Florida Storytelling Association, Inc.

Project Title: Florida Storytelling Festival 2025

Grant Number: 25.c.pr.142.200

Date Submitted: Wednesday, July 26, 2023

Request Amount: $25,000.00

A. Cover Page Page **1** of **12**

Guidelines

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

Application Type

Proposal Type: Discipline-Based

Funding Category: N/A

Discipline: Professional Theatre

Proposal Title: Florida Storytelling Festival 2025

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

Applicant Information

a. Organization Name: Florida Storytelling Association, Inc. 🔗

b. DBA: Florida Storytelling Association

c. FEID: 59-2836345

d. Phone number: 352.234.6422

e. Principal Address: P.O. Box 258 Mount Dora, 32756

f. Mailing Address: P.O. Box 258 Mount Dora, 32756

g. Website: www.flstory.com

h. Organization Type: Nonprofit Organization

i. Organization Category: Other

j. County: Lake

k. UEI: NR3XV4BMMLN9

l. Fiscal Year End Date: 06/30

1. Grant Contact *

First Name
Andy

Last Name
Russell

Phone   352.217.7855
Email   andy@andyrussellstoryteller.com

2. Additional Contact *

First Name
Kaye

Last Name
Byrnes

Phone   904.315.2079
Email   kayekbyrnes@gmail.com

3. Authorized Official *

First Name
Andy

Last Name
Russell

Phone   352.217.7855
Email   andy@andyrussellstoryteller.com

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Fair/Festival

4.3. Applicant Discipline

Theatre

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. Professional Theatre

◉Yes (required for eligibility)

○No

D. Quality of Offerings Page **4** of **12**

1. Applicant Mission Statement - (500 characters) *
The Florida Storytelling Association is a non-profit organization that supports the art and craft of oral storytelling through community and connection. We encourage diversity, cultural understanding, and literacy through community events, youth programs, and school outreach.

2. Project Description - (2000 characters)
Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

The 41st annual Florida Storytelling Festival will be scheduled for January 23 - 26, 2025. This event brings internationally renowned storytelling artists to the stage, elevating this oral tradition to a performance art.

In order to attract a diverse audience, Featured Storytellers are selected to be diverse in age, gender, ethnicity, culture, genre and style. These tellers are chosen from a nationwide community of award-winning storytellers. Many Florida storytellers complement these featured tellers as part of the festival weekend.

Attendees experience the power of this oral tradition to create community and connection. Storytelling is accessible to all -- young and old, people of all cultures and ethnicity. The sharing of stories builds understanding and community, nurtures literacy and communication, and highlights our common humanity.

2.1. Project Goals (2000 characters)
Please list at least three goals associated with the project or program for which you are requesting funding.

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.
Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

- Offer a wide variety of opportunities for adults, children and families to engage in the performance art of storytelling as listeners, learners and tellers.
- Promote the application of storytelling in education, business, healing, medicine, community building, cross-cultural understanding and elder-life.
- Nurture storytelling as a performing art and skill in children/young adults.

2.2. Project Objectives (2000 characters)

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

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

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

- Fill the performance tent of 300 seats for the main performance event each day.
- Sponsor 10 storytellers into 10 local schools during the week of the festival with the Storyteller In Schools Program.
- Continue the Friday School Field Trip initiative bringing 100 students for two on-site performances by Featured Tellers.
- Sponsor Florida Storytellers to perform locally with a focus on expanding attendance from University students and encouraging local storytelling communities, which will in turn promote our festival.

2.3. Project Activities (2000 characters)

Please list the project or program activities.

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

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

From the opening Thursday night performance through the Sunday morning concert, the festival offers a robust and diverse schedule of activities, many of which are admission free.

The January 2023 schedule included in support materials provides an overview of festival activities.

