

# Gadsden Arts, Inc.

**Project Title:** Gadsden Arts General Program Support

**Grant Number:** 25.c.ps.170.033

**Date Submitted:** Monday, June 5, 2023

**Request Amount:** \$85,650.00

## A. Cover Page Page 1 of 12

### Guidelines

Please read the current Guidelines prior to starting the application: **General Program Support Grant Guidelines**

### Application Type

**Proposal Type: Discipline-Based**


**Funding Category: Level 2**

**Discipline: Museum**

**Proposal Title: Gadsden Arts General Program Support**

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

### Applicant Information

- a. Organization Name: Gadsden Arts, Inc. 
- b. DBA: Gadsden Arts, Inc.
- c. FEID: 59-3247747
- d. Phone number: 850.627.5020
- e. Principal Address: 13 N. Madison Street Quincy, 32351-2409
- f. Mailing Address: 13 N. Madison Street Quincy, 32351-2409
- g. Website: [www.gadsdenarts.org](http://www.gadsdenarts.org)
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: Gadsden
- k. UEI: CEWKQV71Y423
- l. Fiscal Year End Date: 12/31

#### 1. Grant Contact \*

**First Name**

Grace

**Last Name**

Robinson

**Phone** 850.627.5020

**Email** [grace@gadsdenarts.org](mailto:grace@gadsdenarts.org)

#### 2. Additional Contact \*

**First Name**

Melanie

**Last Name**

Joyner

**Phone** 850.627.5022

**Email** [melanie.joyner@gadsdenarts.org](mailto:melanie.joyner@gadsdenarts.org)

#### 3. Authorized Official \*

**First Name**

Grace

**Last Name**

Robinson

**Phone** 850.627.5020

**Email** grace@gadsdenarts.org

**4. National Endowment for the Arts Descriptors**

**4.1. Applicant Status**

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Organization - Nonprofit

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**4.2. Institution Type**

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Art Museum

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**4.3. Applicant Discipline**

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Visual Arts

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## C. Eligibility Page 3 of 12

### 1. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

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

- Yes (required for eligibility)
- No

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

- Yes (required for eligibility)
- No

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

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

### 5. Museum \*

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

## D. Quality of Offerings Page 4 of 12

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

**MISSION** - Gadsden Arts Center & Museum inspires the exploration, understanding, and appreciation of the visual arts to enrich life for everyone, bringing people together and contributing to cultural and economic vitality in our community.

**VISION** - Gadsden Arts is an innovative arts center and museum that endures, alive with art experiences for every individual of the community, and widely acclaimed for its excellence and positive impact.

*Updated language for Gadsden Arts Inc. (GACM) Mission and Vision statements was approved 8.16.2022 by the Gadsden Arts, Inc. Board of Directors.*

### 2. Programming 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.

Gadsden Arts Center & Museum (GACM), accredited by the American Alliance of Museums, is a small organization located in a rural, culturally underserved region of North Florida. For this funding cycle, GACM requests support for interrelated exhibitions and programs that connect diverse audiences with the art, and GACM with our community.

The first exhibitions feature work by two celebrated 20th century Black artists from Bessemer, Alabama: permanent collection works by self-taught artist Thornton Dial, Sr., and a work by Dial's contemporary, Jack Whitten, on loan from Art Bridges. GACM's Teen Art Council students, who are paid to work for GACM, will learn about these works and develop exhibition-based programs for families.

The second group of exhibitions explores international to local contemporary quilting and painting. *Aviary*, organized by Studio Art Quilt Associates, alongside work by Gadsden County quilters Wendy Adams and Patty Spooner, the romantic, bird-themed realism of Tallahassee, FL painter Brenda Francis, and Permanent Collection bird imagery by O.L. Samuels, Mary Proctor, Mose Tolliver, and Bob Bischoff.

The third group of exhibitions present *Impressionism from the Sellars Collection of Art by American Women* from the Huntsville Museum of Art, alongside work by plein air painter Natalia Andreeva, and permanent collection and borrowed work by Alynne Harris. Partnership programs include an online Art Talk with the National Museum of Women in the Arts (NMWA), and a Literacy Tea with Pretty Elite girls' empowerment program.

Ongoing exhibition-based programs offer discovery for all ages (partner organizations):

- Families – ArtZone, Art Camp, Family Day (National Hookup of Black Women–Gadsden, Quincy Main Street)

- **Teachers and Students K-8th Grade – standards-correlated Field Trip and Art in Schools Programs (Gadsden County Schools)**
- **High School programs – Teen Art Council (7 High Schools), Internships (Gadsden County), note teens are paid to work with GACM**
- **University students – Internships (Florida State University)**
- **Adults and Seniors – Art Talks (NMWA), varied cultural events**

Through these programs GACM will connect diverse audiences with our permanent collection and borrowed collections, inspiring exploration of the visual arts to enrich life, bring people together, and contribute to the cultural and economic vitality of our community.

## **2.1. Programming Goals (2000 characters)**

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

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

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

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### **Goal 1: Create connections to grow impact.**

**GACM is the unique provider of major curated exhibitions for the region, and exhibits work by 300+ local artists. Considering diversity, relevance to varied audience interests, and potential organizational partnerships when selecting exhibitions facilitates connections. Working with Pretty Elite and National Museum of Women in the Arts during the exhibition of women impressionist painters is one example.**

**GACM is also the sole source of art education for thousands of local children, with art unavailable in local schools due to budget constraints. Connections with the Gadsden County Schools and community-based enrichment organizations, and between exhibitions and school curriculum goals will grow impact.**

### **Goal 2: Ensure economic accessibility through free and affordable programming.**

**GACM recognizes that admission is a barrier to participation for some local residents. In Gadsden County, 25.8% of persons live in poverty and all schools provide free or reduced price meals. At the same time, GACM is a community nonprofit organization that must raise and earn all funds to operate.**

