

# Gainesville Fine Arts Association, Inc.

**Project Title:** GFAA General Program Support

**Grant Number:** 25.c.ps.105.557

**Date Submitted:** Wednesday, June 21, 2023

**Request Amount:** \$40,000.00

## 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 1**

**Discipline: Visual Arts**

**Proposal Title: GFAA General Program Support**

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

### Applicant Information

- a. Organization Name: Gainesville Fine Arts Association, Inc. 
- b. DBA: GFAA
- c. FEID: 59-1595970
- d. Phone number: 352.328.5027
- e. Principal Address: 1314 S Main St Gainesville, 32601-7921
- f. Mailing Address: 1314 S Main St Gainesville, 32601-7921
- g. Website: [www.gainesvillefinearts.org](http://www.gainesvillefinearts.org)
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: Alachua
- k. UEI: MAFNQ4LRGN79
- l. Fiscal Year End Date: 12/31

#### 1. Grant Contact \*

**First Name**

Katy

**Last Name**

Lemle

**Phone** 319.471.6265**Email** [director@gainesvillefinearts.org](mailto:director@gainesvillefinearts.org)

#### 2. Additional Contact \*

**First Name**

Michelle

**Last Name**

Nagri

**Phone** 352.228.1786**Email** [mnagriphoto@gmail.com](mailto:mnagriphoto@gmail.com)

#### 3. Authorized Official \*

**First Name**

Susan

**Last Name**

Fulford

**Phone** 352.317.7198

**Email** msusanful@gmail.com

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

**4.1. Applicant Status**

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Organization - Nonprofit

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**4.2. Institution Type**

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Gallery/Exhibit Space

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**4.3. Applicant Discipline**

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Visual Arts

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## C. Eligibility Page 3 of 12

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

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

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

- Yes (required for eligibility)
- No

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

- Yes (required for eligibility)
- No

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

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

## D. Quality of Offerings Page 4 of 12

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

The Gainesville Fine Arts Association's (GFAA) mission is to support the visual arts through exhibitions, workshops and programming for emerging and accomplished artists with a focus on diversity, equity, inclusion and accessibility.

Its vision is to provide inspiration and opportunities for professional growth for artists, and to be recognized as a welcoming and vibrant center for visual art.

### 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.

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Celebrating its 100th year, GFAA is the premier visual arts non-profit serving Gainesville and the surrounding north-central Florida region. It is the oldest continuously operating arts organization in Florida and currently offers its services to over 250 paying members and the surrounding community.

In 2016 it opened the doors to its first permanent gallery space in downtown Gainesville in conjunction with the Community Redevelopment Agency's South Main revitalization project. Since that time its programs, services, and staff have grown significantly.

GFAA's vital presence within the local arts scene through its permanent gallery and meeting space for the past seven years has enhanced the cultural offerings of the community. It does so through its robust schedule of exhibits, workshops, and special events. Funding is requested to support programming as outlined below.

#### Creative Opportunities

- 11 themed gallery exhibits a year, free and open to the public
- Exhibit receptions in conjunction with Artwalk Gainesville - a self-guided art experience on last Friday of every month and first Friday of December
- Quarterly member exhibits at community venues. Includes large health-care facility, 4 restaurants
- Biennial national call to artists through CaFÉ
- 2 judged exhibitions at community venues. Includes a retirement community and church
- Annual Artist Studio Tour every July - established community artists open their studios over a weekend for the public to view demonstrations/purchase art

- **Shelf rental in our gift shop for members to sell small works**
- **Friends of Elementary Arts annual student exhibition**

#### **Life-long Learning**

- **Public workshops in a variety of mediums/topics**
- **Quarterly member meetings with creative activities/talks by members or outside professionals**
- **Weekly Open Studio to create and network in the gallery**
- **Exhibit Artist Meet Ups - open to all, exhibiting artists share work, ask/answer questions, network**

#### **Community Outreach**

- **In-kind gallery space usage for community partners such as UF senior art students**
- **Tabling at local events and campuses**
- **Federal Work Study program with UF students**
- **Internship program with Santa Fe College students**
- **Need-based and diversity scholarship program for artist community members**
- **Quarterly committee meetings to evaluate programming and expand outreach**
- **Discounted facility rental fees for community partners**

### **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.**

#### **Creative Opportunities**

- **Goal: Create and support opportunities for visual artists to exhibit their creative works.**

#### **Life-long Learning**

- **Goal: Create opportunities for artists for life-long learning, networking and mentorship.**

#### **Community Outreach**

- **Goal: Grow our membership, and increase access to and promote appreciation of the visual arts throughout the community.**

### **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"

#### **Creative Opportunities 7/1/24-6/30/25**

1. Increase artist exhibition participation by 10% among our members through our gallery offerings, maintenance of ongoing virtual gallery capability, holding the 4th biennial national call to artists in 2024, and solo exhibition/curating opportunities.
2. Develop our business sponsorship program so that we can offer 1-3 no-fee exhibitions per year for community artists.
3. Offer 1-3 exhibits at no cost to participating artists.

