Guidelines

Please read the current Guidelines prior to starting the application: 2021-2022 General Program Support Grant Guidelines

Application Type

Proposal Type: Local Arts Agency

Funding Category: Level 2

Discipline: N/A

Proposal Title: General Program Support 2021
B. Contacts (Applicant Information)

**Applicant Information**

- **Organization Name**: Creative Pinellas, Incorporated
- **FEID**: 45-2414664
- **Phone number**: 727.460.5477
- **Principal Address**: 12211 Walsingham Road Largo, 33778
- **Mailing Address**: PO Box 14932 Clearwater, 33766-4932
- **Website**: www.creativepinellas.org
- **Organization Type**: Nonprofit Organization
- **Organization Category**: Other
- **County**: Pinellas
- **DUNS number**: 079910260
- **Fiscal Year End Date**: 

1. **Grant Contact** *
   
   **First Name**
   Barbara

   **Last Name**
   St. Clair

   **Phone**
   727.460.5477

   **Email**
   barbara.stclair@creativepinellas.org

2. **Additional Contact** *

   **First Name**
   Suzanne
3. Authorized Official *

First Name
Barbara

Last Name
St. Clair

Phone
727.460.5477

Email
barbara.stclair@creativepinellas.org

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Arts Council/Agency

4.3. Applicant Discipline

Multidisciplinary

5. Department Name

Creative Pinellas
C. Eligibility Page 3 of 10

1. What is the legal status of the applicant? *
   - Public Entity
   - Nonprofit, Tax-Exempt
   - Solo or Individual artists or unincorporated performing company
   - Other (not an eligible response)

2. Are proposed activities accessible to all members of the public? *
   - Yes (required for eligibility)
   - No

3. Do proposed activities occur between 7/1/2020 - 6/30/2021? *
   - Yes (required for eligibility)
   - No

4. How many years of completed programming does the applicant have? *
   - Less than 1 year
   - 1-2 years
   - 3 or more years (required minimum to request more than $50,000 in GPS)

5. How long has the applicant been incorporated in Florida?*
   - Less than 3 years
   - 3-4 years (required minimum for LAA, Level 2 eligibility)
   - 5 or more years (required minimum for LAA, level 3 eligibility)

6. Is the applicant designated as the Local Arts Agency by the local county commission per s. 265.32, F.S.?*
   - Yes (required for eligibility)
   - No
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1. Applicant Mission Statement - (Maximum characters 500.) *

OUR MISSION
To facilitate a vibrant, integrated, collaborative and sustainable Pinellas County Arts Community and Arts and Cultural Destination.

OUR VISION
To be a premier Local Arts Agency that is locally and globally recognized.

OUR VALUES
• Excellence Driven
• Action Oriented
• Accountable
• Focused on the County and the Arts
• Creative
• Collaborative
• Arts Accessible to All

2. Proposal Description
Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. 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.

2.1. Goals, Objectives, and Activities - (Maximum characters 5000.)

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.

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

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

We believe arts and creativity enable communities to thrive. Or, as one Creative Pinellas (CP) trustee says, "Art is not a luxury, it is a bedrock." In service of that belief in 2018 we completed a Community Dialogue and developed a Strategic Plan with six key goals.

1. Use our countywide reach, marketing and operational expertise, gallery facility and funding ability to: Promote awareness of the impact of arts and culture and explore news ways of doing things.
2. Support and nurture visual, performing, literary and social justice artists and current/future audiences to: **Ensure every resident and visitor has equitable access to arts and culture.**

3. Collaborate with government, business and nonprofits to: **Be a champion for arts and culture, build bridges, reduce silos and create new opportunities.**

4. Build partnerships, convene collaborators, connect consumers with producers to: **Cultivate excellence and economic sustainability for the arts and cultural community.**

5. Build deep relationships with area economic engines (CVB, planning/economic development depts., chambers) to: **Support economic viability for artists, arts organizations and arts-related businesses, community well being and economic development.**

6. Develop innovative analog and digital programs to: **Support visitors, bring new revenues, enhance our arts and cultural brand and create interest, excitement, visitor satisfaction.**

**REQUEST**

Funding for continuing and expanding the programs described below (exclusive of grant-making).