**GACM offers free admission for:**

- **All children ages 17 and under and Field Trip chaperones**
- **Everyone on first Saturdays**
- **All families visiting the ArtZone**
- **Senior groups with an admission waiver**
- **Military families June-August**
- **Camp Tuition Fee Waivers**
- **Visitors during community festivals in partnership with Quincy Main Street**

**GACM values art education as vital to the complete intellectual and emotional development of children. Recognizing the critical need for art education in our community, GACM offers all Art for Children programs free of charge at a cost of \$125,000, 20% of our budget. Funds are raised through contributions, foundations, grants, and corporate sponsorships.**

**Goal 3: Grow our organization to increase long-term sustainability.**

**GACM is an organization of people who come together to enrich life for everyone through art. Volunteer leadership teams include our Board of Directors, Endowment Trust Board, and eight working committees. A central role for all of these volunteers and GACM staff is to network to engage varied audiences with all aspects of our organization.**

## **2.2. Programming Objectives (2000 characters)**

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

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

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

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**The following objectives are to be accomplished during this program period.**

**Objectives to support goal 1: Create connections to grow impact.**

- 1. Engage a minimum of five partner organizations to enhance exhibition-based programs to engage diverse audiences and grow overall participation by 10%.**
- 2. Sustain and strengthen relationships with four community partners – Gadsden County, the City of Quincy, Quincy Main Street, and the Gadsden County Public Schools, to increase local participation by 10%.**
- 3. Engage 120 additional students in the Art in Schools program.**

**Objectives to support goal 2: Ensure economic accessibility through free and reduced cost programming.**

- 1. Increase attendance on GACM Free First Saturdays by 20%.**
- 2. Sustain ArtZone participation at 21 patrons on average per Saturday.**
- 3. Increase child and adult Field Trip participation by 25%, further building on the 300% increase in Field Trip participation realized this year.**

**Objectives to support goal 3: Grow our organization to increase long-term sustainability.**

- 1. Introduce a minimum 8 new leadership volunteers who represent communities across our service area to serve on the Board of Directors and working committees.**
- 2. Sustain current members while attracting 35 new GACM members for a 5% increase.**
- 3. Grow one staff position, Development Assistant, from part-time to full-time.**

## **2.3. Programming Activities (2000 characters)**

**Please list the project or program activities.**

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

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

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

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**Goal 1: Create connections to grow impact.**

**Activities to support objectives 1-3.**

- **Connect with prospective partner organizations to cooperatively plan exhibition-related programs, with plans finalized in writing. Proposed partners include for the Dial/Whitten exhibition: Art Bridges, Gadsden County; women artists: National Museum of Women in the Arts, Pretty Elite; Aviary: Quilters Unlimited of Tallahassee. Year-round partners: City of Quincy, Gadsden County Schools, National Hookup of Black Women-Gadsden, and Quincy Main Street.**
- **Host Black History Month to coincide with the Dial-Whitten exhibition, and strengthen partnerships with Gadsden County and the City of Quincy by connecting additional museum programs with holiday celebrations.**
- **Seek funding to expand Art in Schools Program to add a third site and provide transportation for students to GACM.**

**Goal 2: Ensure economic accessibility.**

**Activities to support objectives 1-3.**

- **Sustain current marketing strategies. Add marketing through flyers to churches, county and city list serves, and partner organizations' emails.**
- **Continue ArtZone marketing through Fun for Tally Kids and add flyers to Art in Schools students.**
- **Update the schools' email list to share Field Trip opportunities in August and January.**
- **Offer to host the monthly principals' meeting and annual School Board Retreat.**
- **Add economic accessibility information to the GACM Google Business listing.**

**Goal 3: Grow our organization to increase long-term sustainability.**

**Activities to support objectives 1-3.**

**Objective 1. Enforce term limits for the Board of Directors and all working committees. Brainstorm prospective volunteers to complement existing skills and communities represented and follow a thorough assessment and recruiting process with all prospects.**

**Objective 2. Challenge all 90 leadership volunteers to connect one person to GACM through a program or event, and follow up by inviting their guest to join.**

**Objective 3. Work with stakeholders to accomplish all fundraising and earned revenue goals set forth in the Development Plan. If needed, also reduce costs to allocate resources to the Development Assistant position. This expanded full-time professional will manage a growing number of community engagement events while assisting the Director with all fundraising activities.**



## **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.**

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**Partnerships and collaborations create community ownership and connect GACM programs with local audiences in a meaningful way.**

**These include:**

**GACM and the National Hookup of Black Women–Gadsden (NHBW):** NHBW “improves the lives of women and their families through support of the arts, culture, education... .” GACM hosts a NHBW reading corner year-round, offering reading and free books to families. Through the ArtZone and Reading Corner children leave GACM with a free Art @ Home Kit and a free book. NHBW also brings the Pretty Elite teen girls group to GACM for a Literacy Tea that combines reading and art, and provides volunteer support at various events. Together, we serve more local families.

**GACM and Gadsden County work together to produce an annual Black History Month Awards Reception, honoring citizens in each of the county’s six municipalities for extraordinary service. GACM presents an exhibition by a celebrated Black artist as part of the program. Art by Jack Whitten and Thornton Dial, acclaimed 20th century artists from Bessemer, AL, will be celebrated at this event during this grant period. GACM and Gadsden County also place two art-loving teens in summer "work and learn" positions at GACM.**

**GACM and Art Bridges work together to bring historically important works of American art, along with interpretive programs, to our community.**

**GACM and the National Museum of Women in the Arts (NMWA) will create an Art Talk Live for the *Impressionist Painting by American Women Artists from the Sellars Collection* exhibition. GACM and NMWA began this partnership during the pandemic, attracting over 100 participants with each program and connecting NMWA with Florida women artists.**

**The exhibition of Alynne Harris’s work and interpretive programming will be developed in partnership with the Historic Thomas Center Galleries in Gainesville, FL, also a partner during an earlier Eddy Mumma exhibition.**

