

Jacksonville Symphony Association, Inc.

Project Title: Jacksonville Symphony FY25 Operating Support

Grant Number: 25.c.ps.102.168

Date Submitted: Monday, August 21, 2023

Request Amount: \$150,000.00

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 3

Discipline: Music

Proposal Title: Jacksonville Symphony FY25 Operating Support

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: Jacksonville Symphony Association, Inc. 
- b. DBA:
- c. FEID: 59-6002520
- d. Phone number: 904.807.1017
- e. Principal Address: 300 Water Street, Suite 200 Jacksonville, 32202-4443
- f. Mailing Address: 300 Water Street, Suite 200 Jacksonville, 32202-4443
- g. Website: www.jaxsymphony.org
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: Duval
- k. UEI: S3KDBDWPLPK9
- l. Fiscal Year End Date: 06/30

1. Grant Contact *

First Name

Terri

Last Name

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2. Additional Contact *

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3. Authorized Official *

First Name

Steven

Last Name

Libman

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4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Performing Group

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 mission of the Jacksonville Symphony is to enrich the human spirit through symphonic music.

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.

The Jacksonville Symphony Association requests general operating support for our FY25 season of main stage concerts, education programs, and community engagement events, which will be similar to the programming we have planned for our 40-week season in FY24.

Artistic Programming Includes:

- **New Jazz Series:** 3 Sunday afternoon jazz concerts provide a new musical genre in Jacoby Hall
- **Classical Series:** 11 programs, 22 performances, including new commissions by composers Lowell Liebermann and Courtney Bryan.
- **Pops Series:** 10 programs, 23 performances featuring popular music from a variety of genres
- **Coffee Series:** 8 one-hour concerts at 11am on Fridays
- **Symphony in 60:** Four 1-hour classical concerts on Thursday nights preceded by a happy hour
- **Symphonic Night at the Movies:** 3 films, 6 performances (*Harry Potter, ET & Home Alone*)
- **Organ Series:** 3 concerts featuring our historic 1914 Casavant organ
- **Family Series:** 2 kid-friendly concerts with \$8 Child/\$10 Adult tickets
- **Community Concerts:** 2 free Community Open House Concerts and a free Donor Appreciation concert.
- **Special Events:** 7 performances including
 - The *First Coast Nutcracker*, featuring three professional dancers and 120 local dancers performing to live orchestral music.
 - Handel's *Messiah* features the orchestra, guest soloists and 117 members of the all-volunteer Jacksonville Symphony Chorus.
 - The annual Symphony Gala

Music Education programs include:

- Ensemble School Visits by musicians at 40 local schools
- 4 Youth Concerts and 2 Nutcracker matinee performances for school field trips
- Jump Start Strings: Free weekly instrument instruction from Symphony musicians for 40 elementary school students at Title I afterschool programs

- **Jacksonville Symphony Youth Orchestras: 200+ young musicians in six ability levels who rehearse each Sunday during the 9-month school year for 5 concerts in Jacoby Symphony Hall.**
- **Free Coffee Series tickets are provided to Title I middle and high school students through our Students at the Symphony program.**
- **Community Side-by-Side: 45 amateur instrumentalists – from college students to retirees – have the exciting opportunity to rehearse and perform a concert side-by-side with Symphony musicians.**

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.

The Symphony’s 2022-2026 Strategic Plan states the following Goals:

- **Goal #1: Acquire Resources for Financial Stability**
- **Goal #2: Foster Artistic & Musical Innovation**
- **Goal #3: Advance Equity and Achieve an Inclusive, Diverse, Effective Organization**
- **Goal #4: Expand Music Education**
- **Goal #5: Increase Community Engagement**

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”

Objectives for Goal #1: Acquire Resources for Financial Stability

- 1. Increase ticket revenue to \$3.26M in FY24, which is back to pre-COVID levels**
- 2. Increase contributed income from individuals, foundations, corporations, and government to \$6.8M in FY24.**
- 3. 100% of board members (34) will give \$10,000 or more annually.**

Objectives for Goal #2: Foster Artistic & Musical Innovation

- 1. In the next two years (FY24 & FY25), commission six new works by today’s most exciting composers.**
- 2. Present innovative programming with traditional audience appeal such as the symphonic staged opera production of Bizet’s Carmen in FY24 featuring three 30-ft video projection screens.**

3. Present 8 world renowned guest artists and conductors in our Classical Series Concerts, including our Concertmaster, violinist Adelya Nartadjieva.

Objectives for Goal #3: Advance Equity/Achieve an Inclusive, Diverse, Effective Organization

1. Participate in Year 2 of the Catalyst Fund Incubator, the League of American Orchestras' 3-year DEI program to help create a more equitable organizational culture.
2. Provide a minimum of two DEI Education training opportunities for all staff, musicians and board members in FY24.
3. Diversity our orchestra by partnering with the Sphinx Organization, a national organization dedicated to transforming the lives of young Black and Latinx musicians, to hire musicians of color to play in the orchestra's Classical Series concerts, providing them with mentoring and professional experience.

Objectives for Goal #4: Expand Music Education

1. Expand ensemble school visits in FY24 to 40 Title 1 elementary schools.
2. Increase attendance to 1,000 students at each of four Youth Concerts and 2,500 students at each of two Nutcracker student matinees.
3. Increase the number of participants in the Jacksonville Symphony Youth Orchestra program by 10% in FY24.