DOC: $90,000

Match Cash/In-kind: $1,383,516/$98,000

Total Match: $1,481,516

Total Budget: $1,571,516

**OBJECTIVES AND ACTIVITIES**

**EXHIBITION, PERFORMANCE, ENGAGEMENT OPPORTUNITIES**

In April 2018 Pinellas County gave CP a license to program the 10,000 sq. ft. gallery next to our Arts Business Incubator (ABI) at the former Gulf Coast Museum of Art. Mothballed since 2008 and now brought back to life.

There, in the spirit of art accessible to all, we offer free programming such as exhibits by renown artists (**Sheryl Oring, Xavier Cortada**), by Pinellas County professional and emerging artists, by community arts organizations and by performing artists. We also host accessible programming such as an exhibit of paintings for visually impaired. Reaching **10,000+** visitors since opening, we will increase arts and cultural activities by **30%** and attendance by **50%** in the grant period.

We also bring arts programming into the community, and recently launched SPACEcraft a public art engagement program. SPACEcraft will visit 24 locations around Pinellas, providing arts programs on the themes of MAKE/PLAY and READ/GROW. Twelve visits will occur in the grant period, providing quality arts experiences to **10,000+** youth and adults and jobs for **25** teaching artists.

**PARTNERSHIPS/OPPORTUNITIES FOR ARTISTS AND COMMUNITY**
Partnerships and collaborations are our strength. On-going partnerships include Co. Starters business development for artists (Tampa Bay Innovation Center), US Alt Rte 19 Cultural Corridor project (Forward Pinellas) and ACT II for Artists 60+ (Pinellas Community Foundation) (PCF). Newer partnerships are the Artist Poster Series (Tampa Bay Rays), SPACEcraft (NOMAD Studio) Community Murals (Pinellas County), Lealman Arts Education (Lealman CRA) and Artist Residencies, (PCF/Family Neighborhood Centers). Our objective for the grant period is 400+ artists/arts leaders engaged, 50 artists/educators hired, $150,000+ in artist's revenues.

PROFESSIONAL DEVELOPMENT/IDEA EXCHANGE

As access to knowledge, training and information is fundamental, we offer many development opportunities for the arts community. These include free/minimal cost drop-in digital marketing labs, Arts+Innovation Conversations with thought leaders, the 9 week Co.Starters program (fall/spring) and monthly workshops. We will service 1500+ people with these programs in the grant period.

Our ABI actively supports eight up-and-coming visual, music, literary and social justice art nonprofits with office space, training and collaborative opportunities. ABI partners use the gallery for public programs, strengthening their community outreach and connecting CP to a wider audience. Recent examples are a publishing conference, ukulele arts/festival, and new-works concert series. Expansion of these programs by 30% is part of our performance/exhibition plan.

GRANTS

Grant making is an opportunity for CP to create positive outcomes. We have grants for professional, emerging and mural artists, and for events at the gallery. New this year, our ArtsCatalyst award empowers eligible youth to apply to CP for funds to attend any nonprofit or municipal/community arts summer camp in Pinellas. The arts-for-all objective is to resolve transportation, cost and other barriers to high quality arts experiences. Our grant period target is to double the awards distributed to 300-400 youth.

REACH AND OUTREACH

CP purposely integrates enhancing visitor experience/arts and cultural brand into many of our programs. Artist-grantees blog weekly to reach followers/generate clicks far beyond Pinellas. Weekly podcasts feature grantees and create fans worldwide. Grantees' work is presented at CP's Emerging Artist or Arts Annual shows, attracting residents and tourists to the destination. These activities, continuing in the grant period, increase awareness of Pinellas as an arts and cultural hub, position our artists nationally/internationally and have resulted in grantees showing work in Japan, the Netherlands and the UK.

Our visitor-friendly creativepinellas.org, popular printed Arts & Culture Guide and Map, new initiatives including an arts all pass, a virtual arts and tourism trade show and innovative digital concierge service are in ideation/development and will launch in the grant period.
Ongoing outreach: meet-ups, public meetings, an annual arts summit (with arts alliance partners) and an active advocacy effort (including website) to engage Florida legislators around the value of arts funding will continue in the grant period as well.