**Year-round partners, in addition to NHBW, include the City of Quincy and Quincy Main Street, with whom we work to create day-long festivals on Quincy’s Courthouse Square, Gadsden Tourist Development Council, with whom we promote and support tourism in Gadsden County, and Gadsden County Schools, which dedicates classroom space and time during the school day for Art in Schools, and supports in-museum Field Trips for students.**

## **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?**

**GACM uses a range of empirical and anecdotal tools to evaluate our organization's effectiveness. We aim to develop programs that are relevant to community needs and audience interests, and create connections between GACM and people of all ages from all walks of life. These evaluation tools evaluate progress toward each of our goals and objectives.**

**1. Create connections to grow impact.**

- **Art in Schools participation numbers**
- **Comments and suggestions from project partners during pre- and post-meetings**
- **Number of program partners and depth of partnership**

**2. Ensure economic accessibility through free programming.**

- **Attendance and participation in all free online, onsite, and community programs**
- **Participant feedback captured by Visitor Services**
- **Student art samples**

**3. Grow our organization to increase long-term sustainability.**

- **Member and donor trends**
- **Phone calls to lapsed members**
- **Feedback during thank you calls to all donors**
- **Stakeholder comments**
- **Individual meetings between the Director, donors and volunteers**

**These evaluation tools are also implemented on a regular basis:**

- **Actual performance vs. the Strategic Plan and Operational Plan**
- **Attendance and participation tracked daily, weekly, monthly, and annually**
- **Conversations with educators and school administrators**
- **Economic Impacts measured through the Economic Prosperity V calculator**
- **Monthly and annual budget performance**
- **Online use of information (website, Enews, Facebook) and self-guided materials (Art Talk Videos)**
- **Participant evaluation forms designed for specific programs**
- **Print materials distribution**
- **Program observations by committee and board members**
- **Social media comments**
- **Visitor comments, verbal captured by visitor services staff and through Gallery Comment Books**
- **Visitor origins collected through our guest register**

**Evaluation guides everyday decisions and long-term plans to sustain high quality, high impact programming. Collecting information helps GACM adjust to changing audience behavior and engage diverse audiences while working within a divisive political climate. Evaluation information is shared at board and committee meetings to engage our larger team in achieving objectives and goals, informs future program development, and informs and supports fundraising efforts.**

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

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

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Since 2000, GACM has been developing its Permanent Collection of work by American artists with emphasis on the Southeastern United States. In 2008, just seven works were designated as the collection. The next year, a donor presented a possible gift of 15 works to GACM; however, proper storage and policies did not yet exist.

To prepare for this gift, GACM formed the Collection Committee to establish a community-centered mission for the collection and draft the GACM Acquisition and Collection Policies. The mission:

The Gadsden Arts Center & Museum seeks to strengthen its permanent art collection through acquisition by gift, bequest, or purchase of American art with a particular focus on the Southeastern United States. Works of art beyond the scope of this definition will be considered when they are of outstanding quality, educational or historical value, and/or are consistent with the Gadsden Arts Center & Museum mission and audience interests.

Acquisition and Collection Policies are updated annually by and include:

1. Statement of Purpose
2. Organizational History Collection
3. Acquisitions
4. Procedures for Accessioning Objects
5. Special Acquisitions Authority
6. Deaccession & Dispersal
7. Access to Collections
8. Loans from Permanent Collection
9. Care and Control of Collection
10. Appendixes

GACM presently has 187 objects in the Permanent Collection. The majority is by self-taught artists from the deep American South created using found materials, often with symbols from the artists' immediate regional American cultures and more distant African roots. Their contribution to the history of contemporary art spurred the Metropolitan Museum of Art to acquire 80 works by many of the same artists in 2014.

For GACM, located in a majority-minority rural county, collecting artwork by these artists is a priority. Florida artists like Purvis Young, Mary L. Proctor, and O.L. Samuels are collected by the Smithsonian, High Museum of Art, and Houston Museum of Fine Arts, while Thornton Dial, Sr., Lonnie Holley, and Mose Tolliver are known nationally. GACM aims to educate the public, well beyond Florida, on the work of these artists, fulfilling the ethical obligation of a collecting institution to share this artwork with other communities. A recent IMLS grant supported GACM's production of an oral history video about Mary Proctor that has been shared with her collecting institutions and archived with the Smithsonian Anacostia Museum in Washington, D.C.

GACM is also committed to collecting and preserving work by regional artists and those with a strong connection to Gadsden County. One is Dean Mitchell, an internationally acclaimed American painter who grew up in Quincy.

In 2017, GACM identified the need to create a secondary collection, the Organizational History Collection, that “consists of art and artifacts that are items of historical, cultural, or other institutional significance to the history of the Bell & Bates Building and the Gadsden Arts Center & Museum.” These objects are formally accessioned and handled in the same manner as the rest of the collection. As of May 2023, there are 11 objects ranging from the c.1900 Herring, Hall, Marvin & Co. Safe, to the Children’s Unity Quilt, created by children in 2016.

Ongoing assessment of the collection is an important part of collection stewardship and development. In a recent analysis, GACM noted a low number of artwork by women in the Permanent Collection and began to research and acquire work by women that fit our mission, with corresponding programming that inspires local youth. In late 2022, staff and the Collection Committee reviewed the list of eleven regional artists currently represented in the collection and identified an additional 10 the Committee would like to add as a collecting focus. Reassessment of current holdings and storage capacity is also underway.

### Conservation and Care

In 2009, GACM fundraised to furnish the vault and prepare a portion of the Collection to travel. Since then, Gadsden Arts has accessioned, on average, 12 objects per year. This deliberate approach ensures GACM’s small staff can employ best practices in regard to all objects. As the Permanent Collection holdings have grown, GACM has received two Collection Stewardship Grants from the Institute for Museums and Library Services to expand the safe and stable environment for the collection, and in 2018, a larger second vault complete with state of the art storage was built. In 2021, GACM added a generator to maintain climate, lighting, and security in the event of a power outage, especially important during hurricane season in Florida. GACM also has a detailed Disaster Emergency Plan that includes a section on Preventative Measures and Collection Recovery.