Objectives for Goal #5: Increase Community Engagement

1. Present two Free Community Concerts annually.
2. Expand access to community residents through Ensemble performances at 20 community venues.
3. Create discount ticket programs that increase patron access.

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.

1. Financial Stability Activities

- Create, manage, and balance \$12.1M FY24 operating budget.
- Increase ticket revenue by expanding digital and social media efforts and increasing Over The Top (OTT) broadcast advertising.
- Increase new funders in all giving areas: Corporate, individual and foundations. Recently, two new corporate sponsors for the Pops Series and new Jazz Series were confirmed for FY24.

2. Artistic and Musical Innovation Activities

- Confirm scheduling and execute contracts with Classical Series guest artists such as Conrad Tao and guest conductors such as Jonathon Heyward.
- Commission and perform two new works by composers Lowell Lieberman and Courtney Bryan in FY24.
- Offer six family-friendly "Symphonic Night at the Movies" performances that show films on a big screen while the symphony plays the score live. These concerts usually

sell out.

3. DEI Activities

- Participate in peer learning discussions with 19 other orchestras who are part of the American Orchestra League's 3-Year Catalyst Incubator Fund DEI Program.
- Hire a consultant to facilitate two DEI education workshops for staff, board and musicians.
- Review Sphinx musician audition tapes and hire two full-season and 10 weekly substitute Black/Latinx musicians in FY24.

4. Music Education Activities

- Music Education staff will email teachers links to schedule Ensemble School Visits and register for Youth Concert field trips.
- Classrooms attending the Nutcracker will receive links to an interactive online Adventure Guide to learn about the composer, the story and ballet concepts prior to the field trip.
- Promote Jacksonville Symphony Youth Orchestras auditions via social media, our website, and emails to music teachers and administrators to increase participation.

5. Community Engagement Activities

- Market two free Community Concerts on digital and social media to attract new audiences.
- Schedule Ensemble performances at low-income senior apartment complexes, libraries, senior communities, and the airport.
- Market discounted ticket programs offering easier access:
 - \$20 tickets for patrons under 40
 - \$15 tickets for all students & military
 - Child free with paid adult ticket to Classical concerts

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.

The Jacksonville Symphony frequently collaborates with other organizations to carry out its mission to enrich the human spirit through symphonic music, including these FY24 partners:

Diversity Initiatives Partnerships

- The Sphinx Organization, a national organization dedicated to transforming the lives of young Black and Latinx musicians: The Symphony hires Sphinx musicians of color to play in the orchestra's Classical Series concerts providing them with professional experience while reflecting our community on our stage.

Education partnerships:

- Communities in Schools (CIS): Symphony musicians provide free weekly stringed instrument instruction to Title I students in six after-school programs run by CIS.
- University of North Florida: The Symphony invites UNF vocal students to perform in Classical Series concerts and our opera production annually.

- **Duval County Public Schools: The Symphony provides music education programs for students in Florida's 7th largest school district.**
- **Douglas Anderson School of the Arts dance students perform with the Symphony during *Holiday Pops* and *First Coast Nutcracker* each season.**
- **Florida State College at Jacksonville provides on-campus rehearsal space each Sunday during the 9-month school year for 200 students in the Jacksonville Symphony Youth Orchestras.**

Community Partnerships

- **JASMYN, an organization that promotes LGBTQIA+ youth empowerment through supportive services, partners with the Symphony for Pride Night at Jacoby Hall.**
- **The Jacksonville Dance Theatre and Florida Ballet dancers will join the orchestra on stage for two performances. This collaboration exposes our audience to ballet and modern dance while expanding their audiences at the same time.**
- **The Cummer Museum of Art and the Symphony will join art and music together for a Family concert in Jacoby Hall.**
- **WTLV, our NBC network affiliate, partners with the Symphony to bring holiday cheer to residents by broadcasting our *Holiday Pops* program on Christmas Day.**
- **Symphony Ensembles perform for travelers in the main concourse of the Jacksonville International Airport six times during the season to reach new audiences.**
- **Downtown Vision's Artwalk: The Symphony participates in this free monthly event that brings people to the cultural city center and showcases Jacksonville's visual & performing artists at local art galleries, music venues, museums, and restaurants.**

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 Symphony will measure achievement of our Strategic Plan Goals and Objectives during the season in the following ways:

Goal: Acquire Resources for Financial Stability

- **Monthly performance and financial reports to our Board of Directors**
- **Creation, management, and realization of \$12.1M operating budget by our senior leadership team.**
- **Establishment of annual fundraising goals along with detailed plans to accomplish those goals that will be tracked through Tessitura, our Customer Relationship Management system (CRM).**
- **The Marketing team will track ticket sales revenue, admissions, and examine household trend behaviors, including patron retention and total household spending through Tessitura.**

Goal: Foster Artistic and Musical Innovation

- **Commission and performance of two original compositions in FY24.**

- **Positive reviews of artistic content by music critics and media coverage of the Symphony's activities collected by PR staff.**
- **Solicited feedback such as patron surveys by our Marketing team.**
- **Unsolicited feedback from social media posts, website posts, and emails collected by our Marketing staff.**