- Workshops are offered Friday and Saturday morning and afternoon. Storytelling topics are chosen to serve those new to the art and those seasoned in its practice.
- Storytelling Performances are opportunities for listening to a wide-array of tellers and genres. These performances include concerts with all featured tellers and the more informal "Front Porch Storytelling" with tellers from throughout Florida.
- Story Swaps provide all attendees an opportunity to tell a story. Thursday evening begins Ghost Stories. Friday and Saturday offer both afternoon and evening open mic events.
- Story Slam is an opportunity inspired by The Moth (see themoth.org). 5-minute stories on stage. Cash prizes heighten competition & enthusiasm!
- Festival Fringe provides three 45-minute slots, each featuring a single storyteller in a small venue with uncurated content. These performance slots are chosen by lottery and are sought after by storytellers on the cutting edge of the art form.
- Storytellers in Schools offers enrichment that spans K-12 state education standards, including several of the Theater standards. Storytelling builds literacy, develops listening skills, nurtures an appreciation for performing arts and is easily used as a teaching tool across the curriculum. Storytellers are placed in area schools throughout

the festival week. All school-based storytellers are seasoned professionals with K-12 performance experience.

- Storytellers in University expands our program to college students.
- Friday Field Trip: Local schools bring students to the festival for both listening and learning.
- Youthful Voices of Florida: K-12 students across the state are invited to submit a video of their storytelling. All submissions are blind-reviewed against a rubric and five young storytellers are awarded a full scholarship to the festival for themselves and one chaperone. These young tellers attend their own workshops and are featured in the Saturday evening Youthful Voices Storytelling Concert.

2.4. Partnerships & Collaborations (2000 characters)

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

Partnerships are strong and well-established.

- Lakeside Inn is a primary sponsor, providing their historic establishment as the festival venue.
- Mount Dora Chamber of Commerce promotes the event by displaying festival print material. The Chamber also facilitates support and sponsorship by local businesses.
- Local restaurants, lodging establishments and other businesses support the event through discounts and program advertising.
- Visit Mount Dora, Inc., is active in promoting the event throughout central Florida in print, broadcast and digital advertising.
- Lake County Economic Development and Tourism supports the event through its Room Night funding grant.
- Mount Dora Public Library raises awareness of the festival by hosting year-round storytelling programs.
- Mount Dora Storytelling Guild promotes storytelling throughout the year and announces our festival.
- Magical Meat Boutique restaurant in Mount Dora has monthly storytelling programs with performers from among our members.
- Local storytelling groups around the state promote the festival extensively and provide volunteer support throughout the event.

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?

Each year we rely on feedback from our members in surveys, informal interviews, and feedback solicited during particular events of the Festival. Attendance at events is a major indicator to us on the success of marketing and the engagement of the audience lets us know if those programs are well-received and should continue.

We also conduct a survey at the festival of the workshops and the festival as a whole. In recent years, we have also provided a post-festival online survey to serve our online attendees, .

We use the information to decide what is working and what things need to change. The festival format is continually revised based on the feedback.

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?

8880

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

1

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

35

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

800

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

8,000

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

50

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?

30

6.2. Number of Florida artists directly involved?

27

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): *

☑ **No specific age group.**

7.3. Underserved/Distinct Groups: *

☑ **No specific underserved/distinct group**

8. Describe the demographics of your service area. (2000 characters)*
Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and employment.

Each year, we choose 5 diverse featured tellers as the main headliners for the festival. The traditional draw for storytelling has been 60+ year old (retired), white demographic. Each year, we reach out to younger and culturally diverse communities. The diversity of ages interested in storytelling has grown each year. By promoting the diversity of our featured tellers in culture, race, gender, and age, we strive to attract a wide audience.

The youth outreach programs send Storytellers in Schools (reaching thousands of kids at each school through multiple assemblies), bring students to the festival on field trip, and bring students to the stage (Youthful Voices Program). The student demographic is 6 - 18 year old, school-age children within Lake County where the festival is located.

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.

Storytellers in School and the Friday Field Trips are projected to reach thousands of students. The festival itself draws attendees of all ages, from children to seniors. Attendance has grown each year as attendees return with new participants and advertising expands throughout the state and country.

