more students in rural counties. Expanded "mini" Artist-in-Residence program selects several of the ensembles to perform at one to two elementary or middle schools; a master class at FSU or FAMU; or a library performance; ending the "mini" residency with a public performance. These "mini" residencies typically cover three activities over three days. By expanding our Artist in Residence program, we're able to reach more students, especially those in rural, under-served counties.**

2.4. Partnerships & Collaborations (2000 characters)

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

Partnerships

The Artist Series partners with organizations and businesses in the community to help promote their classical music programs and artistic endeavors. We do cross promotion in our season program and FaceBook page to help increase audience awareness for musical events in the community. Some of the partnerships we have valued for years include:

- Tallahassee Youth Orchestra
- Javacya
- Tallahassee Community Chorus
- Florida State University College of Music
- Tallahassee Civic Chorale
- Bach Parley
- Big Bend Community Orchestra
- Thomasville Entertainment Foundation
- WFSU and WFSQ
- WCTV
- Moose Magnificat Internet Radio
- Beethoven & Company
- Jim's Pianos
- Music Masters
- Monticello Opera House
- Council on Culture and Arts

While most of these partnerships are not monetary in nature, the advancement and promotion of the Artist Series artistic season through the programs of these groups is invaluable to our organization.

We have also cultivated partnerships with the following schools and senior living facilities through our Artist-in-Residence program:

- Apalachee Tapestry Magnet School, Leon County
- Wakulla Middle School, Wakulla County
- Fairview Middle School, Leon County
- School of Arts & Science at The Centre, Leon County
- Deerlake Middle School, Leon County
- Nims Middle School, Leon County
- Swift Creek Middle School, Leon County
- Hartsfield Elementary School, Leon County
- Pineview Elementary School, Leon County
- Havana Magnet School, Gadsden County
- St. John Elementary, Gadsden County
- George Munroe Elementary, Gadsden County
- Greensboro Elementary, Gadsden County
- Stewart Street Elementary School, Gadsden County
- Jefferson Middle High School, Jefferson County

- **Allegro Senior Living Facility, Leon County**
- **Westminster Oaks, Leon County**

3. Project/Program Evaluation (2000 characters)

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

The Board of Directors of The Artist Series with the help of the Executive Director evaluates each concert and educational outreach in our monthly board meetings. Discussions are held as to the effectiveness of marketing plans, how to increase audiences, and how to improve for the next concert season. The Executive Director conducts the surveys, live and online and collects the data to share and evaluate with the Board of Directors. The Executive Director, President of the Board and the volunteer Artistic Director discuss the artists to be hired for a versatile, diverse, concert season based on data and comments from the audiences and board members who attended the concerts. 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 all monthly board meetings highlighting accomplishments and lessons learned. These reports are used for reference in planning cycles and budgets.

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.

The Artist Series evaluates audience participation using the following metrics:

- **Email opens and clicks**
- **Facebook reach, likes, shares, and clicks**
- **Participant demographics – visitor origin, resident, tourist collected through credit card processing**
- **Audience input via informal surveys - last concert in May; discussed at the May board meeting**
- **Online surveys-results discussed at May board meeting**
- **Head count day of concert, cross referenced with ticket stub count, Square door sales and PayPal presales.**
- **Analytics provided by Vimeo if the concert is recorded and and/or presented as a live-stream.**

E. Impact - Reach Page 5 of 12

For questions 1-6, do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Total number of individuals who will be engaged?

2457

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

9

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

18

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

1,150

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

1,250

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

40

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?

17

6.2. Number of Florida artists directly involved?

1

7. Proposed Beneficiaries of Project

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

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

No specific racial/ethnic group

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

Children/Youth (0-17 years)

Young Adults (18-24 years)

Adults (25-64 years)

Older Adults (65+ years)

7.3. Underserved/Distinct Groups: *

No specific underserved/distinct group

8. Describe the demographics of your service area. (2000 characters)*

Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and employment.