#### **Life-long Learning 7/1/24-6/30/25**

1. Offer at least 6 workshops per year through 1/2 day classes and 1-2 day workshops with established regional/national instructors.
2. Add 1-2 short intro classes (intro to drawing, watercolor, etc.) to our workshop offerings.

#### **Community Outreach 7/1/24-6/30/25**

1. Disseminate 30 scholarships to financially needy, diverse, and disabled artist community members.
2. Achieve a 10% increase in members representing students and other underserved communities.
3. Increase public/patron attendance at exhibits and events by 10% through traditional marketing, social media, and outreach efforts.

### **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.

#### **Creative Opportunities Activities:**

- Provide themed in-person and virtual exhibitions, free and open to the public throughout the year.
- Host monthly exhibit receptions in conjunction with Artwalk Gainesville.
- Maintain and develop outside exhibit venues and collaborative gallery opportunities throughout the community.
- Hold biennial national exhibition that offers local artists the opportunity to participate in nationally competitive shows, and the community to attend such shows.

- **Hold annual Artist Studio Tour.**
- **Offer call to artists for weekly solo exhibitions.**
- **Develop partnerships with local businesses to sponsor exhibits at no cost to community artists.**

#### **Life-Long Learning Activities**

- **Host public workshops and classes featuring local and nationally recognized artists. See support materials for workshop lineup.**
- **Host concerts and participatory events in the gallery that create dynamic discourse about visual arts, the creative process, and the impact of art in our lives and community.**
- **Promote networking and mentorship for both emerging and established artists via our weekly Open Studio and exhibit Artist Meet Ups.**

#### **Community Outreach Activities:**

- **Continue implementing and promoting our scholarship programs targeting financially needy, diverse, and disabled artist community members.**
- **Maintain our donor-funded Angel Fund for artists who can't afford exhibit fees.**
- **Conduct membership drives and/or targeted exhibition and program opportunities to reach underserved populations and students at community events and on college campuses.**
- **Develop exhibit themes from member survey results, community feedback, and Programming Committee meetings.**
- **Develop new partnerships and collaborations throughout the community to bring visual arts to a broader audience.**

## **2.4. Partnerships & Collaborations (2000 characters)**

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

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**GFAA partners with many organizations in the community. Many partnerships have been in place for over a decade. Most notable are:**

#### **University of Florida (UF)**

- **GFAA hires Federal Work Study students to staff gallery, install exhibits, and assist with promotion**
- **In-kind UF Art student senior shows held in gallery**
- **College of Arts faculty judge exhibitions**
- **Collaboration with other UF organizations**

#### **Santa Fe College (SFC)**

- **Internship program since 2022, students help install exhibits**
- **Cultural Programs Director and faculty judge exhibits**
- **Two Board members affiliated with SFC**

#### **The Friends of Elementary Arts (FEA)**



**Fundraiser collaboration since 2016. This year, in lieu of fundraiser, FEA held a children's art show in GFAA front gallery. Art selected from 30 students by art teachers in the district. GFAA member artists created sketchbook covers that were paired with each student, along with other art supplies.**

#### **Sequential Artist Workshop (SAW)**

**In January 2021 we entered a new shared facility lease with SAW in our gallery space. SAW is a grassroots non-profit comics school and creative community, teaching people how to tell stories and make comics.**

#### **Twenty Pearls Foundation**

**A charitable and educational arm of the Mu Upsilon Omega Chapter of Alpha Kappa Alpha Sorority. Past reception sponsor, and ongoing scholarship sponsor.**

#### **In-kind and Low Fee Rental Space**

**We offer our gallery space to organizations as in-kind or for a low fee. These organizations include Gainesville Improv, MusicGNV, and Pulp Arts.**

#### **Writers' Alliance of Gainesville (WAG)**

**Nonprofit exhibit partner where artists and writers provide interpretive responses to their respective work.**

#### **City of Gainesville**

**We're a member of the Gainesville Artist Network. We also tabled during the 2022 Downtown Festival & Art Show, recruiting new members.**

#### **Matheson Museum**

**Collaborating on history exhibition for GFAA 100th celebration.**

#### **Community Exhibit Partners**

- **SIMED Health Gainesville**
- **Blue Highway Pizzeria (Micanopy & Town of Tioga)**
- **Oak Hammock Retirement Community at UF**
- **Trinity United Methodist Church**
- **Sweetberries Restaurant (new UF campus location and new, yet to open community location)**

#### **Grantors**

- **City of Gainesville (Since 2016)**
- **Alachua County - Visit Gainesville Tourist Development grant (Since 2015)**
- **Community Foundation of North Central Florida (since 2016)**

#### **Sponsors**

- **Tower Hill Insurance**
- **Wells Fargo**
- **Studio Tour sponsors (see support materials)**

### **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?**

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Evaluation of successful implementation of the goals and objectives set forth will include both qualitative and quantitative measures as outlined below. All information collected is presented to the Board of Directors at the monthly meetings by the Executive Director.