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

☑ Lake

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

☑ Alachua
☑ Baker
☑ Bay
☑ Bradford
☑ Brevard
☑ Broward
☑ Calhoun
☑ Charlotte
☑ Citrus
☑ Clay
☑ Collier
☑ Columbia
☑ DeSoto
☑ Dixie
☑ Duval
☑ Escambia
☑ Flagler
☑ Franklin
☑ Gadsden
☑ Gilchrist

- ☑ **Glades**
- ☑ **Gulf**
- ☑ **Hamilton**
- ☑ **Hardee**
- ☑ **Hendry**
- ☑ **Hernando**
- ☑ **Highlands**
- ☑ **Hillsborough**
- ☑ **Holmes**
- ☑ **Indian River**
- ☑ **Jackson**
- ☑ **Jefferson**
- ☑ **Lafayette**
- ☑ **Lake**
- ☑ **Lee**
- ☑ **Leon**
- ☑ **Levy**
- ☑ **Liberty**
- ☑ **Madison**
- ☑ **Manatee**
- ☑ **Marion**
- ☑ **Martin**
- ☑ **Miami-Dade**
- ☑ **Monroe**
- ☑ **Nassau**
- ☑ **Okaloosa**
- ☑ **Okeechobee**
- ☑ **Orange**
- ☑ **Osceola**
- ☑ **Palm Beach**
- ☑ **Pasco**
- ☑ **Pinellas**
- ☑ **Polk**
- ☑ **Putnam**
- ☑ **Santa Rosa**
- ☑ **Sarasota**
- ☑ **Seminole**
- ☑ **St. Johns**
- ☑ **St. Lucie**
- ☑ **Sumter**
- ☑ **Suwannee**
- ☑ **Taylor**
- ☑ **Union**
- ☑ **Volusia**
- ☑ **Wakulla**
- ☑ **Walton**
- ☑ **Washington**

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.

The featured performance event for each of the four days of the festival is livestreamed. "Virtual tickets" are sold online allowing access to anyone with internet access. For our January 2023 festival, these 2 to 3 hour events were accessible to audiences on the internet through YouTube and available for 2 weeks after the event with closed captioning by YouTube. Our Saturday and Sunday events included the American Sign Language interpreter.

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.

1. The Florida Storytelling Association as an organization includes 15+ local storytelling groups and hundreds of storytelling enthusiasts throughout Florida. In schools, libraries and other venues, each is active in promoting storytelling events throughout their community.
2. The festival stimulates the local economy. Attendees come from around the state and nation, requiring lodging and dining. They also bring disposable income for shopping and tourism. Lake County Economic Development and Tourism provides funding based on the 250+ room nights generated by the festival.
3. Education and outreach activities impact the local community through exposure to storytelling, a unique and ancient performing art. Student enrichment programs focus on state standards in language arts, theater and character education. Programs in local venues throughout the year promote the festival and invite the public to engage in storytelling as a powerful medium for self-expression.

14. Marketing and Promotion

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

☑ **Collaborations**
☑ **Email Marketing**
☑ **Magazine**
☑ **Newsletter**

☑ **Newspaper**
☑ **Radio**
☑ **Organic Social Media**
☑ **Paid Social Media**
☑ **Television**

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?

- **Partnerships with the Mount Dora Chamber of Commerce and Visit Mount Dora, Inc. provide local, regional, statewide and national promotion.**
- **Rack cards and posters are distributed throughout central Florida.**
- **A street banner hangs prominently in downtown Mount Dora for 14 days leading up to the festival.**
- **We advertise with similar storytelling events across the country, including the National Storytelling Festival in Tennessee which draws 10,000+ attendees, the National Storytelling Conference, and the Texas Storytelling Festival.**
- **Social media is a crucial component of the promotion strategy. A Facebook page with 1,200+ followers and Twitter feed are utilized to keep the festival highlighted. From October forward a weekly post with "boost" provides teaser information and encourages pre-registration.**
- **Monthly Blog Posts promote storytelling and prior to the festival the storytellers that will be featured provide articles about their upcoming workshops to promote the festival.**
- **Print media advertising is utilized throughout central Florida to attract attendees within a reasonable drive time.**
- **Feature articles in area magazines highlight the festival and the art of storytelling.**
- **Storytelling groups and association members across the state distribute promotional materials throughout the year in their local communities.**
- **A kiosk display at the Mount Dora Chamber of Commerce advertises the festival year-round to the many thousands of people that visit the community for well-promoted events.**
- **Our festival website www.flstory.com is promoted as a one-stop for information and registration.**
- **Each year, a post-festival survey gives feedback on marketing by telling us how attendees hear about the festival.**

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.

We provide portable amplification devices connected to our sound system for the hard of hearing.

We have an American Sign Language (ASL) interpreter for our main performance events.