GACM is committed to providing access to its collections through annual, year-long exhibitions at home, and loans of art objects to qualified institutions. Starting in 2011, subsets from the GACM Permanent Collection have traveled to the Gibbes Museum of Art in Charleston, SC, the American Visionary Art Museum in Baltimore, MD, the Leepa-Rattner Museum of Art in Tarpon Springs, FL, and the Mennello Museum of American Art in Orlando, FL, all in a proper wooden crates equipped with archival materials, detailed Condition Reports and Handling documents. The works are regularly assessed for suitability for travel and adjustments made as needed.

### Inventory and Registration Methods

Each December, per policy, GACM conducts an inventory of the objects in the Permanent Collection. A report is produced with a thumbnail image, object ID number, brief description, and location of the object. The Curator physically cross checks the report with the objects in the vaults and updates the database as needed.

As part of first-time accreditation by the American Alliance of Museums in 2016, GACM confirmed the documentation and classification of all the objects in the Permanent Collection were complete. In 2014, online access to the collection was added. GACM is now switching to the cloud-based museum catalog system CatalogIt, ensuring data safety, and streamlining updates to the collection.

## 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?**

**10483**

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

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**44**

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

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**664**

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

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**7,000**

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

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**1,530**

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

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**1,606**

## 6. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

### 6.1. Number of artists directly involved?

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347

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

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310

## 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) \*

- Black or African American
- Hispanic or Latino
- White

### 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: \*

- Individuals below the Poverty Line
- Military Veterans/Active Duty Personnel
- Youth at Risk

## 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.

**GACM serves Gadsden County and the panhandle and big bend regions of North Florida, home to underserved populations, in addition to highly educated professional people, retirees, and young middle-class families. Varied programs and exhibitions are designed to reach target audiences. Extensive outreach efforts help connect a broad public that is new to museums with GACM, while major traveling and curated exhibitions and in-depth programs appeal to experienced art lovers.**

**GACM is located in Gadsden County, among Florida's 5 lowest ranked counties for SES, health, and education, with a population of 40,000 people. 24.6% of residents live below the poverty line. The ethnic composition is 55.3% Black, 32.6% White, 10% Hispanic or Latino. Neighboring Leon County has 21% living below the poverty line, and the region has 16% of families living below the poverty line. 67% of Gadsden County students and 42% of Leon County students receive free or reduced cost meals. Gadsden County has the lowest High School Graduation Rate in Florida (60.4%), with little arts programming in schools.**

**In this challenging climate, GACM's outreach programs help to level the playing field for some of the most disadvantaged students in the state of Florida. Understanding the importance of art in children's education, Tammy McGriff, Assistant Superintendent for the Gadsden County Public Schools, and now a GACM board member, facilitates having GACM's Art in Schools in two local elementary schools every week during the school day. Students enjoy exhibition-based interpretive and art-making sessions and participate in at least one annual Field Trip to GACM. This and other Art for Children programs are free of charge and offer the only art experiences for hundreds of children.**

**GACM has also broadened its reach across the region and out of state with online and at-home programs. Live virtual programming overcomes barriers of time, transportation, and location for people of all ages. Art Talks Live allow national scope collaboration with partners such as the National Museum of Women in the Arts, and scholars like Anne Gilroy who has been studying the work of Alynne Harris.**

**GACM's extensive outreach efforts include free Art for Children programs, free admission programs, Art @ Home Kits, and the Teen Art Council. These introduce people of all ages to museums, opening doors to a world of lifelong learning, and for art-loving youth, future careers.**

## **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.**

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**GACM is rare as a small museum, serving a largely rural community, and accredited by AAM. This credential speaks to the management and fiscal health of the organization; collections management practices; the quality and impact of programs; and to broad community ownership in the organization. GACM is the unique provider of art experiences for children who have no other access to art or museum experiences, introduces new audiences to art and museums, and curates or brings exhibitions with significant historical, cultural, and social content to the region, anchored by each year-long GACM permanent collection exhibition.**

**GACM designs all programs around three main branches of service: Major Exhibitions with rich historical and cultural content, Regional Exhibitions, and Art for Children programs. Multiple exhibitions and the programs that interpret them are interrelated. Audiences include children in grades K-12, families with young children, adults, and seniors; ranging from people with no art or museum experience, to those with extensive cultural experience who travel widely to see art.**

**GACM considers four principles when planning programming: quality, diversity, relevance, and impact. The organization aims to make enrichment through art a lifelong benefit for all people, and to introduce young adults to museum professions to support art-loving youth while contributing to the future of our profession.**

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

Gadsden

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

- Calhoun
- Franklin
- Gadsden
- Gulf
- Jackson
- Jefferson
- Leon
- Liberty
- 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.**

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**Art Talks Live, developed during the pandemic, continue to be a popular online program. These enhance understanding of permanent collection artists, or additional major or regional exhibitions on view. The live online format allows participants to join in from anywhere, overcoming barriers of transportation, time, location, and cost. Art Talks Live also allow GACM to present guest scholars, curators, and artists from elsewhere without the time and costs associated with travel, and implement continuing partnerships, as with the National Museum of Women in the Arts. Art Talks Live often inspire participants to come see the exhibition on-site, and nurture a greater depth of experience during the visit. Finally, Art Talks Live are recorded, captioned, and archived, to be enjoyed by anyone at any time, free of charge.**

**The Teen Art Council program also functions in a hybrid format. Weekly sessions with teens are held live online, creating accessibility on school day afternoons for teens from seven high schools across three counties. Special workshops and Field Trips are also held at GACM and**



partners' sites on Saturdays. The teens' final project is also presented live and online, allowing this to also be recorded, captioned, and archived online for future viewing. The most recent program example is *Envisioned Pathways*, an extremely inspiring program for any viewer. All Art Talks Live and archived videos are available to the public, free of charge.