Programming from The Artist Series meets the needs of the eight-county Big Bend region. The arts improve the quality of our lives, bolster tourism and help to attract, and retain, high-level talent for startup and established local businesses. By partnering with the local tourism

industry, and working with businesses and other organizations, the Artist Series is a dynamic contributor to the local economy. Through our educational outreach programs, we serve children ages 6 to 18; college students ages 18 to 22; and seniors ages 62 and above. Our outreaches also primarily extend to students of Black and Hispanic ethnic backgrounds, as well as Asian and White populations. By providing comp tickets to students and family members and to organizations that work with students and seniors in lower income situations, we work to include and serve people who might not otherwise get to experience classical chamber music.

Florida's eight-county "Big Bend," is located 170 miles west of Jacksonville, FL, and 200 miles east of Pensacola, FL. Tallahassee is the state capital, the region's anchor city, and home to Florida State University (FSU) , Florida A&M, and Tallahassee Community College.

Area population: 370,000

Race: White - 65%, Black/African-American - 35%

Percentage living in poverty: 23%

Percentage of Blacks living in poverty: 35%

Crime Index: Highest in Florida, 40% greater than the state average

9. Additional impact/participation numbers information (optional) (1500 characters)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

The main Artist-in-Residence program in January has 8 to 13 in-school programs; one senior living program; one master class; and one public concert. If time permits, additional school performances can be added if the artists are able to do so.

In 2022-23, we were able to return to our regular live concert series and held our traditional 5-day Artist-in-Residence program January 2023 and were able to bring back one "mini" Residency in March 2023. The "mini" Residencies consist of: a minimum of two school visits; one master class or library program culminating in a public concert. The "mini" residencies are conducted by artists from the concert series or graduate students and faculty members from FSU and FAMU. While COVID held many challenges, The Artist Series continued with online concerts and educational outreach. We were able to resume our concert series and educational outreach in 2021-22 by including livestreaming, masking in concerts and schools, and social distancing in concerts and when visiting schools.

The Artist Series offers a five concert series, open to the public. For the past two years, we've been able to add a sixth concert and hope to continue this programming for the 2024-25 concert season.

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

- Gadsden
- Jefferson

- Leon
- Wakulla

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

- Gadsden
- Jefferson
- Leon
- Wakulla

12. Describe your virtual programming. Only for applicants with virtual programming. (2500 characters)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

At the writing of this grant, The Artist Series will continue to provide a hybrid experience for our patrons which includes live concerts as well as livestream/video of the 5 concerts held at Opperman Hall for the upcoming 2023-24 concert season through Vimeo. WFSU will film each concert and Meet the Artist Chat directly following the concert. We predict that our programming will follow the same format for 2024-25

In our current 2022-23 concert season, we sold season passports that allow the patron to attend the live concert or watch the livestream/video from the comfort of their home at no extra charge. We also sold individual tickets to the live concert and individual tickets to the livestream/video. Video of the concert was available for one week following the live concert. Students watched the live performance or livestream at a very low cost. Children 12 and under were given free admission when accompanied by a paying adult.

This was a very successful business model for The Artist Series in 2021-22, post COVID. We continued it through the 2022-23 concert season, will keep it the same for the upcoming 2023-24 concert season, and predict that we will offer the same platform for 2024-25. A recent survey suggests that our patrons are very appreciative of the ability to watch the concerts at home. At the writing of this grant, we plan to continue to offer livestream/video as an alternate way for viewers to hear our concert series. Through livestreaming, we've been able to add patrons in many states around the USA and even in some cases, around the world. We wouldn't be able to do this without the ability to livestream/video our concerts.

In 2022-23 concert season, we experimented with adding a sixth concert in February 2023. In order to cover the cost of this concert, we are raised the price of our season passports from \$99 to \$125 (a \$25 discount on six concerts.) Each passport contains six tickets, so patrons can choose to use it to attend all six concerts or to bring a friend and attend fewer concerts. The combination is flexible and up to the patron. Livestream/video is included in the price of the season passport. Individual adult tickets and individual livestream tickets are also sold at \$25. Seniors can purchase individual tickets and livestream/video for \$23. Students age 13 and up may purchase a ticket or livestream/video ticket for \$5. Children 12 and under attend free when accompanied by a paying adult. Students, faculty, staff who attend our Artist-in-Residence programs and master classes and parents are comped into our Artist-in-Residence public

concerts (January/March in 2023 for example.) We felt that this was a successful approach to ticketing. We are continue with this pricing structure for 2023-24 and we will more than likely continue it for the 2024-25 concert series as we strive to keep our concerts affordable for everyone.