Goal: Advance Equity/Achieve an Inclusive, Diverse, Effective Organization

- **A year end focus group via Zoom about Year 2 Catalyst Incubator Fund program accomplishments and challenges. Our CEO, CAO, VP of DEI, and Chair of the DEI Board Committee answer 20 questions from League of American Orchestras staff.**
- **Increased hiring of Black and Latinx Sphinx musicians by Orchestra Personnel Manager to reflect the make-up of our community on the Jacoby Hall stage.**
- **Reports by the DEI training consultant and DEI Board Committee on DEI efforts.**
- **Yearly climate survey of staff, musicians, and board.**

Goals: Expand Music Education and Increase Community Engagement

- **Increased participation by children and adults in music education programs and community engagement activities through new partnerships and improved programming tracked by Education staff.**
- **Surveys of teachers and Jacksonville Symphony Youth Orchestra parents by Education staff.**
- **Determine increase in new audiences reached, which will be calculated by cross-referencing current concert ticket sales against former ticket sales tracked by the Marketing team.**

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?

102747

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

56

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

108

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

81,495

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

17,230

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

3,859

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?

163

6.2. Number of Florida artists directly involved?

78

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: *

Individuals with Disabilities

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.

The Jacksonville Symphony is located in downtown Jacksonville, Florida in Duval County, which has a population of just over one million people. The Symphony primarily serves residents in Duval, and outlying counties of St. Johns, Nassau, Clay, and Flagler in NE Florida.

The demographics of our service area (from 2022 data) include:

DUVAL COUNTY:

- Population: 1,016,536
- Racial breakouts: 50.8% Caucasian, 31.1% African American, 11.3% Hispanic, 5.1% Asian
- Bachelor's degree or higher: 31.5%
- Median HHI: \$59,541
- Median property value: \$211,2600
- Poverty rate: 14.9%
- Population with Veteran Status: 8.3%

ST. JOHNS COUNTY:

- Population: 306,841
- Racial breakouts: 80.6% Caucasian, 8.3% Hispanic, 5.6% African American, 3.7% Asian
- Bachelor's degree or higher: 46%
- Median HHI: \$88,794
- Median property value: \$348,100
- Poverty rate: 6.3%
- Population with Veteran Status: 6.8%

NASSAU COUNTY:

- Population: 97,899
- Racial breakouts: 85.6% Caucasian, 6.4% African American, 5.2% Hispanic, 1.1 Asian
- Bachelor's degree or higher: 31.8%
- Median HHI: \$77,504
- Median property value: \$264,100
- Poverty rate: 9.9%
- Population with Veteran Status: 8.6%

CLAY COUNTY:

- Population: 226,589
- Racial breakouts: 70.1% Caucasian, 13.6% African American, 11.1% Hispanic, 3.2% Asian
- Bachelor's degree or higher: 26.8%
- Median HHI: \$74,059
- Median property value: \$212,200
- Poverty rate: 8.0%
- Population with Veteran Status: 12.1%

FLAGLER COUNTY:

- Population: 126,705
- Racial breakouts: 74.1% Caucasian, 10.8% African American, 11.4% Hispanic, 2.5% Asian
- Bachelor's degree or higher: 27.2%
- Median HHI: \$62,305
- Median property value: \$247,000
- Poverty rate: 10.3%

- **Population with Veteran Status: 8.5%**

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 Symphony is proud to report that our FY23 season has been extremely successful, with a 40-week season of concerts and music education programs.

- Our music education programs are slowly returning to pre-pandemic in-person participation levels. In FY23, more than 4,700 students attended two Nutcracker matinee performances while almost 3,000 students came on field trips to our Youth Concerts in Jacoby Symphony Hall. Symphony ensembles visited schools and performed for almost 9,000 students.
- Due to Hurricane Ian, the FY23 season opening Classical Series concert weekend featuring pianist Tianxu An was cancelled, causing financial and operational issues, however, we were able to reschedule the concerts for March 10 & 11, 2023.
- A special event, an *Evening with the Indigo Girls*, was added to the concert schedule late in April.
- The full orchestra performed four times outside Jacoby Hall for residents in St. Johns County (2x), Daytona Beach, FL in Volusia County, and in Sea Island, GA.

Other participation numbers not included in the Impact numbers above include:

- For those students unable to visit Jacoby Symphony Hall in FY23, the Symphony provided a Youth Concert recording that was watched virtually by almost 21,000 students in their classrooms.
- Our Holiday Pops concert was broadcast on WJXT, the local NBC network affiliate, for viewing by all in our community on Christmas Day.
- A recording of the Holiday Pops concert was also provided to corporate sponsor Mayo Clinic Jacksonville to broadcast in patient rooms over the holiday season.

We expect concert attendance and education participation to return to pre-pandemic levels in FY24.

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

- Clay
- Duval
- Flagler
- Nassau
- Palm Beach
- St. Johns
- Volusia

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

- Baker
- Clay
- Duval
- Flagler
- Nassau
- St. Johns

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.

During the height of the pandemic in FY21, the Symphony created new opportunities for virtual artistic and educational programming for those who couldn't come to Jacoby Symphony Hall. Post-pandemic, many local teachers still couldn't bring students to live concerts due to scheduling or bus transportation issues such as bus driver shortages and bus rental fees. The Symphony decided to continue to provide free virtual access to music education programs in FY22 & FY23 and will do so in FY24.