2.2. Partnerships & Collaborations - (Maximum characters 2000.)

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

Partnerships are fundamental to CP’s DNA and key to building and growing our organization and contributing to the health, vibrancy and economic strength of the arts.

One example is our partnership with the MLB's Tampa Bay Rays. The Rays came to CP to help launch an artist poster series. They wanted to connect with area artists in an open, welcoming, community-forward way. CP worked closely with the Rays to establish fair compensation for work, a transparent open call/award process, copyright/intellectual property agreements etc. We created the call, recruited a broad jury of arts leaders and facilitated the jury process. The Rays (and artists) were thrilled with the results. Nine artists were commissioned to create posters, $36,000+ in direct/trackable revenue was added to the economy, with $9,000+ for artists’ compensation. Participating artists also earned national media attention via the Rays marketing machine. The Rays have agreed to expand this program during the grant period.

OTHER SUCCESSFUL CONTINUING PARTNERSHIPS INCLUDE:

- Pinellas Community Foundation for ACT II grants for artists 60+, Festivale 50 at the CP gallery (17 arts organizations, 40 performing artists 500+ in attendance) and the Art of Advocacy summit, advocacy program and website.

- Forward Pinellas for transforming US Alt Rte 19 into a cultural corridor. A Report on Phase 1 of our joint effort was recently published.

- Tampa Bay Innovation Center, co-sponsors for Co.Starters business development for artists, now in our 4th year with over 100 graduates.

- Nomad Art Studios, our partner in the SPACEcraft project, that will provide high quality arts experiences throughout Pinellas County.

- Pinellas County for in-kind support of the ABI and gallery, a new public art conservation program, the launch of a new mural program on County rights-of-way, arts education at Lealman Exchange/CRA for economic data and research and along with the CVB, for funding and support of many of our programs and initiatives.
Other partners include Arts4All (formerly VSA) for accessible arts exhibits; PAVA for children's education; Family Neighborhood Centers for artists' residencies; Heritage Village and Florida Botanical Gardens-our partners at Pinewood Cultural Park, St. Pete and Clearwater Arts Alliances, Tampa Bay BCA and Dunedin FAC for the annual arts summit, and the many arts organizations who work closely with us in Pinellas County.

2.3. Timeline - (Maximum characters 2000.)
List timeline of activities during the grant period.

OUR 20-21 SCHEDULE INCORPORATES:

MAJOR EXHIBITS AND EVENTS

July-Sept.: Artist Laureate Exhibition/Performance
CP awards one Artist Laureate grant to a professional artist grantee each year. Their work is shown at the gallery at Creative Pinellas, which as a flexible space, can support visual and/or performing art.

Nov.: Arts Annual
This exhibition/performance, which has generated international interest, features professional and emerging artist grantees and presents superbly interesting and high-quality work.

Dec.: PAVA Holiday Show
The annual show of the Professional Association of Visual Artists (ABI member) is an example of CP’s commitment to supporting and fostering arts experiences for all.

Feb.: Arts Expanded in partnership with Pinellas Community Foundation and Arts4All
Featuring work and activities for audiences that have historically been “left-out” from more traditional (i.e. mainstream) arts programming.

May: Emerging Artist Show
Now in our 5th year, this program has become a launching pad for discovery by curators and advancement to next steps as well as a draw for visitors.

Other activities and events at the gallery will be finalized by Feb. 1, 2020 and new partnerships and activities will be added throughout the year.

OTHER ENGAGEMENT OPPORTUNITIES

SPACEcraft Traveling Art Project – sites for 2020/21 to be finalized by Q4 2019:
July 11-Aug. 16, sites 13/14
Sept. 5-Oct. 11, sites 15/16

Oct. 31-Dec. 20, sites 17/18

Jan. 9-Feb. 14 sites 19/20

March 6-April 11, sites 21/22

May 1-June 30, sites 23/24

**OPPORTUNITIES AND PROGRAMS (TIME SPECIFIC)**

August: Annual Arts Summit

Aug.-May: Community Mural Project

Sept.-Nov.: Co. Starters

Sept.-May: Emerging Artist Grant

Oct.-June: Tampa Bay Rays/MLB Artist Poster Series

Jan.-June: Professional Artist Grant

March-June: Arts Catalyst Grant

May-June: Act ll Grant

**ON-GOING DEVELOPMENT/NETWORKING (JULY-JUNE)**

Digital Marketing Lab: Bi-weekly (Wed.)