13. Proposal Impact (3500 characters)

How is your organization benefitting your community .What is the economic impact of your organization?

Organizations: Include education and outreach activities.

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

Economic Impact

The Artist Series firmly believes that music is the perfect means of bridging gaps between people from different communities and cultures. Programs of the Artist Series contribute to Tallahassee's thriving cultural scene and helps attract visitors that not only spend money to attend concerts, but also help strengthen the economy by dining in restaurants, lodging in hotels, and purchasing gifts and services.

According to the Arts and Economic Prosperity Calculator 5, the Artist Series and its audience make annual expenditures of \$84,219; help to create 3 full-time jobs; and brings \$54,429 of household income to the local economy. The dollars brought into the community have an indirect multiplier effect in that a portion of each dollar spent on some good or service is then used by the recipient to pay for more goods and services.

Education and Outreach

The Artist-in-Residence program makes a real, substantive connection with targeted populations. Our open, collaborative partnerships help spur interest in the arts that spreads throughout the community. Engaging arts activities help cultivate young imaginations, build communication skills, expand awareness of other cultures and create positive social bonding.

In-school performances in Title 1 schools reach low-income, at-risk youth. Participation in arts programs decreases young people's involvement in delinquent behavior, increases academic outcomes for disadvantaged children, and improves students' attitudes about themselves and their future.

14. Marketing and Promotion

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

- Brochures
- Collaborations
- Direct Mail

- Email Marketing
- Newsletter
- Newspaper
- Radio
- Organic Social Media
- Paid Social Media
- Other

14.2. What steps are you taking in order to build your audience and expand your reach? (3500 characters)

How are you marketing and promoting your organizations offerings?

The Artist Series works to reach a younger and more diverse audience through our educational outreach programs in elementary and middle schools and by promoting our concerts at our local colleges and university: FSU, FAMU and TCC. We bring artists of diverse racial and ethnic backgrounds to appeal to a broader audience. Goals for marketing and promotion are twofold: 1) expand our brand and reach a broader demographic and 2) achieve a positive return on investment using a well-defined budget. Plans for 2024-25 will include coordinated use of a variety of effective, target-specific media tools.

Media

- Distribute press releases.
- Write and submit articles for use in area newspapers.
- Secure banners ads in Limelight section and quarter page ads in TLH Life section for each concert.
- Use trade publications to reach potential visitors.
- Purchase advertising and secure promotional support from WFSU Broadcasting's public radio and television stations.
- Place posters and flyers at key high-traffic locations.
- Distribute promotional material to display racks and community organizations in meeting centers, libraries and hotels.
- Exchange program ad space with other arts organizations.

Direct mail

- Send direct mail pieces to targeted populations several times throughout the year. Annual mailings include a season brochure, single-concert promotions and fundraising activities.

Online promotion and marketing

- Send promotional email blasts using the Artist Series distribution list of over 1200 email addresses.
- Use social media to connect with friends and attract new audience members.
- Use FaceBook boosts and Twitter to promote each concert of the season to gain more interest for concerts through a younger audience demographic.
- Post concerts & events on other music oriented FaceBook group pages.
- Regularly update content on the Artist Series website www.theartistseries.org.
- List activities on local media, arts/culture and tourism online event calendars.
- Place Native Ads through WCTV and online ads through Tallahassee Democrat.