Virtual Music Education Programming Includes:

- Our Preludes Concert for elementary school students held in Jacoby Symphony Hall for more than 1,300 students in October 2022 was also recorded and made available for free to teachers. Almost 21,000 students viewed the virtual education concerts in their classrooms during the FY23 school year.
- Many teachers expressed thanks for the free virtual access option, so the Symphony will offer this same opportunity for elementary school teachers and their students in FY24.
- For adults, the Symphony offers "Insight: The Inside Scoop on Music," featuring Music Director Courtney Lewis discussing the pieces that will be performed on the Classical Series concert that week. The videos, which are posted on YouTube and Facebook, are informative but informal, with the goal of targeting new audiences that want to learn more about classical music.

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.

In the 1990s, the Symphony Board raised \$10M to pay 50% of the costs for the complete remodel of the Civic Center in downtown Jacksonville. After re-opening its doors, the Symphony has hosted more than 2 million people in Jacoby Symphony Hall. As only one of 10 orchestras in the U.S. to hold their entire FY21 season of concerts during the pandemic, we were able to connect with people in new ways that reinforced the idea that music is important to the health and well-being of our community.

The Jacksonville Symphony has significant impact on our community as a *cultural arts producer, economic driver, employer, and arts educator* as these FY23 season impact statistics attest:

Cultural Arts Impact:

- During its 40-week season, the Symphony produces a new concert for residents each week that offers a variety of musical genres with broad appeal: Classical, Opera, Jazz, Movies, Family and Pops concerts that include Motown, Rock, Broadway, R&B and Pop music.

Economic Impact:

- Based upon its \$11.9M FY23 operating budget, the Jacksonville Symphony's annual economic impact is estimated at \$14.6 million according to the Economic Prosperity Calculator by Americans for the Arts.
- An estimated 90% of the Symphony's \$11.9M budget remained in Northeast Florida, contributing to the economic vitality of the area.
- With its 9-month season and 1,800 seat dedicated orchestra hall, the Symphony is the largest economic driver in the arts sector in Jacksonville. More than 86,000 community residents attended 95 concerts in Jacoby Symphony Hall in FY23, patronizing local businesses such as restaurants, bars and parking lots.
- The Symphony is the largest cultural arts organization in the city, employing 60 FT musicians and 37 staff members who live and work in NE Florida, pay taxes and spend their salaries locally.
- As an arts producer, the Symphony pays for services of more than 100 vendors, many of whom are local small businesses that provide IT support, car services, catering, equipment and truck rental.
- According to the Jacksonville Chamber of Commerce, corporations and residents new to the area cite the presence of the Symphony as a consideration when deciding to relocate because of the cultural vibrancy and quality of life the Symphony provides.
- In FY24, the Symphony will impact other Florida communities through concerts at the Kravis Center in West Palm Beach; Peabody Auditorium in Daytona Beach; and Lewis Auditorium at Flagler College in St. Augustine.

Education Impact:

With nearly \$1 million earmarked for education and community engagement annually, the Symphony provided almost 42,000 students with in-person and virtual education programming in FY23 thru:

- Jacksonville Symphony Youth Orchestras: Almost 200 students ages 7-21 rehearse on Sundays and perform five concerts on-stage in Jacoby Hall during our season.
- Jump Start Strings: Symphony musicians provide free weekly stringed instrument instruction to 40 underserved elementary school students at six Title 1 afterschool programs.

- **Ensemble School Visits** for almost 9,000 students, many who attend Title I schools.
- **Youth Concerts** at Jacoby Hall for almost 3,000 students; 20,760 students watched virtually.
- **Two Nutcracker student matinees** attended by more than 4,700 students.
- **Students at the Symphony**: 450 middle and high school students attend Friday morning Coffee Concerts via field trips.
- **Community Side-by-Side**: 45 amateur adult musicians rehearse and perform a concert side-by-side with Symphony musicians.

Community Engagement Impact:

- **Pride Night**: The Symphony partners with JASMYN for an annual concert evening to spread a message of appreciation and support for the LGBTQIA+ community through music.
- **Free Community Concerts**: Includes two free concerts in Jacoby Hall and free ensemble performances at community venues.
- **Senior Ensemble Visits** lift the spirits of those who can't attend concerts due to health, financial or transportation issues.
- **Discounted tickets for Veterans**: Two tickets to Classical or Coffee concerts for \$15 each.
- **Jacksonville Symphony Chorus**: 117 volunteer members rehearse and perform in 12-15 concerts each season.
- **Nutcracker Ballet**: Almost 120 adult and student dancers perform alongside professional dancers to live music by the orchestra.

14. Marketing and Promotion

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

- Brochures
- Direct Mail
- Email Marketing
- Magazine
- Newsletter
- 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?

The Symphony refines its marketing strategy annually by analyzing the results of the previous season. Outlined below are expected FY24 plans based on previous seasons.