#### **Quantitative Measures**

- A clicker used by gallery staff to count attendees at public gallery events. These numbers are recorded in a Google Sheet by the Executive Director.
- Guestbook at gallery to evaluate public engagement and attendance.
- Artist exhibit participation via sign ups in Association Sphere, Square Register and Google Form. Artist participation numbers are recorded in a Google Sheet for every exhibit.
- Number of applications for workshops and outside exhibits.
- Scholarship applications via Google Forms and number of student memberships to evaluate diversification.
- Google analytics, website traffic, and social media stats for virtual engagement.
- Records of sustained and new partnerships in Google Sheets.

#### **Qualitative Measures**

- A biannual member survey, plus member feedback received outside survey period, to evaluate member satisfaction and tailor programming.
- Workshop satisfaction survey at the end of every workshop.
- Quarterly meetings of Programming Committees to evaluate past programming, formulate new programming, and ensure inclusivity throughout programming and operations.
- Personal calls to donors made by Operations Assistant.
- Personal calls to members for renewal reminders made by Operations Assistant.

## 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?**

**4455**

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

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**52**

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

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**2,118**

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

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**4,105**

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

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**30**

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

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**0**

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

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

### 6.1. Number of artists directly involved?

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320

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

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302

## 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) \*

- American Indian or Alaskan Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White
- Other 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
- Individuals below the Poverty Line
- Other 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.**

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**The GFAA is located in the City of Gainesville in Alachua County.**

**According to US Census Bureau Quick Facts the demographics of Alachua County are as follows:**

- **Population Estimates July 1, 2022: 284,030**
- **Population, Census April 1, 2020: 278,468**

#### **Age**

- **Persons under 5 years: 4.8%**
- **Persons under 18 years: 18.2%**
- **Persons 65 years and over: 15.2%**

#### **Race & Hispanic Origin**

- **White alone: 69.7%**
- **Black or African American alone: 20.7%**
- **American Indian and Alaska Native alone: 0.4%**
- **Asian alone: 6.2%**
- **Native Hawaiian and Other Pacific Islander alone: 0.1%**
- **Two or More Races: 3.0%**
- **Hispanic or Latino: 11%**
- **White alone, not Hispanic or Latino: 60.1%**

#### **Health**

- **With a disability, under age 65 years (2017-2021): 7.7%**

#### **Income & Poverty**

- **Median Household Income (in 2021 \$s) 2017-2021: \$53,314**
- **Per capita income in past 12 months (in 2021 \$s) 2017- 2021: \$32,323**
- **Persons in Poverty: 19.1%**

**Alachua County is also home to the University of Florida (UF) and Santa Fe College (SFC) and their student demographics are as follows:**

#### **UF**

- **2022 Fall Cohort Headcount: 60,795**

#### **Race/Ethnicity**

- **White: 53.59%**
- **Hispanic/Latino: 17.72%**
- **Asian: 7.62%**
- **Nonresident: 8.34%**
- **Black or African American: 6.27%**
- **Race/Ethnicity Unknown: 3.10%**
- **Two or More Races: 2.82%**

- **Native Hawaiian or Other Pacific Islander: 0.31%**
- **American Indian or Alaska Native: 0.24%**

### ***Residency***

- **In-state: 79.63%**
- **Out-of-State: 20.37%**

### **SFC**

- **2023-2023 Unduplicated Headcount Total: 16,171**

### ***Race/Ethnicity***

- **Asian: 681**
- **Black: 2,033**
- **Hispanic: 3,826**
- **Multi-Racial: 658**
- **Native American: 37**
- **Native Hawaiian/Pacific Islander: 29**
- **Unknown/Not Reported: 472**
- **White: 8,435**

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

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

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**For number of opportunities we've included the opportunities for the public to see exhibits held both in our gallery and at our community partners.**

**The above impact numbers do not include over 400,000 in passive views from community partner exhibits (people walking by), however we discuss total passive views in detail in Proposal Impact section below.**