Partnerships

- **Cross promote with other arts organizations and businesses.**
- **Contact area music teachers and FSU and FAMU faculty to generate interest and buzz.**
- **Promote concerts on the College of Music FaceBook page.**
- **Promote upcoming events using program inserts.**

Development and Collaboration

- **The Artist Series works closely with local media and educational agencies help to broaden awareness: WFSU-FM;WFSQ-FM; WFSU-TV - artist interviews and special programming; The Tallahassee Democrat newspaper - feature articles; Florida State University College of Music -promote the concert event and master class.**
- **The Residency and Concert Series are a collaborative effort among The Artist Series, school administrators and teachers, facility directors, businesses and individuals. We seek input from partners and community involvement at every step. Open communications help us identify everyone's goals and assumptions. This helps maximize program ownership and increases impact.**
- **The Artist Series Board of Directors evaluates each concert season and events in monthly meetings and works to improve community relations and audience reach.**

F. Impact - Access for All Page 6 of 12

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. In addition to your facility, what specific step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community? (3500 characters)

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

The Artist Series values diversity in all of its forms and supports the inclusion of all people--and their self expression, race, ethnicity, age, ability, sexual orientation, gender, socioeconomic status, geography, citizenship status, or religion--in all aspects of society. We are committed to maintaining full accessibility (physical, financial and cultural) to our programs.

- An EEO/Anti-discrimination policy is in place.
- A 504 Self Evaluation Workbook is completed annually.
- Outreach workshops are held in ADA compliant facilities.
- Concerts are held in Opperman Music Hall at the FSU College of Music. The modern venue is ADA compliant with elevators, ramps, restrooms and seating areas for wheelchairs, mobile chairs and individuals with mobility issues. Emergency alarms are audible and visual; emergency exits are clearly marked and wheelchair accessible. (Please see Support Materials for photos of Opperman).
- Parking for the disabled is available adjacent to the venue.
- Drop-off is within 5 feet of the west entrance.
- The Artist Series website includes accommodation notices, a sitemap and uses an easy to read font.
- Print advertising uses large, clear type, a solid background and contrast of at least 70%.
- Contact information for the Executive Director is provided on all marketing material.
- Students receive a discounted ticket price of \$5, children 12 and under are admitted free when accompanied by a paying adult.
- Seniors (62+) receive a discounted price on individual concert tickets.
- Caregivers for disabled patrons are given free admission, special senior pricing is available.
- We work with social service and community groups to distribute complimentary tickets as available.
- We give season passports to non-profit organizations who need auction items for fundraisers.
- Residency workshop attendees can take advantage of free concert tickets to the program's final concert. For example, in 2023, more than 78 students and family members were comped into the Sinta Quartet, saxophone, concert from FSU Saxophone studio; FAMU music students; Fairview Middle; Lincoln HS; Deerlake Middle; SASE; and Swift Creek Middle. Links to the recorded concert for Sinta Quartet were sent to the teachers in

Gadsden County for students to watch as most of these students don't have transportation to watch concerts in Leon County.

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?

Melanie Mays

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? 5/1/2023

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

The Artist Series is committed to hiring qualified, professional artists of all ethnic backgrounds. The Artists we hire for every concert season come from diverse ethnic backgrounds and cultural experiences and share their unique backstories and thoughts with our audiences. The music included in their programs is music of the world, featuring the works of the masters, works of female composers, works by African Americans, Latinx, Asian, Indian composers, to name a few. Through our educational outreach in the schools, we show children how music is for everyone; something we all can enjoy and share. Music celebrates all humanity. For example, the concert of Amy Schwartz Moretti, violin and Andrew Armstrong, featured works by female composers Amy Beach, Ellen Taaffe Zwilich (living composer), and Clara Schumann. They also featured works by African American composer, Samuel Coleridge-Taylor. The concert in 2023 featuring Cuarteto Latinoamericano featured traditional musical selections, but also featured the music of several Chilean composers. In 2024, a traditional string quartet, Borromeo Quartet will team with Steven Banks, a black saxophonist, playing some exciting new works. We strive to educate and provide an atmosphere of inclusiveness through our programming and by encouraging peoples of all colors and backgrounds to attend our concerts through low cost

tickets and complimentary tickets to seniors, students and those with disabilities. If students can't afford a concert ticket, we often let them enter the concert at no charge.

G. Management and Operating Budget Page 7 of 12

1. Organization History (2000 characters)

Briefly describe your organization's history including founding dates and significant changes in management, location, mission, etc. Also, include major accomplishments and program growth, adaptation to external factors and significant relationships and partnerships.