NON-TRADITIONAL MARKETING

We continue to significantly use social and digital media to maximize our reach and presence most efficiently:

- **Increased social media presence (31,534 Facebook, 3,919 Twitter and 6,743 Instagram followers) enables us to market directly to those who have expressed an interest in our products at no cost.**
- **Increased use of video and audio has ensured we break through the clutter and engage with prospects.**

We are making use of the most current digital applications to ensure we are reaching the right people, with the right message at the right time, including:

- **Investment in Over-The-Top (OTT) Broadcasting, which streams on-demand content that is accessed by viewers through internet-connected devices such as phones, smart TVs, and laptops. OTT advertising combines the power of digital advertising with the premium content of traditional television and allows us to better segment our target market.**
- **Data driven display advertising on targeted sites.**
- **Investing more in Search and Site Retargeting that delivers messaging to those who have indicated an interest in the Symphony by visiting our website and/or social media sites.**

SUPPLEMENTED WITH TRADITIONAL ADVERTISING VEHICLES:

- **Local TV advertising for Pops and Movie concerts with broad appeal.**
- **TV and radio advertising on the local PBS station, WJCT.**
- **Continued use of blogs, direct mail and public relations mentions in local magazines and newspapers.**
- **Email marketing: 3 general email blasts are sent to advertise each of 40 concert weekends:**
 - **one eblast 2 weeks prior to concert weekend**
 - **one eblast 1 week prior**
 - **one eblast on the Monday prior to the concert weekend**
 - **Eblasts sent to 8,000–15,000 patron email addresses depending on the Concert Series.**

Data Analytics

The Symphony can micro-target specific prospects for each concert using Tessitura, the best Customer Relationship Management (CRM) system in the performing arts category. For example, outreach for Classical concerts is based on past purchase history that includes proven preferences for specific composers or pieces. Now we can track the increased revenue returned on almost every marketing dollar invested. In addition, the Symphony will continue collaborative data analytics through our relationship with the highly regarded firm, AnalytixLive. Specific strategies include dynamic pricing and highly targeted direct marketing.

Audience Development

In FY24, we will continue our successful new marketing initiative, the Patron Journey, to engage current and new ticket buyers to patronize the Symphony through a targeted campaign:

- **A new email marketing newsletter is sent monthly to all patrons. Engagement average is 46.54%.**
- **All patrons receive a bimonthly "Buy One, Get One Free" email offer for select concerts. Engagement average is 52.3%**
- **All first-time ticket buyers receive a handwritten postcard thanking them for their attendance and are put on the email newsletter list.**
- **Once a new patron purchases tickets to 3 concerts, they are invited to come to the marketing table at each concert and select a free gift.**
- **Targeted marketing and a dedicated Patron Journey have resulted in over 10K first-time ticket purchases to date in FY23.**

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 Jacksonville Symphony operates in compliance with all ADA regulations, is an equal opportunity employer, and adheres to a non-discrimination policy.

Facility Accessibility: Jacoby Symphony Hall, in the Jacksonville Performing Arts Center, is accessible by disabled patrons in the following ways:

- The facility offers ramps, wheelchair seating, and adjacent companion seats
- The facility has an elevator, which has braille numbers.
- The facility is equipped with a hearing assistance system
- Disabled person parking and valet parking are available.
- Special assistance for patrons, including a sign language interpreter, can be arranged in advance by calling the Box Office
- Any special needs are communicated to ushers before each concert.

Accessibility Symbols: The Symphony includes four accessibility symbols in its marketing materials: Wheelchair accessibility, visually impaired accessibility, assistive hearing system availability and sign language interpretation. Please see page 29 of the attached FY24 Season Guide and page 31 of the attached FY23 Subscriber Guide for examples.

Program Accessibility: The Symphony provides free performances, free/discounted ticket programs and free education programs so all residents may have access to music no matter their financial situations:

- Two free Community Concerts for residents are held annually.
- Ensemble performances are held at venues throughout the community including low-income senior apartment complexes, nursing homes, libraries, senior communities and the airport.
- Our Holiday Pops concert is broadcast on local NBC network affiliate WTLV on Christmas Day.
- Many local non-profit organizations are given free concert tickets annually.
- Veterans and active-duty military can purchase \$15 tickets to any Classical or Coffee concerts.
- The Family Series offers \$8 child and \$10 adult tickets.
- 11am Coffee Concert tickets for seniors are \$23.

- **Discounted student ticket programs include \$15 Concert Tickets, and an Under 18 Free ticket with any full price adult ticket.**
- **Ensemble School Visits, Youth Concert admission, and Coffee Concert tickets are free for students at local Title I schools.**
- **The Jump Start Strings program provides free weekly stringed instrument instruction by Symphony musicians to elementary school students in six Title I afterschool programs. Free instrument rental and music is included.**
- **Jacksonville Symphony Youth Orchestra (JSYO) students have access to need-based tuition scholarships annually and receive free admittance to Classical concerts.**

Improving Accessibility: In FY23, the Symphony was one of 20 orchestras selected to participate in the Catalyst Fund Incubator, the League of American Orchestras' 3-year DEI program funded by the Andrew W. Mellon Foundation to help create a more equitable organizational culture through collaborative, peer-driven learning opportunities. Orchestras were required to demonstrate strength of vision, institutional commitment, and readiness in their applications. As part of our ongoing accessibility initiatives, the Symphony has:

- **Increased the diversity of our Board: There are currently 5 Black, 1 Hispanic, 1 Asian, 2 LGBTQIA+ and 12 female members on our 34-person Board.**
- **Increased the diversity of our orchestra: Thanks to our partnership with the Sphinx Organization in Detroit, the Symphony has been able to hire Black and Latinx musicians as full-season and substitute musicians to reflect the diverse Jacksonville community on our stage. In FY23, we hosted 2 full-season musicians of color and 4 substitute musicians. Our FY24 plans include contracting with Sphinx musicians for 10 one-week substitute positions and hiring two Sphinx musicians for full-season positions (viola and bassoon).**

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?