Art+Innovation Conversations: Monthly (Third Thur.)

Workshops: Monthly (Third Fri.)

Meetups: Monthly (day varies)

**OTHER ON-GOING ACTIVITIES/PROJECTS**

US Alt Rte 19 Cultural Corridor Project

Artists Blogs/Podcasts

Arts/Cultural Guide
E. Impact

Instructions

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.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefitting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefitting should be one (1).

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

118

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

318

3. How many Adults will be engaged? *

25,000

4. How many school based youth will be engaged? *

2,000

5. How many non-school based youth will be engaged? *

6,000

6. How many artists will be directly involved? *

400
Total number of individuals who will be engaged? 
33400

7. Select all categories that make up 25% or more of population directly benefiting (excluding broadcasts and online programming): *
- Children/Youth (0-18 years)
- Young Adults (19-24 years)
- Adults (25-64 years)
- Older Adults (65+ years)

8. Select all categories that make up 25% or more of population directly benefiting (excluding broadcasts and online programming): *
- Black/African American
- White

9. Additional impact/participation numbers information (optional) - (Maximum characters 500.)
Use this space to provide the panel with additional detail or information about the impact/participation numbers.

In 2010, the Pinellas Arts Council (predecessor to CP) was disbanded and with it the entirety of its engagement with County public schools.

Fortunately, community organizations and voters filled the gap, voting for $1M for arts in schools and aligning Arts for a Complete Education (ACE) with the St. Pete Arts Alliance to support the countywide arts-in-schools effort.

When CP came on scene (2016) rather than interrupt a successful eco-system, we focused primarily on youth programs adjacent to the public school environment, or offered by arts organizations. This is reflected in our youth-service numbers.

10. In what counties will the project/program actually take place?
Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county. State Service Organization applicants: Select all counties that will be served by your programming.
11. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal’s education and outreach activities.

Organizations: Include the economic impact of your organization as a whole.

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

A benefit of being a relatively new organization (founded 2011, actively funded/staffed 2016/2017) is the immediacy of results–because everything we do is new.

LOOKING BACK

That means:

The excitement of launching an Emerging Artists Program and seeing the grantees tapped by respected curators for solo/significant group shows locally, nationally and abroad.

Seeing Co.Starters graduates expand their arts businesses, increase their professionalism or become top scorers in their grant applications. Or our marketing lab attendees develop confidence and marketing skills.

Winning the trust and support of the County and CVB who, based on results, have increased funding from $200K in 2016 to $900K in 2019, and have expanded our role as the County’s arts and cultural partner with the gallery, SPACEcraft, the mural program and economic development projects. This includes producing a joint report on the impact of the arts/creative industries on the local economy (16,500 jobs = 3.6% of County’s work force, 4.3% of the gross regional product, $2.2 billion in local businesses and $1.8 billion economic impact).

Creating new partnership opportunities with PCF, Tampa Bay Rays and Forward Pinellas for long-runway, innovative programs that create opportunities for artists and the community.

In a single year these efforts have generated over $150,000 in direct payments to artists and arts educators, plus thousands in indirect revenues, such as sales of the Rays artist series posters, sales of artworks at CP events, increased attendance at theaters, museums, restaurants and heads-in-beds at hotels from visitors attending CP sponsored or supported events, etc.

Based on the Americans for the Arts Calculator, and our own analysis of impact from grants and incubator activity, CP’s economic impact is estimated at $3.5M in revenue and has generated 51 FTE’s.