**Also excluded from above impact numbers are the over 200,000 individuals benefiting through media via website visits (22,134), social media (107,969), radio (80,000), and print ads (at least 10,000). Not all data for print ads was available, so these numbers could be higher. See virtual analytics in support materials for more details.**

**GFAA is located in a county that is home to two top higher education institutions: the University of Florida and Santa Fe College. Combined they are home to nearly 80,000 students. This provides GFAA a unique opportunity to target and support the student population, particularly art students and Federal Work Study students.**

**GFAA also provides a community to which art students can turn toward after graduation when their college support system falls away. This outreach toward young adults will keep GFAA's art offerings relevant and will ensure sustainability.**

**Our gallery is located in a Qualified Census Tract area, and is located across from an IRS Opportunity Zone. The gallery's location provides a cultural opportunity for surrounding residents to experience art exhibits at no cost to them with the gallery being open Tues-Sat.**

Also, given the percentage of students at UF and SFC, persons over 65, disabled individuals, minorities, and the percentage of county residents living in poverty, GFAA's expanded outreach efforts reflect the demographics of the community.

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

Alachua

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

Alachua

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

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

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- All gallery exhibitions have a virtual gallery on our website, with viewers having the option to purchase art directly from our site. No fee is required for accessing our website, just an internet connection.
  - We use both Facebook and Instagram as part of our social media efforts. Anyone with access to the internet can see these postings, and anyone with an account on either of these platforms can see more in-depth views of our posts and engage by liking, leaving comments, and/or sharing.
  - We share photos of the exhibit as a whole, photos of individual works of art in our exhibits, calls-to-artist flyers, reception events, upcoming workshops, and other announcements such as community partner events or creative opportunities on our social media accounts and email newsletters.
  - Most of our social media marketing is organic, but we do pay for marketing traffic as well, which is funded by a Tourist Development grant through Visit Gainesville.

13. Proposal Impact (3500 characters)

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

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

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

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**GFAA provides emerging and established artists with opportunities for growth, visibility and sales that otherwise do not exist in our community. In doing so, we saturate the community with public opportunities to appreciate the rich and varied talents of our regional artists.**

**GFAA will hold 11 themed month-long exhibitions with receptions, rotating ongoing exhibitions in 3-5 community locations, 2-3 collaborative exhibitions with long-standing partners, weekend-long Studio Tour, 6-8 workshops, artist meet ups for every exhibit, and a weekly Open Studio. Aside from workshops and Open Studio, all events are open to the public and free to attend.**

**According to the Arts and Economic Prosperity 5 Calculator, GFAA has a total economic impact of \$333,684 in Alachua County, supporting 11 FTE jobs and provides \$240,351 in resident household income, \$13,408 in local government revenue, and \$19,395 in state government revenue.**

#### **Community Partnerships Supporting Artists:**

**Provide opportunities for GFAA member artists to increase their visibility and sales. Major community exhibit partners include:**

- **Quarterly exhibits at SIMEDHealth. SIMED reports about 1,500 patients per day, totaling 390,000 visitors per year (260 days x 1500)**
- **Featured artist quarterly exhibits at two Blue Highway Pizzeria locations. An estimated 15,000 visitors combined throughout year.**
- **Annual juried show at Trinity United Methodist Church. Over 3,500 members and visitors view the exhibit.**
- **Annual exhibit at Oak Hammock at the University of Florida, a retirement community. Approximately 800-1000 unique views per exhibit with many repeat visitors, residents, and staff.**
- **Quarterly exhibits at 2 Sweetberries Restaurants - solo artists at one location and group exhibits at second location. They have been exhibit partners for many years, but in the last year they were in the middle of moving locations. They now have a location on UF campus that opened fall 2022, and a second community location that is planned to open late summer 2023. Passive view numbers are not available at this time, but we expect added benefits to our members especially with a location on campus.**

#### **Other Economic Impact to Artists:**

- **The GFAA Gallery is open for retail sales 5 days/week and brought in \$5,555 in 2022 down from \$11,940 in 2021 and up from \$4,768 in 2020.**
- **We distribute at least \$3,000 in awards per year to artists, plus an additional \$4,000 in years with national shows. This year we are not offering as many awards due to the increase in no-fee exhibits, but in the coming years we hope to supplement our no-fee exhibits with business sponsors.**
- **Last year we expanded the size of our gift shop which features small works by member artists. Members can rent a shelf for a one month period for their work. No commission is taken, just any credit card processing fees on sales.**
- **This year we added a greeting card rack for member's to sell their cards with no rental fee and no commission unless they sell over \$100 in a one month period.**

#### **Studio Tour:**



**This annual weekend-long event provides one of the best sales opportunities for our established artists who reported over \$26,000 in sales in 2022, not including commissions received after the tour. Last year nearly 25% of attendees were out of county visitors, which indicates increased visibility for participating artists and GFAA. Artists report important new patron relationships and repeat sales.**