Blake Schlabach

4. Section 504 Self Evaluation

Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

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

4.1. If yes, when was the evaluation completed? 5/1/2020

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

In FY24, the Jacksonville Symphony provides diverse artistic and educational programming for all:

Diverse Programming:

- **Classical Series concerts features pieces by diverse composers:**
 - **African American composers Jessie Montgomery, Courtney Bryan and Adolphus Hailstork, whose “Epitaph for a Man Who Dreamed,” is a homage to Dr. Martin Luther King, Jr.**
 - **Indian American composer Nina Shekhar**
 - **Spanish composer Manuel de Falla**
- **Two new commissions by Lowell Lieberman and African American composer Courtney Bryan will premiere in FY24.**
- **A new 3-concert Jazz Series continues our commitment to diversify our programming.**
- **A symphonic-staged opera production of Bizet’s *Carmen* with three 30-foot video projection screens.**
- **Pops concerts offer something for everyone including *Music of Earth, Wind & Fire, Women of Rock, Sounds of Motown, Music of Billy Joel, and Songs of Cole Porter.***
- **Symphony in 60 offers Thursday happy-hour concerts.**
- **Symphonic Night at the Movies brings families to Jacoby Hall for *Harry Potter, ET and Home Alone.***

Diverse artists and conductors on stage in Jacoby Symphony Hall in FY24:

- **Classical Series guest artists include pianists Simone Dinnerstein, Joyce Yang and Conrad Tao, and violinist Adelya Nartadjieva.**
- **Classical guest conductors include female conductors Anna Rakitina and Jeannette Sorrell, and Jonathon Heyward, the 29-year-old African American Music Director of the Baltimore Symphony.**
- **Pops Series features African American vocalists Jordan Donica, Tamika Lawrence and John Manzari, and vocal groups Serpentine Fire and Spectrum.**
- **New Jazz Series features renowned African American trumpeter Terence Blanchard’s quintet as well as local professional jazz musicians.**
- **Diverse dancers from the Florida Ballet and the Jacksonville Dance Theater join the Symphony on stage for two performances.**
- **The Nutcracker features Cuban principal dancers Adiaris Almeida and Taras Domitro.**

Diverse Educational Programming

- **Jump Start Strings provides free weekly stringed-instrument instruction by symphony musicians for 40 students in six Title 1 afterschool programs.**
- **200 students from the 5,000 Role Models of Excellence, a dropout prevention and mentoring program, receive free tickets to Coffee Concerts followed by a Q&A with the**

conductor.

- **Jacksonville Symphony Youth Orchestras students perform side-by-side with Jacksonville Symphony musicians during a concert in Jacoby Hall.**

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.

MISSION: The mission of the Jacksonville Symphony is to enrich the human spirit through symphonic music.

HISTORY: What started in 1950 as a part-time performance group housed in the city's civic auditorium has blossomed into a world-class symphony orchestra with 60 full-time musicians and a 40-week concert season in its own performance home, Jacoby Symphony Hall. Over the past 73 years, the Jacksonville Symphony has become NE Florida's largest arts organization, creating orchestral programs of the highest quality and in the spirit of audience engagement and community collaboration. Headquartered in downtown Jacksonville, the Symphony has hosted almost 2.0M audience members for concerts featuring such renowned artists as Benny Goodman, Duke Ellington, Marilyn Horne, Luciano Pavarotti, Itzhak Perlman, Joshua Bell, Lang Lang, Audra McDonald and Renée Fleming. In FY25, the Symphony celebrates its 75th Anniversary!

SIGNIFICANT CHANGES: The key to our recent organizational growth and sustainability has been the strength of our artistic leadership and new senior leadership team (see bios attached). Our Music Director Courtney Lewis has been with the Jacksonville Symphony since 2015 and a recent contract extension will keep him here through June 2027. Our new concertmaster, Adelya Nartadjieva, joined the orchestra in 2022. Together, their creativity, artistic vision and passion have provided unforgettable symphonic experiences in Jacoby Symphony Hall.

The Symphony's President and CEO, Steven Libman, started on Feb. 1, 2020, six weeks before COVID shut down the country. Although many arts organizations remained closed in FY21 due to the pandemic, the Jacksonville Symphony was one of only 10 orchestras across the country that held their entire season of 70 concerts with physically-distanced seating and mask requirements. Despite these challenges, Libman, whose contract was recently extended through 2028, and the six new members of the Senior Leadership team have been able to return the Symphony to sound financial footing post-pandemic.

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 Jacksonville Symphony has continued to deliver performances of live symphonic music while making every effort to balance budgets that will allow for post-pandemic growth.

FY23 actuals: Ticket sales have returned to pre-covid levels for both subscriptions and single ticket sales, and should total \$3.3M in FY23, an increase of \$500,000 over FY22. Our President/CEO, CAO, and board members have worked together to continue to solicit local philanthropists for additional gifts to stabilize the Symphony's finances due to revenue lost in previous years because of the pandemic. Their efforts have resulted in \$1.7M in pledges for our "Stabilization Campaign" in FY23 with plans to continue the campaign in FY24. In addition, Board giving has increased 47%, and public and institutional support is positive. The Symphony's 2023 Gala was the most successful to date, setting a new fundraising record of \$412,176. Together with the funding support of the community, the Symphony has been able to sustain its cash flow post-pandemic.