### 13. Proposal Impact (3500 characters)

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

**Organizations:** Include education and outreach activities.

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

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GACM has substantial impacts for individuals and the community at large in one of Florida's most economically challenged, educationally underserved communities.

#### EXHIBITIONS AND EDUCATION

- Brings cultural experiences with depth and quality to everyone at the museum, in schools, and in homes
- Increases students' art learning and academic achievement
- Offers economic accessibility programs to ensure all residents can use the museum
- Helps teachers achieve curriculum goals in an exciting way
- Provides the only art experiences many Gadsden County children have in school, on weekends, and at home
- Brings art making supplies and activities into Gadsden County Homes
- Builds students' self-image and families' affinity for art through outreach programs and art competitions
- Connects art with the public through community partnerships
- Introduces teens and young adults to art museums and museum careers
- Prepares college and university students for professional museum work
- Promotes the work of our region's artists and artisans

#### ECONOMIC IMPACT

- Regional impact in 2022 \$961,666: projected for 2023 \$1,135,000 (Source: Arts and Economic Prosperity V)
- Attracts thousands of visitors from out of county and state (26 U.S. states and 3 countries in 2022, 36 U.S. states and 5 countries pre-pandemic, in 2019.)
- Is a source of pride, encouraging residents and community leaders to invest in the community. Presently, in part due to GACM, eight buildings are under new ownership and active renovation on Quincy's historic Courthouse Square.
- Sustains 10 full and part-time jobs
- Attracts new home and business owners
- Is the largest "visitor ready" tourism venue in Gadsden County, and refers visitors to other local attractions and restaurants

#### ENGAGING DIVERSE AUDIENCES WITH GACM AND MUSEUMS AT LARGE

- Creates part-time paid employment and professional museum experience for high school and college students

- Introduces people to using museums for personal benefit
- Engages diverse individuals in volunteer and staff roles
- Brings quality cultural experiences and art education to people with no other access to visual art
- Creates economic access for thousands of children and adults through Museums for All, free admission Saturdays, and free Art for Children programs
- Engages varied community partners with art making, exhibitions, and the museum by focusing on overlapping missions and needs; i.e. meeting the need for self-expression and self-esteem building for Girls Elite students; developing interpretive thinking to support reading skills development during Field Trips and Art in Schools sessions
- Offers meeting and gathering space for community-based groups while introducing everyone to GACM and its programs

#### **PHILANTHROPY**

- Offers a trusted avenue for philanthropic investment in art, culture, education, and community redevelopment
- Attracts investment in the community by businesses, foundations, and grant makers

#### **A CATALYST FOR BUILDI RELATIONSHIPS**

- Fosters lifelong learning, value-added retirement time, and social interaction
- Engages people who are new to using museums
- Fosters new relationships among volunteers and donors from all walks of life
- Fosters collaboration among community organizations

#### **LIFELONG DISCOVERY**

- Introduces museums for lifelong enrichment for everyone
- Teaches processes for interpretive and critical thinking, and helps students develop empathy and tolerance (The Educational Value of Field Trips, Education Next, 2014)
- Offers opportunities for everyone to experience humanity worldwide, past and present - everyone who walks through our doors learns something new

## **14. Marketing and Promotion**

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

- Brochures
- Collaborations
- Direct Mail
- Email Marketing
- Magazine
- Newsletter
- Newspaper
- Radio
- Organic Social Media
- Paid Social Media
- Television
- 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?**

**GACM is one of two AAM accredited art museums in central North Florida, and the only one that is community-owned. Entering our 30th year of bringing quality art experiences to our region, GACM continues a multifaceted effort to create awareness and encourage participation.**

**The Gadsden Arts brand combines the personal welcome of a small town with the quality of an accredited museum, and features our historic Bell & Bates Building, a beloved gathering place in the community since 1912. We share this brand and program information by combining new and traditional strategies to reach diverse audiences.**

**Pre-pandemic, GACM attracted growing numbers of visitors from the region, across Florida, and surrounding states. Since early 2022, travel continues to return gradually, while GACM is focused on attracting highly art-interested audiences from neighboring Leon County while we continue outreach efforts in Gadsden County.**

**Effective and affordable marketing avenues to attract these visitors include:**

- **Paid Facebook boosted posts (which have proven far more effective than paid ads)**
- **Public Radio underwriting spots**
- **Public Television advertisements**
- **Features on radio programs for major exhibitions with interviews of staff and guest experts.**

**Word of mouth promotion through all participants and stakeholders is encouraged at all meetings and gatherings, and is proven to be effective at creating awareness. Encouraging patrons to extend a personal invitation to participate increases success. Many events include free admission for members' guests, and discounts for multiple registrations to encourage peer-peer invitations.**

**Strategies to connect with local families include our partnerships with NHBW-Gadsden, Gadsden County Schools, Gadsden County (listserv), and Quincy Main Street. For some offerings such as Family Days during community festivals, flyers at library branches, restaurants, and churches, and extensive Free Admission promotions (i.e. Museums for All, first Saturdays, Blue Star Museums, and during community-based partnership events) are helpful.**

**To reach teen audiences, the Teen Art Council Program requires participating teens to engage their peers and family members with the programs and events they design. Paying teens to participate in the program overcomes economic barriers and ensures strong participation.**

**GACM uses varied delivery systems to connect art experiences with audiences and engage stakeholders, also connecting more often with museum friends who live out of state:**

- **ZOOM Art Talks Live! exhibition discussions with staff, guest curators and scholars**
- **DonorSnap in-person and online art collecting fundraiser**
- **Hybrid Meeting options for staff, board, and committees**
- **Facebook, Constant Contact, and YouTube featuring art-making and art talk videos**

**The GACM website, gadsdenarts.org, was rebuilt this year to offer a clean, streamlined design, and a new events calendar with a featured events page to make information easy to find. Integration with DonorSnap offers an immediate response to event registrations, with information participants can share with others.**