**Economic Impact to Students:**

- **GFAA hires Federal Work Study students to help staff the gallery and install exhibits, providing them with unique skills and learning opportunities, leveraging a 3:1 match in federal funds to employ these students. In 2022 we leveraged \$2,000, down from \$3,000 in 2021 due to impacts from COVID-19 closures and reduced applicants.**
- **Last year we started an internship program with Santa Fe College, recruiting students to help install exhibits. The professional development and hands-on experience they receive in a working gallery helps strengthen their resumes.**

## **14. Marketing and Promotion**

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

- Brochures**
- Collaborations**
- Email Marketing**
- 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?**

**GFAA's primary target audience includes anyone who has an interest in and love of art. We employ a number of marketing strategies to engage both artists and the general public.**

**Our advertising and marketing expenses are funded in part by a Visit Gainesville (tourist development) reimbursement grant from Alachua County.**

#### **Collaborative/In-Kind**

**As a limited-resource nonprofit, we utilize volunteers, and inexpensive and in-kind services for much of our outreach. We run radio ads through NPR affiliate WUFT-FM which serves 19 counties in the North Central Florida area. We place 10 to 15 spots during the week leading up to our opening receptions during Artwalk, and two weeks leading up to the annual Studio Tour. For every ad we place we receive a 30- second Public Service Announcement (PSA), garnering \$750/month in in-kind PSAs.**

**We regularly utilize collaborative advertising, such as the monthly Artwalk brochure/map, the City of Gainesville's 352 Arts calendar, and the Visit Gainesville calendar.**

### **Print**

**GFAA runs regular print ads in the Gainesville Sun newspaper, the Ocala Star Banner (Marion County), and the Villages Daily Sun (newspaper in the Villages, Sumter County). Starting this year we are utilizing Mainstreet Daily News and the Iguana as new Gainesville publications to expand our community reach.**

**In addition, rack cards, postcards, and flyers are designed in house and printed locally for public distribution.**

### **Website**

**GFAA's website features upcoming events, calls-to-artist, outside creative opportunities in the community, and general information about GFAA membership and support. We continue to showcase a virtual gallery of all gallery exhibits, where patrons have the option to see and purchase the art.**

**[www.gainesvillefinearts.org](http://www.gainesvillefinearts.org)**

**The annual GFAA Artist Studio Tour has its own website in order to highlight participating artists, showcase the map for participants to plan their tour, and celebrate our sponsors.**

**[www.gfaastudiotour.org](http://www.gfaastudiotour.org)**

### **Social Media**

**Facebook (FB) and Instagram (IG) are where we primarily focus our social media presence, which is in line with our goal of recruiting a younger audience.**

**Our FB page has over 3,500 followers. FB events are created for all GFAA receptions, exhibits, and public events. Call-to-artist flyers are regularly posted, along with photos of exhibit art work, award winners, workshop announcements, and special events.**

**Our IG account has over 1,600 followers. Given its visual centric nature we primarily post art from the latest exhibits. We also share call-to-artist flyers and special announcements. This platform enables us to reach an international audience, drawing in new and younger viewers, and potential artists and patrons.**

**We've included samples of our social media posts in the support materials.**

### **Email Marketing**

**We have two target audiences in our email campaigns:**

- GFAA Members (past and present) with over 400 subscribers. Members receive a newsletter at least once a week updating them on the latest call-to-artists, deadlines, receptions, workshops, outside opportunities, and special announcements.**
- General Public with over 4,000 subscribers. This includes visitors to the gallery, along with other outside exhibits and festivals where people have signed up to be on our email list. This list receives a newsletter in the week leading up to all public receptions, exhibit openings, and special events.**

### **Expanding Reach**

**GFAA's goal to diversify its membership and reach involves outreach to the college student and underserved populations in our community.**

**We're also offering more no-fee exhibits to all community artist members in order to remove any financial barriers to participation.**

**We're offering a variety of exhibit concepts and themes in order to attract new artists and art aficionados.**

**To expand our student reach we started an internship program with Santa Fe College, where students gain hands on experience working in a gallery setting. We still maintain our Federal Work Study program with UF and have since 2016.**

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

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

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

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The GFAA Gallery was remodeled in 2015 and meets all necessary building requirements for accessibility standards, including a bathroom with wheelchair access. There is a handicapped parking space conveniently located near the front door and the facility is single-story on the ground floor with entryways wide enough for a wheelchair.

We display the wheelchair accessibility symbol on all marketing materials and website. We also ensure that information on our promotional materials and website are presented in clean, easy-to-read formats - less text and larger, cleaner fonts to accommodate our many older members who are better served by easier to read communications.