FY24 forecast: The FY24 season reflects programming that will appeal to a broad base, and we expect ticket sales to continue to reach pre-covid levels. Programming that should help drive tickets sales include the introduction of a new three-concert Jazz Series, a symphonic-staged opera production of Bizet's *Carmen*, five guest artists performing in Classical Series concerts, and the world premiere of two Jacksonville Symphony commissions by composers Lowell Lieberman and Courtney Bryan. Institutionally, two new corporate sponsors have signed on as title sponsors of the Pops Series and the new Jazz Series for the FY24 season and a local foundation has awarded the Symphony a two-year \$200,000 competitive grant in support of our DEI efforts.

FY25 forecast: The Symphony will continue to use its five-year strategic plan as its guide for accomplishing the goals and objectives for FY25 and beyond, including tools to track progress and make adjustments as our business environment changes.

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	\$1,370,239	\$1,396,700	\$1,505,664
2. Personnel: Programmatic	\$4,664,408	\$5,350,660	\$5,524,637
3. Personnel: Technical/Production	\$703,227	\$823,000	\$795,390
4. Outside Fees and Services: Programmatic	\$598,790	\$461,245	\$441,880
5. Outside Fees and Services: Other	\$408,801	\$221,500	\$229,500
6. Space Rental, Rent or Mortgage	\$86,967	\$79,028	\$73,293

7. Travel	\$125,552	\$139,611	\$140,000
8. Marketing	\$1,550,525	\$1,721,018	\$1,738,300
9. Remaining Operating Expenses	\$1,302,125	\$1,721,331	\$1,692,136
A. Total Cash Expenses	\$10,810,634	\$11,914,093	\$12,140,800
B. In-kind Contributions			
C. Total Operating Expenses	\$10,810,634	\$11,914,093	\$12,140,800
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions	\$2,717,096	\$3,322,182	\$3,261,300
11. Revenue: Contracted Services	\$48,369	\$60,000	\$155,000
12. Revenue: Other	\$1,244,324	\$1,419,294	\$1,545,100
13. Private Support: Corporate	\$988,775	\$1,042,907	\$1,100,000
14. Private Support: Foundation	\$525,538	\$629,000	\$610,000
15. Private Support: Other	\$5,013,887	\$7,753,456	\$4,550,000
16. Government Support: Federal	\$421,153		\$15,000
17. Government Support: State/Regional	\$78,530	\$150,000	\$100,691
18. Government Support: Local/County	\$1,417,724	\$434,245	\$400,000
19. Applicant Cash			\$403,709
D. Total Cash Income	\$12,455,396	\$14,811,084	\$12,140,800

B. In-kind Contributions

E. Total Operating Income	\$12,455,396	\$14,811,084	\$12,140,800
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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 Administrative:**

- FY24: Two vacant development positions filled.

Personnel Programmatic:

- FY23: Musicians did not take their contractual increase in FY22 due to pandemic; FY23 Increase includes both FY22 & FY23 increases per their contract.

Marketing:

- FY22 Marketing efforts reduced December 2021 to mid-March 2022 due to COVID resurgence.
- FY23: Full Marketing efforts resumed.

INCOME:**Admissions:**

- FY22: COVID resurgence from December to mid-March decreased expected ticket revenue.
- FY23: Ticket sales return to pre-COVID levels for first time

Revenue: Contracted Services

- FY24: Increase due to confirmed performances at 6 outside venues.

Private Support Other:

- FY23: Reflects \$3.0M in Estate Gifts

Govt Support Federal:

- FY22: SBA Shuttered Venues Operating Grant & ERTC
- FY24: NEA grant for Lowell Liebermann commission project

Applicant Cash

- \$403,709 from operating reserves

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	Administration, Development and Finance Salaries & Benefits	\$0	\$1,730,875	\$0	\$1,730,875
Totals:		\$0	\$1,730,875	\$0	\$1,730,875

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	60 FT Musicians, Artistic Planning, Artistic Operations & Education Salaries & Benefits	\$0	\$5,746,934	\$0	\$5,746,934
Totals:		\$0	\$5,746,934	\$0	\$5,746,934

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Production staff including stage manager, technical director & stagehands	\$0	\$792,482	\$0	\$792,482
Totals:		\$0	\$792,482	\$0	\$792,482

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Guest artists, conductors, and licensing fees	\$150,000	\$620,429	\$0	\$770,429
Totals:		\$150,000	\$620,429	\$0	\$770,429

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Legal, accounting & IT services, truck and equipment rental, catering, & consultants	\$0	\$242,198	\$0	\$242,198
Totals:		\$0	\$242,198	\$0	\$242,198

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Rent for Jacoby Symphony Hall & Symphony Offices	\$80,958	\$0	\$80,958
Totals:		\$80,958	\$0	\$80,958

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Travel for Guest Artists, Conductors and Staff	\$150,000	\$0	\$150,000
Totals:		\$150,000	\$0	\$150,000

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Advertising/Marketing buys, program printing costs, Marketing Dept Salaries & Benefits	\$0	\$2,000,449	\$0	\$2,000,449
Totals:		\$0	\$2,000,449	\$0	\$2,000,449

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Remaining Operating Expenses	\$0	\$1,636,078	\$0	\$1,636,078
Totals:		\$0	\$1,636,078	\$0	\$1,636,078