LOOKING FORWARD
During the grant period, CP will be laser focused on addressing **accessibility and cultural equity** in our County, which is 80% white, has pockets of diversity (which have historically been under-served) and has minimal public transportation. It also has a geographic concentration of arts organizations (St. Pete, Dunedin, Safety Harbor) that leaves the far south and vast middle of the County without easy access to high quality arts and cultural experiences.

We recently stepped up to address this with our ArtsCatalyst Awards, an idea that came from **inviting people to the table and asking what their community needed**. The program funds eligible youth (school lunch, Title I school, etc.) to attend camp at any nonprofit/municipality with true arts summer camps, giving them access to high quality arts experiences in their own neighborhoods as well as at arts organizations.

Our bet was that putting the camper/family in the driver's seat, we could **overcome some limitations of the “arts desert,”** of transportation and of limited funding for arts organizations. We also believed it might mitigate the sad-but-too-common feeling that the arts programs in St. Pete, Dunedin or Safety Harbor were "not for me," by **empowering people with choice.**

The **positive response to this program is unprecedented.** Based on what we are hearing from community leaders, from kids, from moms, dads, teachers, principals, ministers and arts leaders, both bets came true.

In its first year we are able to fund around 200 awards. During the grant period we will double the program to **400 awards.** We will also be launching an adjunct program of **“pop-up” arts camps,** with arts organizations providing teaching artists to Family Neighborhood Centers **county-wide.**

Other high impact programs in development include an arts digital navigator to enable residents and visitors to find and experience arts and cultural opportunities and a visitor/ambassador training program. We also started an advocacy program in partnership with the PCF and county arts alliances in advance of the 2019 legislative session, for which we have already seen results.

### 12. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

**CP's MARKETING AND PROMOTIONAL EFFORTS ADDRESS THREE DIFFERENT AREAS:**

1. Marketing for the organization itself
2. Marketing for the artists/arts organizations we serve/partner with
3. Marketing Pinellas County as a cultural destination

For each of these areas, a comprehensive marketing plan is developed that clearly outlines goals, objectives, target audience(s), budget, messaging, collateral and metrics for success.
MARKETING CP

Plans incorporate traditional marketing and new media platforms. Typical programs include:

- Media press release
- Promotion on creativepinellas.org
- Multiple email blasts (5000+ subscribers) targeting/retargeting based on open rates
- TV segments with our media partners (e.g. WEDU and FOX13)
- Comprehensive social media including Facebook/Facebook events page (3,823 fans), Twitter, (3,112 followers), Instagram (1,804 followers)
- Leveraging print and radio advertising in cooperation with partner organizations like the Tampa Bay Rays
- We also activate partner networks & grassroots marketing to build word-of-mouth and make use of calendars and partner websites to promote our activities and events

MARKETING ARTISTS/ARTS ORGANIZATIONS

CP uses similar tools to support/promote artists and arts organizations as well as additional tools including:

Our weekly ArtsIn podcast, with compelling, in-depth conversation with individual artists or representatives from arts organizations. Available on creativepinellas.org, iTunes and SoundCloud, the podcast is growing listeners nationally and internationally.

Articles in our monthly online magazine/notifications in our Things to Do column present information to audiences/potential audiences about the art and cultural scene in Pinellas County. Additionally, our artist and venue directories offer a reliable resource of info for residents and visitors alike.

We use social media to promote and cross-promote arts and cultural activities throughout the County, to help amplify each individual event/message.

Over 90 artists and arts organizations were featured/marketed through Creative Pinellas’ digital platforms this year.

We distribute a 40 page Arts & Culture Guide and Map within Pinellas County and at tourist-frequented locations such as St. Pete/Clearwater Airport and hotels and chambers of commerce.

MARKETING PINELLAS AS A CULTURAL DESTINATION

The podcasts and online magazine articles guide referred to above market/position Pinellas County as an arts and cultural destination. We have readers/listeners from Pinellas/Tampa Bay, Orlando, Chicago, Boston, Dallas and New Zealand, South Africa, Europe, Latin America and the UK.

