

St. Petersburg Arts Alliance, Inc.

Project Title: 9th Annual SHINE Mural Festival

Grant Number: 25.c.pr.105.034

Date Submitted: Monday, June 5, 2023

Request Amount: \$25,000.00

A. Cover Page Page 1 of 12

Guidelines

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

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 2

Discipline: Visual Arts

Proposal Title: 9th Annual SHINE Mural Festival

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: St. Petersburg Arts Alliance, Inc. 
- b. DBA:
- c. FEID: 46-1335413
- d. Phone number: 813.545.9064
- e. Principal Address: 100 2nd Ave N St. Petersburg, 33701
- f. Mailing Address: 100 2nd Ave. N, Suite 150 St. Petersburg, 33701-3351
- g. Website: www.stpeteartsalliance.org
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: Pinellas
- k. UEI: YAFKW566J9C4
- l. Fiscal Year End Date: 12/31

1. Grant Contact *

First Name

Jenna

Last Name

Felder

Phone 813.545.9064

Email jenna@carriagehouse.consulting

2. Additional Contact *

First Name

Jenee

Last Name

Priebe

Phone 813.426.4305

Email jenee@stpeteartsalliance.org

3. Authorized Official *

First Name

Terry

Last Name

Marks

Phone 727.754.6404

Email terry@stpeteartsalliance.org

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Arts Service Organization

4.3. Applicant Discipline

Multidisciplinary

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 St. Petersburg Arts Alliance is the umbrella organization serving this vital arts and cultural community. We do so by driving arts-related economic development and funding, advocating for art and artists, educating at all levels, and facilitating the growth of our City of the Arts.

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 Specific Cultural Project grant from the Florida Department of Arts and Culture will allow the St. Petersburg Arts Alliance (SPAA) to produce our annual SHINE St. Petersburg Mural Festival. This will include at least 10 world-class murals by artists from diverse backgrounds, and host a series of related community arts events.

Created in 2015, SHINE illuminates the power of accessible art throughout the city, by helping revitalize neighborhoods, inspire dialogue among people from differing backgrounds, and unite our community under an umbrella of creativity. By using walls and streets as canvas, the city comes alive with color, imagination, and allows people to safely experience St. Petersburg's outdoor city-wide gallery. SHINE celebrates the visual arts medium, promotes accessibility, adds character to our community, and demonstrates to all participants that with enough imagination and determination you can make magic happen through art.

Since SHINE's inaugural year in 2015, the festival has produced 150 murals including 22 Bright Spot community engagement murals. Bright Spot murals are collaborations between an artist and the community (or a community organization), which drives the murals theme. An example of a Bright Spot mural from 2022 is "Rise & Shine," where local artists, The Vitale Brothers, partnered with PARC Center for Disabilities to create a colorful, fun mural featuring a mash-up of familiar animated characters. (see photo in support materials).

SHINE also incorporates related arts events including a kick-off event called "Spraycation" and exhibits at local galleries that are curating their own work in support of the week-long festival.

SHINE serves to advance SPAA's mission by advocating for arts and artists and increasing arts-related economic impact to further identify St. Petersburg as a City of the Arts.

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.

Goals of the SHINE St. Petersburg Mural Festival:

GOAL 1: To revitalize underused community spaces to help beautify and enhance St. Petersburg neighborhoods

GOAL 2: To provide paid work opportunities to artists from diverse backgrounds who have a defined style and point of view

GOAL 3: To help raise the profile of participating artists by providing ongoing exposure to their work

GOAL 4: To collaborate with local partners and engage the community in the SHINE Mural Festival

GOAL 5: To help increase tourism and further establish St. Petersburg as a City of the Arts

GOAL 6: To utilize free and accessible art in enhancing the daily lives of St. Petersburg residents and visitors

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”

Objectives of the SHINE St. Petersburg Mural Festival:

OBJECTIVE 1: Partner with up to 10 property owners to use their exterior wall spaces for the creation of large-scale murals

OBJECTIVE 2: Advance the remuneration of artists, who sometimes work 70-80 hours on their murals, to reflect fair compensation for their work

OBJECTIVE 3: Use at least 3 social media channels for promotion and provide an ongoing presence for the artists on the SPAA website

OBJECTIVE 4: Produce/promote at least two Bright Spot community murals

OBJECTIVE 5: Host at least 10,000 residents and visitors (in-person) during the festival week

OBJECTIVE 6: Provide opportunities both in-person and via technology to access the murals

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.