**Finally, Gadsden Arts Magazine is an important piece that introduces new friends to GACM, and strengthens current relationships. The magazine is written through the experiences of members, artists, volunteers, donors, staff, interns, families, children, and more – to describe our work and impact through the stories of all of the people who engage with GACM.**

**Additional year-round marketing strategies include:**

- **16 online and print calendars (i.e. Tallahassee Democrat, WFSU, Tallahassee Community College, Florida State University, Tallahassee Magazine, WCTV, Tallahassee Magazine)**
- **Online E-news (3,200 subscribers, an increase of 10% this year)**
- **Banners outside the museum entrance**
- **Press releases sent to 30 media outlets**
- **Networking through professional organizations**
- **Presentations to civic, community, government, and retirement groups**
- **Social media networking by everyone**
- **Print promotion through direct mail**
- **Cross-promotion through partners such as Quincy Main Street and our LAA**

## F. Impact - Access for All Page 6 of 12

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

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

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**Accessibility is always top of mind in our effort to make connections between everyone - people of all ages and abilities - with the art and GACM itself.**

**PHYSICAL ACCESSIBILITY:** GACM facilities and programs are ADA compliant and accessible to persons with disabilities. One handicapped parking spot is available outside the museum. An elevator transports visitors between floors. To accommodate wheel chairs, all passageways, and spaces between displays are greater than 36" wide, all bathrooms, pedestals, and drinking fountains are wheelchair height. Family restrooms with changing tables and unisex bathrooms are available. At the front door, a call button alerts staff to assist patrons.

**EXHIBITIONS PHYSICAL ACCESSIBILITY:** Exhibition installations are hung at 58" eye level with text panels in 16-point type. For a current exhibition of children's book illustrations, art has been hung at 46" child height with seating for adult viewing. Large print is available upon request. A wheelchair for loan is available in the lobby, and seating groups have been added to all galleries as physical rest areas. Amplified sound (in-gallery sound system) and some audio tours are available.

**ARTZONE SPACE AND ACTIVITY PHYSICAL ACCESSIBILITY:** The ArtZone has magnetic walls for children to install art. ArtZone tables and stools are height adjustable. Additional art making accommodations include noise-cancelling headphones, tabletop scissors, Ableware adaptable foam tubing, assorted pencil/pen grips, easy-grip paintbrushes, assorted mark-making tools, and large print materials.

**ONLINE PROGRAMMING ACCESSIBILITY:** live captioning is enabled on Zoom for all synchronous programs. Image and video captioning is used for asynchronous programs.

**PERCEPTION & AWARENESS:** GACM is intentionally growing staff, volunteer, and participant diversity through networking, recruitment, and program design, which new minority participants with GACM. GACM also introduced a program offering free use of our rental space for gatherings so long as groups participate in a GACM guided tour or informational program. This is growing community awareness of available programs and services.

**LOCATION:** GACM employs technology such as YouTube and ZOOM to make online and hybrid programs accessible, allowing us to connect with patrons who live elsewhere, don't drive at night, and people who have other barriers to being at GACM. Art @ Home Kits bring art-making

and exhibition content home.

**ADDITIONAL FORMS OF ACCESSIBILITY** are discussed in the next section, including Knowledge, Economic, Experiential, Volunteer, Content, Location, and Collection Accessibility.

## 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?**

Grace Robinson

## 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?** 6/1/2022

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

**COLLECTION:** GACM permanent collection objects are on view 12 months of every year, loaned to other museums, and accessible via our website. GACM is presently moving from using Past Perfect to Catalog-It to add a search function and collection updates available online in real time. Artists represented in the collection are also accessible to local audiences, with many of them self-taught, expressing life experience in rural or isolated areas. Over half of the collection represents Black artists, with Latino and women artists also represented.

**CONTENT:** Programs are specifically designed for the age, experience, and learning objectives of the intended target audience. School materials are correlated with curriculum goals. Whenever possible, selected materials are also translated into Spanish.

**ECONOMIC:** GACM Art for Children programs offered free of charge include the ArtZone, Field Trips, Art in Schools, and Art @ Home Kits. Art Camp offers low tuition for all and tuition waivers for 60% of participants. The Teen Art Council is also provided free of charge, AND pays enrolled

**teens \$15 per hour as temporary museum employees to eliminate economic barriers to participation. Exhibition admission is free during First Saturdays, community partnership events, for military families (summer), and SNAP benefits recipients.**

**EXPERIENTIAL:** Lack of experience with museums is a major barrier. Community partnership programs and Art for Children programs overcome this barrier. The ArtZone attracts diverse families, 80% of whom also visit the galleries. A presence at community festivals also helps create familiarity with GACM.

**KNOWLEDGE:** Staff and volunteer knowledge regarding accessibility is crucial to connecting varied audiences with content presented by GACM. Professional development is an ongoing process through conferences and workshops. The Section 504 self-study is conducted every two years. Appropriate symbols are included on all GACM materials.

**TIME:** This year, some evening events will be offered from 5-7pm and new daytime events are being added to accommodate an aging audience.

**VOLUNTEER:** 90 volunteers serve the community through Gadsden Arts on a regular basis, learning, developing meaningful social relationships, and becoming an integral part of our organization. Volunteers tell friends and family about GACM, producing new connections to GACM that create access.

# G. Management and Operating Budget Page 7 of 12

## 1. Organization History (2000 characters)

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

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GACM incorporated in 1994 to provide enriching visual art experiences to the people of Gadsden County, a rural area with broad diversity spanning age, education level, and race. GACM's service area has grown to include a broad region encompassing the Big Bend and Panhandle region of North Florida and South Georgia. GACM is the outgrowth of a volunteer effort and remains community-driven.