### 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?**

Katy Lemle

### 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? 5/1/2022**

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

**As GFAA celebrates its 100th year this year its focus has shifted to creating a more diverse and inclusive organization for all of our community members.**

**In all aspects of our operations we consider how to be inclusive of all of our community members.**

**With the exception of workshops which have a tuition, all GFAA public events are accessible to all as they are free and open to the public. However, we are committed to removing any financial barriers to membership and exhibition participation for financially needy, diverse, and disabled artist community members through our scholarships targeting these demographics. Since 2021 we've awarded 67 scholarships to artists, which covers one year of GFAA membership and all exhibition fees.**

**We also have an angel donor fund available for any artist wanting to exhibit in one of our shows who doesn't have the financial means to do so at that time. All they have to do is send an email and a code is given for them to enter when applying for exhibits.**

**Our scholarship program, our angel donor fund, and our outreach to underserved community members and art students with no-fee exhibits have improved GFAA's accessibility to all artists.**

**In addition, offering no-fee exhibits this year to any community artists has increased accessibility by removing any financial barriers that artists may have in participating in our exhibits.**

# 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.

---

**GFAA was founded in 1923, celebrating its 100th year. It is the oldest continuously operating arts organization in Florida.**

**In the early years, GFAA presented art lectures and brought exhibits to the city. Continuing through the war years and the growth of the 1950s, painting classes for all ages, sidewalk art shows, art jamborees and auctions, and children's exhibits were added to its offerings. The first newsletter was mailed in 1963.**

**In 1973 it was rechartered by the State of Florida, and in 1978 granted federal 501(c)(3) status. In 1979 the Member's show was held in the Historic Thomas Center, and monthly meetings were held in the Spanish Court of the Thomas Center.**

**In 1985 the first Outdoor Autumn Show was hosted at Thornebrook Village, and the first Summer Showcase exhibit was held in the Thomas Center's main gallery.**

**In January 2016, after 93 years, GFAA opened the doors to its first permanent gallery space on South Main Street in downtown Gainesville. This happened in conjunction with the Community Redevelopment Agency's South Main revitalization project.**

**Since 2016 programs, services and staff have grown significantly. Having a physical gallery space has allowed us to**

- hold opening receptions for gallery exhibits in conjunction with monthly Artwalk Gainesville**
- hire Federal Work Study students from UF to help staff the gallery**
- recruit interns from SFC to help install exhibits**
- hold special events with partner organizations in the gallery**
- increase workshop offerings**
- host UF senior art student shows in our gallery, providing in-kind gallery space to graduating art students**

**In 2017 we hired our first full-time employee, a Gallery Manager, and have since upgraded this position to Executive Director, who oversees most areas of our operations. In 2023 we hired a part-time employee, an Operations Assistant to assist with gallery operations.**

**Also in 2017 we started our first annual Artist Studio Tour, a weekend-long event that allows the general public to visit the working studios of established artists throughout the Alachua County area at no cost to them, drawing in many visitors from outside the area.**

In 2018 we curated our first biennial National Call to Artists using the online CaFE system for applications and jurying, which expanded our reach beyond the community.

Concomitantly, our budget has also grown to include rent, utilities, personnel costs, and increased marketing and promotion.

## 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.

This year GFAA celebrates its 100th year in operation. That alone is testament enough to the sustainability of this organization. A centennial celebration this September is in the works where we plan to celebrate the many past accomplishments over 100 years as we look to the future. Through this milestone event we intend to attract new members and supporters beyond our regular outreach efforts.

Over the years we have seen a continuous increase in membership, adding 50 new members in 2022 compared to 2021. Membership retention has been strong. Last year we invested in a membership management program that has increased our efficiency in membership management and renewal outreach.

Our financial stability and cash reserves have allowed us to offer no-fee exhibits to our community artists in response to feedback we've received in the past. This allows for more artist participation, particularly for our underserved community members thereby increasing our community impact.

This year we hired a part-time Operations Assistant to handle more of the administrative tasks, which allows our Executive Director to focus more on programmatic development and enhancing the sustainability of GFAA for years to come.