Activities of the SHINE St. Petersburg Mural Festival:

ACTIVITY 1: Work with the volunteer SHINE committee to identify and contract with business owners to secure wall space for SHINE

ACTIVITY 2: Secure funding through various avenues including grant funding, corporate sponsorships, and individual donors

ACTIVITY 3: Create and execute a communications plan that includes leveraging SPAA's ongoing relationships with local, national, and international media outlets and use the expertise of the SPAA Director of Marketing to promote the festival and its artists online

ACTIVITY 4: Help establish collaborative relationships with local organizations and artists to create Bright Spot community murals that focus on community issues

ACTIVITY 5: Work with media outlets and Visit St. Pete Clearwater to help ensure at least 10,000 residents and visitors experience the festival (in person).

ACTIVITY 6: Continue working with PixelStix technology to update the app with the murals from every year and provide viewing access to anyone with a portable device.

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.

While some partnerships change year-to-year (for example, the businesses we work with for use of exterior wall space), the following are consistent collaborations:

The City of St. Petersburg provides financial support for the festival as well as promotion support within the city and beyond. This is a win-win relationship given the visibility SHINE brings to the City and to the work of SPAA. SPAA enters into a contract with the City each year to produce a specific number of murals for the mutually agreed upon amount from the City.

PixelStix is a local company that uses technology similar to that of a QR code to provide details about each mural and artist. Every mural that is part of SHINE is affixed with a plaque that educates and allows viewers to access information with a mobile device. Plaques provide beneficial data year-round about how often murals are visited, which helps SPAA illustrate the impact of SHINE. PixelStix also provides long-term exposure for the artist and their work well beyond their SHINE participation.

While SHINE Bright Spot collaborations vary each year, there are two opportunities we are currently working on for 2023 that represent this initiative. SPAA will work with artist Kelly of the Wild to create a mural focused on nature conservation in Florida. We are also working on a mural project plan in collaboration with the James Museum of Western & Wildlife Art focused on their upcoming Chinese American culture exhibition.

Lastly, we are partnering this year with the Dali Museum for their Surreal Summer Nights event. A local SHINE artist will be live painting during the event and guests will have coloring pages of her design so they can create their own versions of her artwork, which will coincide

with the Dali Drawing exhibition on display at that time. We are considering announcing the SHINE local artists for 2023 during this event as well.

3. Project/Program Evaluation (2000 characters)

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

The Director of the SHINE Mural Festival will conduct both quantitative and qualitative evaluations.

Quantitative

We will use PixelStix data to determine the number of views a mural gets during the festival as well as a starting point to determine the number of people who engage with the festival. Added to this will be the total number of people who participate in mural tours conducted by Florida CraftArt. We also informally poll the artists at each mural site to get a sense of how many visitors they have each day over the course of the 10-day festival. We also track attendance numbers for events like Spraycation and any gallery exhibits that run parallel with SHINE.

The Director of the SHINE Mural Festival will provide data related to social media impressions and Google analytics during the festivals' promotional period and over the course of the event week. She will also work with media sponsors to determine the quantitative impact of any print and television coverage. Google alerts will help us determine what coverage SHINE receives outside of the Tampa Bay region.

Qualitative

We will use the evaluation methods of observation and interview to qualitatively evaluate SHINE. Audiences for this type of evaluation include tour participants, festival attendees, and community partners. The SHINE Festival Director also speaks with each participating audience to get their feedback on their experience and discuss what works and what needs improvement in the future.

To determine if we have achieved our goals and objectives, we will look at:

- Number of murals completed and number of participating artists
- Number of people who engaged with the festival
- Number of media impressions
- Narrative feedback from artists, community partners, attendees, etc.
- Funds raised to execute the festival
- Budget-to-actual comparison for expenses

Should SHINE fall short in any of these areas, we will revisit our processes and see how we can improve for the future.