### IMPORTANT MILESTONES

- 1994 Gadsden Arts, Inc. is incorporated, housed in an 800 sq. ft. church
- 1996 GACM is given the 13,000 sq. ft. Bell & Bates building, a center of community life on Quincy's Courthouse Square since 1912
- 1997 GACM hires its founding Executive Director, Zoe Golloway, an experienced nonprofit manager
- 1998–2000 GACM raises \$1.5M and renovates the Bell & Bates Building and an adjacent building
- 2000 GACM opens its new buildings with 2 art studios, 3 art galleries, a community gathering space, kitchen, museum shop, offices, and art receiving
- 2000–2005 GACM establishes its reputation for quality regional art exhibitions, popular events, and summer children's programs
- 2005 Zoe Golloway retires, and the current Director, Grace Robinson is hired, coming from a larger AAM Accredited Museum where she was Education Director and Deputy Director
- 2005 Gadsden Arts Endowment Trust is established
- 2007 GACM acquires another adjacent building
- 2008 GACM establishes its Artists Guild program
- 2009 GACM completes a capital campaign to furnish art storage areas and crate collections to travel
- 2010–2012 Campaign for the Future II raises \$818K for organizational sustainability
- 2013 GACM educator position moves from part-time to full-time
- 2016 GACM earns American Alliance of Museums Accreditation
- 2016–2018 renovation and expansion are completed with cash on hand after raising \$860K, bringing GACM to 18,000 sq. ft., and making possible growth in all program areas
- 2019 GACM devises a strategy to grow its major exhibition program
- 2021 the Impact Fund for major exhibitions achieves its initial \$250K goal
- 2020–2022 the pandemic fosters development of online and at home programs that increase GACM's reach and accessibility
- 2022–present in-person participation and travelers return, with new programs and strategies to restore and grow connections and accommodate changing audience needs



Today, GACM is a respected regional art museum that nurtures relationships and creates connections to enrich life for everyone.

## 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.

GACM is financially sound and managed conservatively, aiming for a 5% operating net each year to build cash resources.

Currently, GACM has:

- Operating cash on hand equal to 7 months' expenses, total cash on hand equals 12 months' expenses. Recently, liquid, interest-bearing opportunities are making it possible for GACM to earn 4.65% - 5.15% interest on those funds.
- Endowments totaling \$1.14M, surpassing \$1M for the first time in January of this year.
- Assets totaling \$3.5M, with no long-term liabilities

GACM has grown over time in membership, the number of donors, and donor giving levels. Thoughtful stewardship has produced a 98% retention rate among donors \$1000+ annually. Mission-based annual fundraising initiatives - Annual Giving, Impact Fund, and Art for Children - produce 30-40% of GACM's annual support.

GACM's fiscal management structure ensures judicious use of resources. The Gadsden Arts, Inc. Finance Committee and Board of Directors manage GACM resources, and review financial reports monthly. Resource management is conservative, with careful planning, and proactive adjustments, to achieve a net budget each year. This year a cumulative reduction in low level gifts and anticipated reduction in available local grants has precipitated two rounds of proactive budget cuts.

GACM has also been proactive with facility maintenance. All buildings are in excellent condition. Lighting is all LED; security systems were upgraded and buildings re-roofed in 2017; interior and exterior renovation was done 2016–2018; art studio windows and the building's sprinkler control system were replaced in 2019; a generator for collections and offices was installed in 2021. Fundraising is underway to replace 2nd floor storefront windows, the final element of post-hurricane Michael building envelope strengthening, and renovate the catering kitchen.

The Gadsden Arts Endowment Trust Board (ETB) manages the Gadsden Arts Endowment Trust, Inc. Endowment principal has never been invaded. The 2.5% endowment spending policy facilitates annual program and facilities support while ensuring fund growth. A professional video and fall luncheon will grow awareness of the GACM Legacy Society this year, and conversations with founding families who are now in their 80's are helping further grow endowment, while outreach to founders' adult children is creating a "next generation" of dedicated support for our organization.

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

#### 4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$41,229	\$44,008	\$45,709
2. Personnel: Programmatic	\$139,590	\$152,000	\$159,600
3. Personnel: Technical/Production	\$86,338	\$100,944	\$106,491
4. Outside Fees and Services: Programmatic	\$15,177	\$27,910	\$28,500
5. Outside Fees and Services: Other	\$7,240	\$7,950	\$8,200
6. Space Rental, Rent or Mortgage			
7. Travel	\$3,267	\$7,700	\$6,700
8. Marketing	\$23,257	\$29,575	\$24,000
9. Remaining Operating Expenses	\$203,070	\$215,092	\$225,092
A. Total Cash Expenses	\$519,168	\$585,179	\$604,292
B. In-kind Contributions	\$51,916	\$58,517	\$60,429
C. Total Operating Expenses	\$571,084	\$643,696	\$664,721
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions	\$28,942	\$41,126	\$44,000
11. Revenue: Contracted Services	\$55,738	\$63,500	\$67,000
12. Revenue: Other	\$40,041	\$76,088	\$76,000
13. Private Support: Corporate	\$45,275	\$54,550	\$54,550

14. Private Support: Foundation	\$74,330	\$60,500	\$64,000
15. Private Support: Other	\$191,212	\$171,500	\$175,000
16. Government Support: Federal	\$18,000	\$12,500	\$12,500
17. Government Support: State/Regional	\$54,630	\$64,640	\$64,640
18. Government Support: Local/County	\$11,000	\$16,000	\$21,000
19. Applicant Cash		\$24,775	\$25,875
D. Total Cash Income	\$519,168	\$585,179	\$604,565
B. In-kind Contributions	\$51,916	\$58,517	\$60,429
E. Total Operating Income	\$571,084	\$643,696	\$664,994

### 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."

#### Expenses:

- Personnel costs: in 2021, the GACM board voted to align full-time professional salaries with SEMC norms to promote longevity in key positions, bring part-time employee pay to \$15/hour, and apply the annual cost of living index to staff salary increases every year. Cost of Living increased 8.9% from 2021 to 2022. The next cost of living index is projected to be 5%.
- An important step toward greater organizational stability will be growing mid-level staff positions in marketing and development to full-time to ensure the stability of the GACM development program in the event of an interruption or change in the Director position.
- Travel expenses are greater in 2023 due to a new fundraiser that brought known speakers, travel for our outgoing curator to assist with installations, and increased development lunches.