The Artist Series of Tallahassee was founded 28 years ago in 1995 by musicians Waldie Anderson, Carolyn Bridger and Ginny Densmore. Knowing that Tallahassee was without a music series that brought professional musicians to town to perform in a concert series, they started what would become The Artist Series of Tallahassee to work in partnership with the newly formed Big Bend Community Orchestra. The two organizations in recent years have since separated. The Artist Series performances have been presented in many spots throughout Tallahassee, including Lee Hall, East Hill Baptist Church, Trinity United Methodist Church, the Co-Cathedral of St. Thomas More, Faith Presbyterian Church, Ruby Diamond Concert Hall, and our current home, Opperman Music Hall on the Florida State University campus. Through the years the Artist Series has become known for the consistent high quality of the musical artists that we present and for our continued commitment to educating and stimulating interest in classical music among the youth in our area. From our first concert on April 30th, 1995 until today, we have cultivated a family of loyal supporters who come to our concerts expecting to be inspired by live professional classical music concerts.

The Artist Series has had three Executive Directors over the years: Pam Mason, Robert Thaler and the current ED, Melanie Mays who became Executive Director January 2017. Melanie had the great honor of working with Dr. Phillip Spurgeon as Artistic Director. Phillip held the position of Artistic Director for 11 years. Sadly, Phillip passed away February 2020, but he left his musical influence on The Artist Series. Laurel Yu is the new Artistic Director and assists Melanie in choosing artists for the concert seasons. Currently, Dr. Carla Connors serves as the Board President and works to promote and sustain the concert series. Through fiscal responsibility and good management, The Artist Series was able to gracefully survive the pandemic without closing its doors and has been able to continue to thrive to serve the music loving community of Tallahassee.

The Artist Series remains true to its mission to promote and encourage the appreciation of classical chamber music and education in North Florida. The dedication of the board and patrons helped this organization to celebrate its 25th Anniversary in 2019-20. We are working to add a few younger board members in 2023.

2. Fiscal Condition and Sustainability (2000 characters)

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

The Artist Series is an integral member of North Florida's cultural landscape with long-standing ties to the community. Multiple funding sources, including significant financial support from our corporate and individual donors and patrons, gives the Artist Series a solid base of dependable revenue.

Despite the complexities of the pandemic, The Artist Series was able to continue to provide a virtual online season in 2020-21; a hybrid season (live/livestream/video) in 2021-22; and a hybrid season in 2022-23. We anticipate the continuation of hybrid concert seasons going forward as our audiences like the versatility and ease of having the choice of attending concerts live or watching at home. We've been able to keep our Executive Director employed and pay artists to perform in our series. We will end our 2022-23 season with funds to bring forward and begin our 2023-24 concert season free of debt and looking toward the future.

As of the writing of this grant, we have already secured \$27,000 in grants for the 2023-24 season. We anticipate that we will be in good fiscal condition for the 2024-25 concert season.

The Artist Series is debt-free at the writing of this grant with over \$40,000 in cash accounts, \$15,000 in savings, plus an unused line of credit. Our positive fiscal condition is due, in part, to stringent cost controls and a firm commitment to long-term organizational sustainability. The Board of Directors and Executive Director work continuously to receive corporate and individual donations.

Fundraising with the goal to steadily improve revenue has enabled the Artist Series to develop long-term strategies to improve its financial strength. We are glad to be able to start holding live fundraisers in person again. We work closely with an accountant and hold Finance Committee and Fundraising Committee meetings throughout the year. The Artist Series uses its five-year Strategic Plan as a guide for current and future staff and stakeholders to pursue our vision for a fiscally stable organization for years to come.