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?

11354

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

4

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

359

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

11,000

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

50

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

240

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?

64

6.2. Number of Florida artists directly involved?

55

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.

While the SHINE Mural Festival draws people from all over the Tampa Bay region and beyond, below are the demographics for St. Petersburg, which is where the murals are physically located. We have also included the tourism demographics since the SHINE Mural Festival is a significant draw for visitors to the area.

Based on the 2020 Census

St. Petersburg population: 258,308

White: 65%

Black/African American: 21%

Hispanic: 8.5%

Asian: 3.5%

Other: 2%

Median Age: 42.5

Median Household Income: \$60,798

Male: 48.5%

Female: 51.5%

Education:

- **92% of age 25+ have a high school diploma**
- **37% have a Bachelor's degree or higher**

Tourism - as of Q2 2021 from Visit St. Pete/Clearwater for the "Arts & Culture Visitor:"

Average Spending: \$96.19 per person, per day

Average Party Size: 2.4 people

Average Length of Stay: 1.6 days

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.

-
- **For residents, SHINE murals create a sense of connection and pride in the city. Residents consistently report murals as one of their favorite aspects of life in St. Pete.**
 - **SHINE murals invite residents and tourists to discover new neighborhoods, districts, restaurants, retail shops, etc. while searching/touring murals throughout the city, providing a positive economic impact to the small businesses that are so important to the City's economy.**
 - **SHINE provides a platform for emerging artists. Previous SHINE artist Sydney Prusso told SPAA via an evaluation that, "My SHINE mural was a GAME CHANGER for my business. Pretty soon after, I was booked out for the rest of the year! Mural festivals are a great way to give back to your community while getting eyes on your work."**
 - **Local artists have seen a significant increase in commissioned work since SHINE's beginning in 2015.**

- A 2022 Bright Spot mural was initiated by the City of St. Petersburg for a specific neighborhood that was experiencing speeding issues. Asphalt murals have been shown to reduce traffic accidents and increase safety on the roads.

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

Pinellas

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

Pinellas

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.

SHINE works closely with local videographers and photographers to produce content in real time during the festival week. This includes time lapse progressions of the murals being completed from start to finish. That digital content of the progressive work is shared on SHINE's social media channels with 5 to 6 posts per day during the festival.

When the festival is over, the event videographer and photographer as well as the SPAA webmaster create an online gallery for the public to view and enjoy whenever they choose. This includes a video of festival highlights, photos of the completed murals, and details about the artists. There is no fee to view any of the murals via the SPAA website. The PixelStix app also always for free viewing of murals.

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.

SHINE works with Visit St. Pete Clearwater (the local tourist development organization) to determine the economic impact of the festival on the city of St. Petersburg. The most recent findings are as follows:

Economic Impact:

- **22 direct jobs supported (not counting artists and Festival support staff)**
- **\$79,567 in taxes generated for Pinellas County**
- **1,529 total hotel/vacation rental room nights booked**
- **\$1,175,588 in total direct spending generated by the event**
- **\$902,948 in total indirect effect (increased in supply and demand, increased wages = increased spending)**

The total economic impact of SHINE is over \$2 million and is also supported by the following:

Visitor Data:

- **21% had previously attended SHINE**
- **79% were first time attendees**
- **27% lived outside Pinellas County and visited primarily to attend**
- **55.6% are Florida residents**
- **5% are international visitors**
- **37% indicated SHINE was their primary reason for visiting area**
- **\$69.44 spending per person per day = \$669,774 in new visitor spending in the area**
- **Respondents annual household income: 57% over \$50K/yr**
- **Age: 58% age 25-54**
- **Race: 65% Caucasian; 13% Hispanic; 9% African American**
- **Female: 54%; Male: 42%**

Lastly, the study determined that the visitors stayed in St. Petersburg an average of 1.5 days with 22% staying 2 or more days.