In addition, we are in the process of development (and have acquired funding for) a digital navigator to assist visitors in planning their Pinellas arts and cultural itinerary. We are also actively engaged in PR and outreach programs in partnership with the CVB to position Pinellas County as an arts and cultural destination/artists haven in publications such as the spring 2019 issue of Surface Design Journal, to continue and expand our exposure.
NEW AUDIENCE DEVELOPMENT

We also engage in marketing efforts to build audiences, donors & supporters who are key to sustained, long term success. Invitations to our annual arts summit, meet-ups, Arts+Innovation conversations and artist receptions/events at the gallery are all designed to offer opportunities for engagement and new thinking about arts-engagement, as well as to promote awareness and make connections for further opportunities.

STRATEGIC PARTNERSHIP

Finally, Creative Pinellas is always interested in and activating strategic partnerships to leverage the messaging power of our collaborative partners. The Artist Poster Series with the Tampa Bay Rays is one example. The Ray’s PR and marketing prowess enabled Creative Pinellas to get the message out about the quality, activity and value of the arts in Pinellas County (at no cost to us–and they paid the artists). If we had purchased media, it would have a value of over $150K due to the power of the MLB brand. Our other partnerships serve this function as well.
F. Management and Operating Budget

1. Fiscal Condition and Sustainability - (Maximum characters 1750.) *

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.

Currently, the organization is in excellent fiscal condition. Revenue has grown substantially year-to-year allowing for increased staff and program expansion, as well as an ability to bring programming to and expand exhibitions, performances and activities in the gallery space Creative Pinellas is now programming.

In 2018 CP completed a community dialogue/plan-process which resulted in a comprehensive vision for the role of CP as the Local Arts Agency. From this work, CP developed a strategic plan/road map that is serving as a guide for growth and execution as the organization expands and moves forward as a force for arts and culture in Pinellas County.

Additionally, this work created the foundation for building strong relationships with stakeholders, partners, community leaders and community members. This in turn has generated ongoing community support and a continuing dialogue and interaction which also allows us to continually innovate and improve both our awareness of community needs and the services we provide.

In alignment with that plan and its vision and goals, CP has grown its revenue between 2018 and 2019 to $1.5M. In parallel with our financial growth we have added expertise to our board, in tourism, in marketing/media, in education and government. We have further developed our leadership team. Our ED recently completed a year-long nonprofit leadership development program sponsored by the Community Foundation of Tampa Bay.

In spring of 2019, we engaged a professional consultant to assist us in evaluating our strengths and weaknesses as an organization and to develop an appropriate organizational structure to address our present and future needs. As an outgrowth of that work, we are in the process of adding both programmatic and administrative staff, and expanding leadership roles of key members of the team.

Financially, the annual independent audit for FY18 found the organization in a strong financial position with an appropriate allocation of administrative-to-programmatic resources, a balanced mix of funding sources and required reserves.

2. Evaluation Plan - (Maximum characters 1750.) *

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.
Creative Pinellas believes that in order to improve, programs and activities must be measured. Therefore, we have developed and implemented a comprehensive evaluation and review program.

Goals are set and data is collected for every CP program. Monthly recap reports with engagement numbers, evaluation results, media/social media presence, etc. are submitted to the Board and our funding partners. This enables us to react quickly to determine strengths, see weaknesses, find opportunities and address problems or make needed changes to programs as they progress.

Financial outcomes are also evaluated monthly by the ED and treasurer, and as part of the annual budget development process. Each program is set up as its own cost center, allowing easy analysis of the financial viability of the program and return on investment.

All CP programs are addressed with the following questions in mind:

1. Does the program meet or further our mission?
2. Are we the best organization to do it?
3. Is it providing significant benefits or meeting significant needs for our community?
4. Is the program viable (financially/demand on resources/in terms of ROI)?
5. Is it consistent with our values?

We measure outcomes using a variety of methods including written or online surveys to participants in individual programs and annual surveys to our subscriber base. We also schedule consistent individual meetings, focus groups and town meetings with stakeholders, partners and members of the communities we serve.

Programs are reviewed in weekly staff meetings to address questions, concerns, needs and successes so we can react and respond promptly to unmet needs or changing conditions.

Additionally, we schedule several deep-dive staff sessions throughout the year and a board strategy session in advance of the county budget development and submission process. Both allow us to look back at the prior programs and activities and to look forward at what is ahead. This ensures that the programs we commit to for the upcoming year best meet our mission and the community’s needs.