3. Completed Fiscal Year End Date (m/d/yyyy) * 6/30/2022

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$31,350	\$31,350	\$31,350
2. Personnel: Programmatic			
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$27,900	\$40,000	\$43,100
5. Outside Fees and Services: Other	\$8,589	\$7,170	\$7,200

6. Space Rental, Rent or Mortgage	\$7,040	\$9,383	\$9,400
7. Travel			
8. Marketing	\$7,291	\$8,644	\$8,600
9. Remaining Operating Expenses	\$11,546	\$19,710	\$17,000
A. Total Cash Expenses	\$93,716	\$116,257	\$116,650
B. In-kind Contributions	\$10,000	\$10,000	\$10,000
C. Total Operating Expenses	\$103,716	\$126,257	\$126,650
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions	\$15,228	\$14,839	\$16,000
11. Revenue: Contracted Services			
12. Revenue: Other	\$45	\$70	\$80
13. Private Support: Corporate	\$3,000	\$3,125	\$3,500
14. Private Support: Foundation			
15. Private Support: Other	\$23,178	\$27,675	\$30,000
16. Government Support: Federal			
17. Government Support: State/Regional	\$30,297	\$27,500	\$29,500
18. Government Support: Local/County	\$22,000	\$31,363	\$20,000
19. Applicant Cash		\$11,685	\$17,570
D. Total Cash Income	\$93,748	\$116,257	\$116,650

B. In-kind Contributions	\$10,000	\$10,000	\$10,000
E. Total Operating Income	\$103,748	\$126,257	\$126,650

5. Additional Operating Budget Information (1000 characters)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

In 2021-22, our most recently completed fiscal year, we focused on fundraising through donations and tried to increase ticket sales, passport sales, and livestream/video sales. We were also able to secure an additional ARPA grant that helped with our Executive Director salary. We received grant money from the State and local grants.

We are ending the current fiscal year strong. We will be able to bring forward monies to help cover expenses for the upcoming fiscal year 2023-24. We have \$15,000 in savings and will try to add to that this year.

6. Paid Staff

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

7. Hours *

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

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

- Yes
- No

H. Management and Proposal Budget Page 8 of 12

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

Yes

No

2. Proposal Budget Expenses:

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

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (these are earned or contributed funds supplied by your organization)
- c. In-kind (the value of donated goods and services)

Save each individual line within the budget.

To update budget totals, save each page.

Do not include any non-allowable expenses in the proposal budget. (See: non-allowable expenses).

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

For Specific Cultural Projects the Proposal Budget expenses must equal the Proposal Budget income.

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive Director	\$0	\$31,350	\$0	\$31,350
2	Artistic Director	\$0	\$0	\$5,000	\$5,000
3	volunteers	\$0	\$0	\$2,000	\$2,000
Totals:		\$0	\$31,350	\$7,000	\$38,350

2.2. Personnel: Programmatic *

2.3. Personnel: Technical/Production *

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artist Fees	\$20,450	\$22,650	\$0	\$43,100
Totals:		\$20,450	\$22,650	\$0	\$43,100

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Livestream	\$2,550	\$2,550	\$0	\$5,100
2	accountant	\$0	\$1,600	\$0	\$1,600
3	Agent fee	\$0	\$1,400	\$0	\$1,400
Totals:		\$2,550	\$5,550	\$0	\$8,100

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Opperman Hall rental	\$7,000	\$3,000	\$10,000
2	office rent	\$1,500	\$0	\$1,500
Totals:		\$8,500	\$3,000	\$11,500

2.7. Travel (match only) ***2.8. Marketing ***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing	\$2,000	\$6,600	\$0	\$8,600
Totals:		\$2,000	\$6,600	\$0	\$8,600

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Hotel rooms for Artists	\$0	\$3,000	\$0	\$3,000
2	Rental cars for Artists	\$0	\$1,500	\$0	\$1,500
3	Office supplies, utilities, remaining expenses	\$0	\$12,500	\$0	\$12,500
Totals:		\$0	\$17,000	\$0	\$17,000

2.10. Amount of Grant Funding Requested:

\$25,000

2.11. Cash Match:

\$91,650

2.12. In-Kind Match:

\$10,000

2.13. Match Amount:

\$101,650

2.14. Total Project Cost:

\$126,650

3. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

3.1. Revenue: Admissions *

#	Description	Cash Match	Total
1	tickets & Passports	\$16,000	\$16,000
Totals:		\$0	\$16,000

3.2. Revenue: Contracted Services ***3.3. Revenue: Other *****3.4. Private Support: Corporate ***

#	Description	Cash Match	Total
1	sponsorships & ads	\$3,500	\$3,500
Totals:		\$0	\$3,500

3.5. Private Support: Foundation ***3.6. Private Support: Other ***

#	Description	Cash Match	Total
1	donations, fundraisers, & memberships	\$30,000	\$30,000
Totals:		\$0	\$30,000

3.7. Government Support: Federal ***3.8. Government Support: Regional ***

#	Description	Cash Match	Total
1	South Arts	\$2,000	\$2,000
Totals:		\$0	\$2,000

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	COCA	\$22,700	\$22,700
Totals:		\$0	\$22,700