14. Marketing and Promotion

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

- Brochures
- Collaborations
- Email Marketing
- Newsletter
- 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?

The SHINE Festival Director and the SPAA Director of Marketing are the dedicated staff responsible for creating awareness, promoting the Festival, and expanding our audience reach. This happens in the following ways:

Social Media & Electronic Communication

SHINE has a dedicated Facebook page with over 14,000 likes/followers. There is also a SHINE Instagram page with 24,000 followers. Content for these platforms includes mural photos, time lapse videos and photos, and SHINE event information.

The SHINE social media pages get shared to SPAA's social media channels including Facebook, Instagram, and Twitter further expanding the Festival's reach. There is also an SPAA YouTube page that includes SHINE content. Lastly, SHINE is promoted through SPAA's monthly electronic newsletter that is sent to nearly 6,000 subscribers.

Print, TV, and Radio

We are fortunate to have many positive relationships with the local media who help promote SHINE. We send press releases to over 200 local and regional media outlets to ensure the local community and beyond is aware of the Festival, its events, and how they can participate. Notable media partners include the Tampa Bay Times, St. Pete Catalyst, Creative Loafing Tampa Bay, Bay News 9, 10 News Live, WUSF and WMNF 89.7.

Our partnerships within the community also help build an audience and expand our reach. Our Bright Spot collaborations help to include minority voices, underserved populations, and/or other nonprofits. Our "Lunch Bunch" program includes individual and corporate donors as well as local restaurants and their patrons. We have also added events that target specific demographics, which has helped expand our audience. In previous years, SHINE has worked with St. Pete Pride to produce a mural scavenger hunt for Pride month entitled, "Once Upon a SHINE." St. Pete Pride draws over 250,000 people a year to the area. It's the second largest Pride celebration in the US.

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.

Accessibility symbols are on the SPAA website along with contact information should someone need to request a special accommodation.

In addition, to increase accessibility for those who may have mobility challenges, murals from SHINE can be found on the SPAA website under the "SoundCloud" tab. Here is where guests will find photos of murals accompanied by descriptive audio narratives about the artwork and artists. Nearly all of the murals are also accessible by vehicle for those that can't travel by foot. While visiting murals by car, patrons can access PixelStix for additional background information on the art and artist.

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?

Jenee Priebe

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? 1/1/2023

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

For guests who have hearing challenges, the murals on the SPAA website are captioned via the previously mentioned SoundCloud feature. All audio and video accommodations on the website can be adjusted for volume, brightness, and/or size via an electronic device. In addition, the PixelStix app is a free interactive app that can be activated in front of a mural or with any digital device from anywhere with an internet/wi-fi connection. All SHINE murals are linked to the PixelStix app and the technology allows viewers to further engage with the art by learning more about the mural and the artist. Lastly, SHINE is a free outdoor festival, which makes it financially accessible to everyone.

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.

Founded in 2012, the St. Petersburg Arts Alliance evolved from a shared desire among city and community leaders to make a serious investment in our local arts organizations, artists, and creative businesses. Everyone agreed that St. Pete needed a strong strategy for providing artists and non-profit arts organizations with critical operating support, and the St. Petersburg Arts Alliance took on that challenge. Under SPAA's first Executive Director, SPAA grew to an organization with a budget of just under \$500,000, establishing the following:

- **SHINE Mural Festival**
- **Arts Business Academy** - An education program to teach artists how to be financially solvent, how to market themselves and their work, how to write grants, etc.
- **Funding Futures** - A scholarship program for youth and families who have financial barriers to arts education classes.

SPAA's second organization leader started in 2021. Terry Marks brings over 30 years of experience in non-profit and business leadership to SPAA, previously working as a Wall Street Executive. She is a proven fundraiser and a fierce advocate for the arts. In a short period of time Terry has created new relationships that have resulted in over \$200,000 in new annual funding, expanded the staff, and introduced a Comprehensive Arts Strategy to help increase the city's trajectory as a world-class arts and culture destination and produced nine museum videos, plus a compilation video of all museums in the city.