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

## 4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$9,317	\$32,321	\$35,207
2. Personnel: Programmatic	\$52,799	\$51,388	\$53,101
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$10,659	\$8,950	\$12,400

<b>5. Outside Fees and Services: Other</b>	<b>\$3,466</b>	<b>\$4,348</b>	<b>\$4,638</b>
<b>6. Space Rental, Rent or Mortgage</b>	<b>\$56,067</b>	<b>\$57,744</b>	<b>\$58,100</b>
<b>7. Travel</b>			
<b>8. Marketing</b>	<b>\$29,177</b>	<b>\$40,000</b>	<b>\$44,000</b>
<b>9. Remaining Operating Expenses</b>	<b>\$39,360</b>	<b>\$26,759</b>	<b>\$35,241</b>
<b>A. Total Cash Expenses</b>	<b>\$200,845</b>	<b>\$221,510</b>	<b>\$242,687</b>
<b>B. In-kind Contributions</b>	<b>\$14,500</b>	<b>\$16,500</b>	<b>\$17,400</b>
<b>C. Total Operating Expenses</b>	<b>\$215,345</b>	<b>\$238,010</b>	<b>\$260,087</b>
<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
<b>10. Revenue: Admissions</b>	<b>\$36,540</b>	<b>\$32,750</b>	<b>\$37,600</b>
<b>11. Revenue: Contracted Services</b>			
<b>12. Revenue: Other</b>	<b>\$5,978</b>	<b>\$6,500</b>	<b>\$7,200</b>
<b>13. Private Support: Corporate</b>	<b>\$20,250</b>	<b>\$8,500</b>	<b>\$10,000</b>
<b>14. Private Support: Foundation</b>			
<b>15. Private Support: Other</b>	<b>\$94,912</b>	<b>\$94,960</b>	<b>\$98,887</b>
<b>16. Government Support: Federal</b>			
<b>17. Government Support: State/Regional</b>	<b>\$29,396</b>	<b>\$26,800</b>	<b>\$40,000</b>
<b>18. Government Support: Local/County</b>	<b>\$42,079</b>	<b>\$52,000</b>	<b>\$49,000</b>
<b>19. Applicant Cash</b>			



<b>D. Total Cash Income</b>	<b>\$229,155</b>	<b>\$221,510</b>	<b>\$242,687</b>
<b>B. In-kind Contributions</b>	<b>\$14,500</b>	<b>\$16,500</b>	<b>\$17,400</b>
<b>E. Total Operating Income</b>	<b>\$243,655</b>	<b>\$238,010</b>	<b>\$260,087</b>

### 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."

- **Increase in Personnel: Administrative category due to the hiring of a part-time Operations Assistant in 2023.**
- **For the current FY, in honor of our 100th anniversary we've been offering more no-fee exhibits, and have eliminated judging and awards for those exhibits. Additionally, we are not holding our biennial national call to artists this FY. As such, you will notice a decrease in expenses and income for this FY compared to the previous and next.**
- **Decrease in Private Support: Corporate category is due to a \$9,000 decrease in rent support from one of our donors.**
- **Increases in Marketing expenses and Government Support: Local/County income due to increased funds from marketing-based grant in current FY.**
- **Decrease in Government Support Local/County income expected for next FY due to local budget cuts.**
- **Decrease in Government Support: State/Regional income is lower in current FY due to 33% reduction in original ask amount of \$40,000**
- **We are not able to include our 2022 tax form 990 in the application as we applied for an extension. The return is nearing completion at the time of submission and can be available upon request after July 21, 2023. Form 990 for FY 2021 has been included along with the extension letter for 2022.**

### 6. Paid Staff

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

### 7. Hours \*

- Organization is open full-time

Organization is open part-time

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

Yes

No

# H. Management and Proposal Budget Page 8 of 12

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

Yes

No

## 2. Proposal Budget Expenses:

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

The expense section contains three columns:

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

Save each individual line within the budget.

To update budget totals, save each page.

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

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

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

### 2.1. Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Gallery and Operations Director	\$5,000	\$2,500	\$0	\$7,500
2	Operations Assistant	\$10,000	\$5,000	\$0	\$15,000
<b>Totals:</b>		<b>\$15,000</b>	<b>\$7,500</b>	<b>\$0</b>	<b>\$22,500</b>

### 2.2. Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Gallery and Operations Director	\$25,000	\$12,500	\$0	\$37,500
<b>Totals:</b>		<b>\$25,000</b>	<b>\$12,500</b>	<b>\$0</b>	<b>\$37,500</b>

**2.3. Personnel: Technical/Production \*****2.4. Outside Fees and Services: Programmatic \*****2.5. Outside Fees and Services: Other \*****2.6. Space Rental (match only) \***

#	Description	Cash Match	In-Kind Match	Total
1	Gallery Rental	\$5,000	\$0	\$5,000
<b>Totals:</b>		<b>\$5,000</b>	<b>\$0</b>	<b>\$5,000</b>

**2.7. Travel (match only) \*****2.8. Marketing \*****2.9. Remaining Proposal Expenses \***

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

**2.10. Amount of Grant Funding Requested:****\$40,000****2.11. Cash Match:****\$25,000****2.12. In-Kind Match:****\$15,000****2.13. Match Amount:**