2.10. Amount of Grant Funding Requested:

\$150,000

2.11. Cash Match:

\$13,000,403

2.12. In-Kind Match:**2.13. Match Amount:**

\$13,000,403**2.14. Total Project Cost:****\$13,150,403****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	Ticket revenue for 40 weeks of programs	\$3,424,365	\$3,424,365
Totals:		\$0	\$3,424,365

3.2. Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Performances fees from other venues	\$60,000	\$60,000
Totals:		\$0	\$60,000

3.3. Revenue: Other *

#	Description	Cash Match	Total
1	Endowment distribution & education program fees	\$1,701,320	\$1,701,320
Totals:		\$0	\$1,701,320

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Corporate gifts, Gala revenue & support from volunteer auxillary groups	\$1,596,718	\$1,596,718
Totals:		\$0	\$1,596,718

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	Private Foundation & Externally Held Foundation support	\$640,500	\$640,500
Totals:		\$0	\$640,500

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Individual, Board, Major & Estate gifts plus special support from defined donors	\$5,150,000	\$5,150,000
Totals:		\$0	\$5,150,000

3.7. Government Support: Federal *

#	Description	Cash Match	Total
1	NEA	\$0	\$0
Totals:		\$0	\$0

3.8. Government Support: Regional *

#	Description	Cash Match	Total
1	Regional Govt Support	\$0	\$0
Totals:		\$0	\$0

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	Local Gov't Support	\$427,500	\$427,500
Totals:		\$0	\$427,500

3.10. Applicant Cash *

3.11. Total Project Income:

\$13,150,403

3.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	1%
B.	Cash Match	\$13,000,403	\$13,000,403	99%
	Total Cash	\$13,150,403	\$13,150,403	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$13,150,403	\$13,150,403	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 Jacksonville Symphony is celebrating its 75th Anniversary in FY25 and has budgeted increased amounts on the following line items:

EXPENSES

- **Personnel Administrative:** Includes additional fundraising staff to plan and execute the 75th Anniversary Season
- **Programmatic Personnel** expenses expected to increase in FY25 per annual salary increases for 60 Jacksonville Symphony musicians according to their Collective Bargaining Agreement.
- **Outside Fees: Programmatic:** \$330,000 increase over FY24 for increased number of guests artists and special programs such as "Violins of Hope".
- **Marketing:** Increased costs to market the special programs of the 75th anniversary and plans to launch a new rebranding of the Jacksonville Symphony.

REVENUE:

- Ticket revenue should increase due to special programs and additional guest artists.

- **Contributed revenue is expected to grow 8-10% due to special funding initiatives associated with the 75th Anniversary.**
- **We do not anticipate receiving any residual Federal COVID relief, however, we anticipate increased state and local support as we celebrate our 75th Anniversary.**

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 St of FL for Jax Symphony 2023.pdf	34 [KB]	6/12/2023 4:44:49 PM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
FY22 990 Jacksonville Symphony Assoc FINAL.pdf	3668 [KB]	6/12/2023 4:17:56 PM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
2023-2024 Season Guide 36 pg SM.pdf	2023-2024 Jacksonville Symphony Season Guide	The Jacksonville Symphony's FY24 Season Guide by concert series, which was emailed to every Symphony ticket buyer and donor in May 2023. Accessibility symbols shown on page 29.	3459 [KB]		View file
Audio Excerpts of Jax Symphony in FY23.pdf	2022-2023 Jacksonville Symphony Audio Samples	Click on the link provided in this attachment, which will take you to the Jacksonville Symphony's website audio sample page that provides five brief audio excerpts from FY23 performances.	76 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Subscription_Brochure_JVS_8281 Small REV.pdf	2022-2023 Jacksonville Symphony Subscriber Guide	The FY23 season of programming listed by Series plus symphony information about education programs, tickets, volunteering, and donations. All concerts in the brochure are held in Jacoby Symphony Hall. Accessibility symbols on page 31 and acknowledgment of State of Florida, Div. of Cultural Affairs support (logo) under “Government Support” on page 32.	2870 [KB]		View file
Two Jax Symphony concert reviews FY23.pdf	2022-2023 Jacksonville Symphony Concert Reviews	Review 1: Classical #6: “Rachmaninoff’s Rhapsody”, with pianist Natasha Paremski, Jan. 27, 2023; Review 2: Classical #11: “Conrad Tao Plays Prokofiev” with pianist Conrad Tao, June 9, 2023	867 [KB]		View file
Senior Leadership Team Bios FY24.pdf	Jax Symphony Leadership team bios	Includes bios of our Music Director Courtney Lewis and the seven members of the Symphony's leadership team	404 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Jax Symphony Board List FY24.pdf	FY24 Jax Symphony Board Members	List of FY24 Jacksonville Symphony Board Members names and affiliations	152 [KB]		View file
PP07 Sondheim Webber and Friends.pdf	Pops Series Concert program, March 24-25, 2023	Concert program for “Sondheim, Webber & Friends” Pops concert on March 24 & 25 conducted by the Jacksonville Symphony’s Associate Conductor Kevin Fitzgerald. Please see donor listing on pages 6-7. State of Florida acknowledged under “Government Support” in middle column on page 7.	1872 [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 59-6002520 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 Jacksonville Symphony Association, 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)

Steven B. Libman