While some of the wording in SPAA's mission statement may have been adjusted over the years, the core values have remained the same: St. Petersburg Arts Alliance is dedicated to adequate and sustainable funding for the arts and advocating for our entire creative community – artists, arts and cultural organizations, and creative businesses - and helping ensure our city benefits from these efforts.

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.

SPAA is financially secure. Founded in 2012 as a 501(c)3 organization to fill a need for arts advocacy and arts community cohesion, SPAA has developed a reputation for outstanding management and production of events, education, advocacy, and support for our arts and cultural community. SPAA has a diverse portfolio of funders including corporations,

foundations, individual donors, and government agencies. SPAA achieved the Guidestar Platinum Level in 2018, indicating credibility and stability and has been awarded the Seal of Transparency.

SHINE 2023 will be the 9th annual festival building on the momentum gained from previous years. With the positive trajectory and reputation of the project, the SPAA leadership (including a festival director who has been in the role for 9 years, providing historical knowledge and consistency), and the support of the local community and beyond, the SHINE Mural Festival model has proven to be sustainable on many levels. Following the 10-day festival, SPAA will continue to promote and fundraise for the arts and cultural community as a whole as well as promote the ongoing SHINE Mural Tours on foot, via bicycles, with St. Pete trolleys, and as a virtual option. In addition, 12 of the SHINE murals have become part of our new "Murals in Mind" program, extending the "shine" on the City by inspiring and uplifting those residents and visitors that will benefit from better mental health.

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	\$135,000	\$136,000	\$142,000
2. Personnel: Programmatic	\$108,000	\$113,000	\$118,000
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$22,650	\$22,650	\$16,650
5. Outside Fees and Services: Other	\$37,500	\$35,500	\$35,500
6. Space Rental, Rent or Mortgage	\$2,400	\$2,400	\$2,400
7. Travel			
8. Marketing	\$4,400	\$5,500	\$6,000
9. Remaining Operating Expenses	\$405,120	\$350,200	\$370,900
A. Total Cash Expenses	\$715,070	\$665,250	\$691,450

B.	In-kind Contributions	\$20,000	\$20,000	\$20,000
C.	Total Operating Expenses	\$735,070	\$685,250	\$711,450
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$15,355	\$20,000	\$22,000
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$113,242	\$131,000	\$156,000
13.	Private Support: Corporate	\$164,342	\$175,000	\$175,000
14.	Private Support: Foundation	\$143,450	\$145,000	\$145,000
15.	Private Support: Other	\$49,998	\$55,000	\$60,000
16.	Government Support: Federal	\$59,050	\$9,000	\$15,000
17.	Government Support: State/Regional	\$108,750	\$70,000	\$75,000
18.	Government Support: Local/County	\$88,500	\$84,200	\$85,000
19.	Applicant Cash			
D.	Total Cash Income	\$742,687	\$689,200	\$733,000
B.	In-kind Contributions	\$20,000	\$20,000	\$20,000
E.	Total Operating Income	\$762,687	\$709,200	\$753,000

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."

SPAA had a strong year in 2022. The addition of a new special event helped increase dollars in the areas of corporate support and revenue: admissions, which reflects event ticket sales. Never wanting to make assumptions about funding, our 2023 budget reflects another strong year, but keeps revenue and expenses trimmed so we can ensure success. We did eliminate some expenses related to SHINE to help keep our budget manageable and realistic, which was a decision driven by our Board of Directors. While the number artists and murals remained the same as previous years, we cut back on the scale of the opening and closing events.

6. Paid Staff

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

7. Hours *

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

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

- Yes
- No

H. Management and Proposal Budget Page 8 of 12

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

Yes

No

2. Proposal Budget Expenses:

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

The expense section contains three columns:

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

Save each individual line within the budget.

To update budget totals, save each page.