**\$40,000****2.14. Total Project Cost:****\$80,000****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	Exhibition Fees, Workshop Fees, and Membership	\$25,000	\$25,000
<b>Totals:</b>		<b>\$0</b>	<b>\$25,000</b>
			<b>\$25,000</b>

**3.2. Revenue: Contracted Services \*****3.3. Revenue: Other \*****3.4. Private Support: Corporate \*****3.5. Private Support: Foundation \*****3.6. Private Support: Other \*****3.7. Government Support: Federal \*****3.8. Government Support: Regional \*****3.9. Government Support: Local/County \*****3.10. Applicant Cash \*****3.11. Total Project Income:****\$80,000****3.12. Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$40,000	\$40,000	50%
B.	Cash Match	\$25,000	\$25,000	31%
	Total Cash	\$65,000	\$65,000	81%
C.	In-Kind	\$15,000	\$15,000	19%
	Total Proposal Budget	\$80,000	\$80,000	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.

In-kind contributions is projected to be much higher than what is outlined in the proposal budget with a total of approximately \$30,000 in-kind through a valuation of volunteer hours.

# 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)
GFAA_substitute_W9_2022.pdf	33 [KB]	6/16/2023 3:16:23 PM	<a href="#">View file</a>

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

File Name	File Size	Uploaded On	View (opens in new window)
GFAA_2022Extension_2021Form990.pdf	302 [KB]	6/21/2023 12:31:03 PM	<a href="#">View file</a>

## 2. Support materials (required)\*

<b>File</b>	<b>Title</b>	<b>Description</b>	<b>Size</b>	<b>Type</b>	<b>View (opens in new window)</b>
<b>GFAA_2023-2025Programming.pdf</b>	<b>2023-2025 Programming</b>	<b>Schedule of Gallery Exhibits for 2023, and proposed exhibits for 2024-2025</b>	<b>141 [KB]</b>		<b>View file</b>
<b>GFAA_2023BoardMembers.pdf</b>	<b>2023 Board of Directors</b>	<b>List of current Board members and affiliations</b>	<b>49 [KB]</b>		<b>View file</b>
<b>GFAA_Organizational Structure_2023.pdf</b>	<b>Organizational Structure</b>	<b>Chart outlining GFAA's reporting structure, with paid and unpaid positions</b>	<b>59 [KB]</b>		<b>View file</b>
<b>GFAA_Photos.pdf</b>	<b>GFAA Gallery Photos</b>	<b>Photos of the gallery, exhibits, receptions, special events, artist meet ups, open studio, and the gift shop</b>	<b>9474 [KB]</b>		<b>View file</b>



<b>File</b>	<b>Title</b>	<b>Description</b>	<b>Size</b>	<b>Type</b>	<b>View (opens in new window)</b>
<b>GFAA_StudentExhibitPhotos.pdf</b>	<b>Student Exhibit Photos</b>	<b>Photos and flyers from Friends of Elementary Arts student exhibit, and UF BFA Senior exhibits</b>	<b>3467 [KB]</b>		<b>View file</b>
<b>GFAA_CTAs_Reception_MeetingFlyers.pdf</b>	<b>Flyers</b>	<b>Samples of call to artist, reception, and member meeting flyers</b>	<b>883 [KB]</b>		<b>View file</b>
<b>GFAA_WorkshopFlyers.pdf</b>	<b>Workshops</b>	<b>Samples of workshop flyers</b>	<b>1299 [KB]</b>		<b>View file</b>
<b>GFAA_2022StudioTourPoster.jpg</b>	<b>Studio Tour Sponsors</b>	<b>Poster sample featuring the many sponsors for the 2022 GFAA Artist Studio Tour</b>	<b>2290 [KB]</b>		<b>View file</b>
<b>GFAA_VirtualAnalytics.pdf</b>	<b>Virtual Analytics</b>	<b>Analytics for website and social media</b>	<b>655 [KB]</b>		<b>View file</b>

<b>File</b>	<b>Title</b>	<b>Description</b>	<b>Size</b>	<b>Type</b>	<b>View (opens in new window)</b>
<b>2023GFAA_LOS.pdf</b>	<b>Letters of Support</b>	<b>Letters from community partners</b>	<b>1666 [KB]</b>		<b>View file</b>

**2.1.**

# J. Notification of International Travel Page 10 of 12

## Notification of International Travel

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

### 1. Notification of International Travel

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

# K. Single Audit Act Page 11 of 12

## Single Audit Act

In accordance with 2 CFR 200, Subpart F - Audit Requirements; Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes; and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN 59-1595970 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 Gainesville Fine Arts 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)

Michelle Nagri