The front row of seating is reserved for the hearing and visually impaired. Wheelchair seating space is reserved at the end of rows.

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?
Linda Schuyler Ford

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?   5/1/2021

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

We provide programming accessible to all ages. We also encourage diversity on our festival stage. The festival environment is welcoming to all and encouraging to beginner as well as seasoned storytellers spanning age, race, gender, and genre of storytelling.

G. Management and Operating Budget

1. Organization History (2000 characters)

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

The Florida Storytelling Association began in 1984 organizing the first Florida StoryCamp organized at a rustic campground. The group was incorporated and became a non-profit in 1987. In 2015, StoryCamp became StoryFest when the city of Mt Dora recruited the group. Lakeside Inn in the city of Mt Dora became the home of the annual Florida Storytelling Festival. FSA continues as a member of the Mt Dora Chamber of Commerce and supports a local group of storytellers. Over the years, the festival has continued to grow and reach out into the community to spread the power of telling stories as an oral tradition. The McLin Foundation has been a generous donor to send storytellers into schools during the week of the festival. The Florida Storytelling Association continues as a membership organization managed by a Board of Directors. These seven Board of Directors donate their time to the group and help to coordinate the volunteers that allow this festival to continue. Each year, the budget is closely monitored by the President, Treasurer, and bookkeeper. In 2020, FSA pivoted to a virtual format. In 2021, FSA returned to a live in-person festival with a livestream option.

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 Florida Storytelling Association was established in 1984 and has been fiscally sound throughout its existence. Revenue for programs and initiatives is generated from both membership fees and the annual festival.

The Board of Directors meets monthly by conference call and annually for a planning retreat. An operational and festival budget is adopted and monitored. A bookkeeper maintains financial records and reports to the association treasurer.

Additional funding sources for the festival are always desirable and pursued. Grants, sponsorships, program advertising, and donations are actively sought to support the festival expense.

Over the next few years, we are struggling to find the right balance of admin support, outsourcing, and members volunteering.

While we are uncertain how live in-person events will change in response to COVID-19, we plan to continue our January festival while being responsive to medical recommendations.

In FY2021, we had a virtual festival in response to COVID-19. As an organization, we managed to balance decreased expenses and decreased income. FY2022, we returned successfully to a live in person event with good attendance although reduced because of the pandemic. We more than covered our expenses which have also risen as costs have risen.

We have the reserve to sponsor the festival, and we plan to be creative in keeping our audience engaged. We plan to remain a sustainable organization that continues an annual festival.

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			
2.	Personnel: Programmatic			
3.	Personnel: Technical/Production			
4.	Outside Fees and Services: Programmatic	$21,266	$24,950	$38,500
5.	Outside Fees and Services: Other	$2,995	$3,800	$1,200
6.	Space Rental, Rent or Mortgage	$4,969	$5,500	$6,460
7.	Travel	$4,248	$4,800	$5,000
8.	Marketing	$2,499	$3,000	$8,000
9.	Remaining Operating Expenses	$5,836	$9,340	$4,500
A.	Total Cash Expenses	$41,813	$51,390	$63,660
B.	In-kind Contributions	$8,250	$8,250	$12,600
C.	Total Operating Expenses	$50,063	$59,640	$76,260

Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. **Revenue: Admissions**	$17,826	$18,700	$23,300
11. **Revenue: Contracted Services**			
12. **Revenue: Other**	$8,563	$9,340	$9,850
13. **Private Support: Corporate**			
14. **Private Support: Foundation**	$6,000	$6,000	$6,000
15. **Private Support: Other**	$2,109	$1,370	$2,000
16. **Government Support: Federal**			
17. **Government Support: State/Regional**	$17,000	$17,000	$25,000
18. **Government Support: Local/County**	$2,500	$5,000	$5,000
19. **Applicant Cash**			
D. **Total Cash Income**	$53,998	$57,410	$71,150
B. **In-kind Contributions**	$8,250	$8,250	$12,600
E. **Total Operating Income**	$62,248	$65,660	$83,750

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."

Outside Fees and Services: Programmatic- Increase reflects increases in contractural amounts with storytellers and additional storytelling programming at the university level.

Government Support: Local/County- Increase reflects qualification for a higher Lake County grant amount based on higher hotel accommodation rates with festival attendees.