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

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

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

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	CEO Oversight	\$0	\$3,700	\$0	\$3,700
Totals:		\$0	\$3,700	\$0	\$3,700

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	SHINE Festival Director	\$0	\$41,300	\$0	\$41,300
Totals:		\$0	\$42,300	\$0	\$42,300

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Special Projects Coordinator	\$0	\$1,000	\$0	\$1,000
Totals:		\$0	\$42,300	\$0	\$42,300

2.3. Personnel: Technical/Production *

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Wall Prep (Artists/Labor)	\$5,000	\$0	\$0	\$5,000
2	Artists	\$20,000	\$0	\$0	\$20,000
Totals:		\$25,000	\$0	\$0	\$25,000

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artist Labor Assistance	\$0	\$6,000	\$0	\$6,000
2	Photography	\$0	\$2,750	\$0	\$2,750
3	Videography	\$0	\$4,400	\$0	\$4,400
Totals:		\$0	\$13,150	\$0	\$13,150

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Storage	\$2,200	\$0	\$2,200
Totals:		\$2,200	\$0	\$2,200

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Hotel	\$0	\$5,000	\$5,000
Totals:		\$0	\$5,000	\$5,000

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Signs & Banners	\$0	\$1,000	\$0	\$1,000
2	FB Ads	\$0	\$500	\$0	\$500
3	Map/Guide Design & Printing	\$0	\$2,500	\$0	\$2,500
Totals:		\$0	\$4,000	\$0	\$4,000

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Mural Tours	\$0	\$2,500	\$0	\$2,500
2	Paint & Supplies	\$0	\$10,000	\$0	\$10,000
3	Sunbelt Rentals	\$0	\$15,000	\$0	\$15,000
4	Event Supplies	\$0	\$2,150	\$0	\$2,150
5	PODS	\$0	\$0	\$10,000	\$10,000
6	T-Shirts	\$0	\$1,500	\$0	\$1,500
7	Pixel Stix	\$0	\$3,200	\$0	\$3,200
Totals:		\$0	\$34,350	\$10,000	\$44,350

2.10. Amount of Grant Funding Requested:

\$25,000

2.11. Cash Match:

\$99,700**2.12. In-Kind Match:****\$15,000****2.13. Match Amount:****\$114,700****2.14. Total Project Cost:****\$139,700****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 ***3.2. Revenue: Contracted Services *****3.3. Revenue: Other *****3.4. Private Support: Corporate ***

#	Description	Cash Match	Total
1	Great Bay	\$6,500	\$6,500
2	Regions	\$2,500	\$2,500
3	The Denison Firm	\$2,500	\$2,500
4	Premier Sotherby's	\$1,000	\$1,000
Totals:		\$0	\$12,500
			\$12,500

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	Aresty Family Foundation	\$5,000	\$5,000
2	First Horizon Foundation	\$5,000	\$5,000
3	Pruitt Foundation	\$2,500	\$2,500
Totals:		\$0	\$12,500

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Private Donor	\$1,000	\$1,000
2	Property Owners	\$13,000	\$13,000
3	Special Project Donors	\$5,700	\$5,700
Totals:		\$0	\$19,700

3.7. Government Support: Federal *

#	Description	Cash Match	Total
1	NEA	\$25,000	\$25,000
Totals:		\$0	\$25,000

3.8. Government Support: Regional ***3.9. Government Support: Local/County ***

#	Description	Cash Match	Total
1	City of St. Pete	\$30,000	\$30,000
Totals:		\$0	\$30,000

3.10. Applicant Cash ***3.11. Total Project Income:****\$139,700**

3.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	18%
B.	Cash Match	\$99,700	\$99,700	71%
	Total Cash	\$124,700	\$124,700	89%
C.	In-Kind	\$15,000	\$15,000	11%
	Total Proposal Budget	\$139,700	\$139,700	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.

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)
Sub W9.pdf	33 [KB]	6/5/2023 11:04:26 AM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
990 2021 FINAL.pdf	720 [KB]	6/5/2023 11:01:27 AM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
SHINE_Final_2022 (1).pdf	SHINE Final Report 2022	Photos, Sponsors, Impact data from last year's SHINE Festival.	60003 [KB]		View file
Accessibility Footer.png	Website Footer	Accessibility information on SPAA website footer (appears on each web page)	57 [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 46-1335413 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 St. Petersburg Arts Alliance, 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)

Jenna Felder