#### Income:

- Foundation and contributed income are declining in 2023 due to difficult market conditions in 2022 and changing tax laws.

- **GACM is successfully introducing new mission-based events that increase earned revenues. Major exhibitions will be installed for longer periods starting in 2024 to reduce costs and increase capacity for these events.**
- **GACM's donor base continues to grow.**

## 6. Paid Staff

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

## 7. Hours \*

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

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

- Yes
- No

# H. Management and Proposal Budget Page 8 of 12

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

Yes

No

## 2. Proposal Budget Expenses:

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

The expense section contains three columns:

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

Save each individual line within the budget.

To update budget totals, save each page.

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

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

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

### 2.1. Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Bookkeeper	\$15,000	\$15,000	\$0	\$30,000
<b>Totals:</b>		<b>\$15,000</b>	<b>\$15,000</b>	<b>\$0</b>	<b>\$30,000</b>

### 2.2. Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Museum Educator	\$7,000	\$7,000	\$0	\$14,000
<b>Totals:</b>		<b>\$30,000</b>	<b>\$30,000</b>	<b>\$0</b>	<b>\$60,000</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Education Assistant	\$8,000	\$8,000	\$0	\$16,000
3	Director	\$15,000	\$15,000	\$0	\$30,000
<b>Totals:</b>		<b>\$30,000</b>	<b>\$30,000</b>	<b>\$0</b>	<b>\$60,000</b>

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

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Curator	\$26,250	\$26,250	\$0	\$52,500
<b>Totals:</b>		<b>\$26,250</b>	<b>\$26,250</b>	<b>\$0</b>	<b>\$52,500</b>

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

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

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

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

### 2.8. Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Advertising	\$3,900	\$3,900	\$0	\$7,800
<b>Totals:</b>		<b>\$3,900</b>	<b>\$3,900</b>	<b>\$0</b>	<b>\$7,800</b>

### 2.9. Remaining Proposal Expenses \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Printing	\$5,000	\$5,000	\$0	\$10,000
2	Supplies	\$5,500	\$5,500	\$0	\$11,000
<b>Totals:</b>		<b>\$10,500</b>	<b>\$10,500</b>	<b>\$0</b>	<b>\$21,000</b>

### 2.10. Amount of Grant Funding Requested:

**\$85,650****2.11. Cash Match:****\$85,650****2.12. In-Kind Match:****2.13. Match Amount:****\$85,650****2.14. Total Project Cost:****\$171,300****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	Museum Admissions	\$6,000	\$6,000
<b>Totals:</b>		<b>\$0</b>	<b>\$6,000</b>

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

#	Description	Cash Match	Total
1	Sponsorships	\$20,000	\$20,000
<b>Totals:</b>		<b>\$0</b>	<b>\$20,000</b>

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

#	Description	Cash Match	Total
1	Foundation Support	\$19,000	\$19,000
<b>Totals:</b>		<b>\$0</b>	<b>\$19,000</b>

### 3.6. Private Support: Other \*

#	Description	Cash Match	Total
1	Contributions	\$40,650	\$40,650
<b>Totals:</b>		<b>\$0</b>	<b>\$40,650</b>

### 3.7. Government Support: Federal \*

### 3.8. Government Support: Regional \*

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

### 3.10. Applicant Cash \*

### 3.11. Total Project Income:

\$171,300

### 3.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$85,650	\$85,650	50%
B.	Cash Match	\$85,650	\$85,650	50%
	<b>Total Cash</b>	<b>\$171,300</b>	<b>\$171,300</b>	<b>100%</b>
C.	In-Kind	\$0	\$0	0%
	<b>Total Proposal Budget</b>	<b>\$171,300</b>	<b>\$171,300</b>	<b>100%</b>

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

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



# 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)
1 GACM SubFormW-9 2023.pdf	34 [KB]	6/5/2023 10:38:27 AM	<a href="#">View file</a>

### 1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
2 GACM FY2021 990.pdf	1823 [KB]	6/5/2023 10:38:41 AM	<a href="#">View file</a>

## 2. Support materials (required)\*

<b>File</b>	<b>Title</b>	<b>Description</b>	<b>Size</b>	<b>Type</b>	<b>View (opens in new window)</b>
<b>3 Quality Sample_Gadsden Arts Magazine.pdf</b>	<b>3 Quality Sample_Gadsden Arts Magazine</b>		<b>2018 [KB]</b>		<b>View file</b>
<b>4 GACM Collection Policies.pdf</b>	<b>4 GACM Collection Policies</b>		<b>1135 [KB]</b>		<b>View file</b>
<b>5 GACM Select Online and Recognition Samples.pdf</b>	<b>5 GACM Select Online and Recognition Samples</b>		<b>1266 [KB]</b>		<b>View file</b>
<b>6 GACM AAM Accreditation Report_Exemplary Practices.pdf</b>	<b>6 GACM AAM Accreditation Report_Exemplary Practices</b>		<b>828 [KB]</b>		<b>View file</b>
<b>7 Partnership Agreement GACM_NHBW-Gadsden.pdf</b>	<b>7 Partnership Agreement GACM_NHBW-Gadsden</b>		<b>212 [KB]</b>		<b>View file</b>
<b>8 GACM Organizational Chart and Strategic Plan.pdf</b>	<b>8 GACM Organizational Chart and Strategic Plan</b>		<b>469 [KB]</b>		<b>View file</b>

2.1.

# J. Notification of International Travel Page 10 of 12

## Notification of International Travel

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

### 1. Notification of International Travel

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

# K. Single Audit Act Page 11 of 12

## Single Audit Act

**In accordance with 2 CFR 200, Subpart F - Audit Requirements; Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes; and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN 59-3247747 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 Gadsden Arts, 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)

Grace Robinson