3.10. Applicant Cash *

#	Description	Cash Match	Total
1	Savings & cash brought forward	\$17,450	\$17,450
Totals:		\$0	\$17,450

3.11. Total Project Income:**\$126,650****3.12. Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	20%
B.	Cash Match	\$91,650	\$91,650	72%
	Total Cash	\$116,650	\$116,650	92%
C.	In-Kind	\$10,000	\$10,000	8%
	Total Proposal Budget	\$126,650	\$126,650	100%

4. Additional Proposal Budget Information (optional) (1000 characters)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

The Artist Series is able to bring forward funds from the previous fiscal year from our Savings Account to offset our funding for the next fiscal year. Due to the timing of this grant, these projections are based on our projected income and expenses for the upcoming 2023-24 concert season (FY24). We are basing our needs for FY25, the timeframe of this grant, on our upcoming season 2023-24. The Artist Series is constantly fundraising to so that we are able to continue our concert seasons even if grant funding becomes unavailable.

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

1. Required Attachment List

Please upload your required attachments in the spaces provided.

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute w-9 2023 TAS.pdf	34 [KB]	6/18/2023 9:44:41 PM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
AS Taxes 990 EZ FY22.pdf	3550 [KB]	6/20/2023 1:35:37 PM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
Artist Series Program 2022-23 COMPLETE FINAL.pdf	2022-23 Concert Season Program	Example of The Artist Series printed programs showing ADA compliance, grant logo recognition, programs, Artist bios	12841 [KB]		View file
Media Plan 2023-24 The Artist Series.pdf	Media Plan for TAS 2023-24	Sample of media plan used by TAS from 2023-24 season	78 [KB]		View file
Past_Present Artist-in-Residence_mini_letters_marketing 2023-24.pdf	Photos Artist-in-Residence, support letters, marketing samples 2022-23	Photos of Artist-in-Residence ensembles performing in the main and "mini" Residencies; letters of support from educators; samples of print ads-marketing	4482 [KB]		View file
Links to video samples of Artists for the 2023.pdf	Video samples of 2023-24 Artists for The Artist Series	Links to videos to hear the quality of Artist selected for The Artist Series 2023-24 concert season	78 [KB]		View file
Artist Bios for 2023-24 Concert Season.pdf	Artist Bios and Photos 2023-24 Concert Season	Photos and bios of the selected artists for the 23-24 Concert Season	895 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Readiness Plan AS FY24.pdf	Readiness Plan 2023-24	Synopsis of TAS Readiness Plan	141 [KB]		View file
Artist Series 3 Year Strategic Plan_MM 2022-2025.pdf	3 Year Strategic Plan 2022- 2025	3 Year Strategic Plan to help TAS plan for the future and strengthen goals	202 [KB]		View file
The Artist Series Board of Directors 2023 Bios.pdf	The Artist Series Board of Directors Bios 2023-24	Bios and information about key Board of Directors for TAS 2023-24	126 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

Notification of International Travel

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

1. Notification of International Travel

I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Division of Arts and Culture.

K. Single Audit Act Page 11 of 12

Single Audit Act

In accordance with 2 CFR 200, Subpart F - Audit Requirements; Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes; and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN 59-3299905 expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

1. Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with: 2 CFR 200, Subpart F - Audit Requirements; Section 215.197, Florida Statutes, Florida Single Audit Act; and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit Page 12 of 12

1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.286, Florida Statutes and incorporated by reference into Rule 1T-1.036, Florida Administrative Code.

2. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of 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.

2.1. Signature (Enter first and last name)

Melanie Mays