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 *

2.2. Personnel: Programmatic *

2.3. Personnel: Technical/Production *

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Festival Featured Storytellers	$8,000	$5,240	$0	$13,240
2	ASL Interpreters	$2,000	$0	$0	$2,000
	Totals:	$22,000	$16,740	$0	$38,740

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
3	**Sound and Light Services**	**$5,000**	**$0**	**$0**	**$5,000**
4	**Video/Photography Services**	**$0**	**$1,000**	**$0**	**$1,000**
5	**Printing**	**$0**	**$2,000**	**$0**	**$2,000**
6	**Storytellers In Schools**	**$2,000**	**$6,000**	**$0**	**$8,000**
7	**Additional Festival Facilitators**	**$0**	**$500**	**$0**	**$500**
8	**Storytellers in University**	**$5,000**	**$2,000**	**$0**	**$7,000**
	Totals:	$22,000	$16,740	$0	$38,740

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	**Bookkeeper**	**$0**	**$1,200**	**$0**	**$1,200**
	Totals:	$0	$1,200	$0	$1,200

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	**Equipment Rental**	**$5,500**	**$0**	**$5,500**
2	**Storage Unit**	**$960**	**$0**	**$960**
3	**Room Rental (University)**	**$0**	**$2,000**	**$2,000**
4	**Sound Equipment (University)**	**$0**	**$600**	**$600**
5	**Lakeside Inn (Hotel Venue)**	**$0**	**$10,000**	**$10,000**
	Totals:	$6,460	$12,600	$19,060

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Performer Travel	$1,500	$0	$1,500
2	Performer Lodging	$3,500	$0	$3,500
	Totals:	$5,000	$0	$5,000

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Printing Promotional Material	$0	$2,000	$0	$2,000
2	Advertising	$3,000	$3,000	$0	$6,000
	Totals:	$3,000	$5,000	$0	$8,000

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Story Store Expenses	$0	$2,000	$0	$2,000
2	Postage	$0	$400	$0	$400
3	Supplies	$0	$900	$0	$900
4	Website	$0	$600	$600	$1,200
	Totals:	$0	$3,900	$600	$4,500

2.10. Amount of Grant Funding Requested:

$25,000

2.11. Cash Match:

$38,300

2.12. In-Kind Match:

$13,200

2.13. **Match Amount:**

$51,500

2.14. **Total Project Cost:**

$76,500

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	Admissions	$23,300	$23,300	
	Totals:	$0	$23,300	$23,300

3.2. **Revenue: Contracted Services ***

3.3. **Revenue: Other ***

#	Description	Cash Match	Total	
1	Program Book Ads	$1,000	$1,000	
2	Story Store	$3,000	$3,000	
	Totals:	$0	$4,000	$4,000

3.4. **Private Support: Corporate ***

3.5. **Private Support: Foundation ***

#	Description	Cash Match	Total	
1	McLin Foundation (Storytellers in Schools)	$6,000	$6,000	
	Totals:	$0	$6,000	$6,000

3.6. **Private Support: Other ***

3.7. Government Support: Federal *

3.8. Government Support: Regional *

3.9. Government Support: Local/County *

#	Description	Cash Match	Total	
1	Lake County Economic Development		$5,000	$5,000
	Totals:	$0	$5,000	$5,000

3.10. Applicant Cash *

3.11. Total Project Income:

$76,500

3.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	**Request Amount**	**$25,000**	**$25,000**	**33%**
B.	**Cash Match**	**$38,300**	**$38,300**	**50%**
	Total Cash	**$63,300**	**$63,300**	**83%**
C.	**In-Kind**	**$13,200**	**$13,200**	**17%**
	Total Proposal Budget	**$76,500**	**$76,500**	**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.

Volunteers donate hours of valuable service in the planning and execution of the festival. They serve on organizing committees and staff numerous functions throughout the festival weekend.

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)
FSA-SubstituteW9updated8-18-19.pdf	**33 [KB]**	**6/19/2023 7:34:38 AM**	**View file**

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
FSA Form 990N 2021.jpg	**79 [KB]**	**7/26/2023 7:57:01 PM**	**View file**

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
FSA-Program-2023-schedule-e1672430483937.png			**53 [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 59-2836345 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 Florida Storytelling 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)
Andy Russell