3. Completed Fiscal Year End Date (m/d/yyyy) *

9/30/2019

4. Operating Budget Summary

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<td>C. Total Operating Expenses</td>
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<tr>
<td>12. Revenue: Other</td>
<td>$58,148</td>
<td>$259,050</td>
<td>$209,000</td>
</tr>
<tr>
<td>13. Private Support: Corporate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. Private Support: Foundation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15. Private Support: Other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td>Government Support: State/Regional</td>
<td>$40,450</td>
<td>$50,000</td>
</tr>
<tr>
<td>-----</td>
<td>-----------------------------------</td>
<td>--------</td>
<td>--------</td>
</tr>
<tr>
<td>18.</td>
<td>Government Support: Local/County</td>
<td>$476,670</td>
<td>$891,740</td>
</tr>
<tr>
<td>19.</td>
<td>Applicant Cash</td>
<td>$177,519</td>
<td>$309,441</td>
</tr>
<tr>
<td>D.</td>
<td>Total Cash Income</td>
<td>$752,787</td>
<td>$1,510,231</td>
</tr>
<tr>
<td>B.</td>
<td>In-kind Contributions</td>
<td>$148,000</td>
<td>$98,000</td>
</tr>
<tr>
<td>E.</td>
<td>Total Operating Income</td>
<td>$752,787</td>
<td>$1,658,231</td>
</tr>
</tbody>
</table>

5. Additional Operating Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

CP's budget increased significantly between 2018 and 2019 due to two key circumstances:

1. As a result of the Community Plan and the Strategic Plan developed from it, CP’s leadership was able to make a convincing argument to the Board of County Commissioners (BCC) to increase their funding for the organization. Increases were primarily to add staff and to fund cultural tourism programs.

2. The SPACEcraft public art program was funded using BP funds, starting in 2018.

The BCC is expected to increase funding in 2020 for gallery programming and for health insurance for staff.

6. Paid Staff

- Applicant has no paid management staff.
- Applicant has at least one part-time paid management staff member (but no full-time)
- Applicant has one full-time paid management staff member
- Applicant has more than one full-time paid management staff member
7. Hours *

- Organization is open full-time
- Organization is open part-time
G. Management and Proposal Budget

1. Rural Economic Development Initiative (REDI) 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 http://dos.florida-arts.org/grants/guidelines/2017-2018.gps.guidelines.cfm#budget.

2.1. Personnel: Administrative *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ED and Admin</td>
<td>0</td>
<td>97,599</td>
<td>0</td>
<td>97,599</td>
</tr>
</tbody>
</table>

Totals: 0 97,599 0 97,599

2.2. Personnel: Programmatic *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Program Staff</td>
<td>90,000</td>
<td>256,031</td>
<td>0</td>
<td>346,031</td>
</tr>
</tbody>
</table>

Totals: 90,000 256,031 0 346,031

2.4. Outside Fees and Services: Programmatic *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Arts Conference/Summit</td>
<td>0</td>
<td>5,000</td>
<td>0</td>
<td>5,000</td>
</tr>
<tr>
<td>2</td>
<td>Monthly Meetups</td>
<td>0</td>
<td>1,200</td>
<td>0</td>
<td>1,200</td>
</tr>
</tbody>
</table>

Totals: 0 29,200 0 29,200
<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Influencer Breakfasts (no food)</td>
<td>$0</td>
<td>$1,600</td>
<td>$0</td>
<td>$1,600</td>
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<tr>
<td>4</td>
<td>Workshops</td>
<td>$0</td>
<td>$3,000</td>
<td>$0</td>
<td>$3,000</td>
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<tr>
<td>5</td>
<td>Alliance and Org Meetings</td>
<td>$0</td>
<td>$400</td>
<td>$0</td>
<td>$400</td>
</tr>
<tr>
<td>6</td>
<td>Web Support and Development</td>
<td>$0</td>
<td>$18,000</td>
<td>$0</td>
<td>$18,000</td>
</tr>
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</table>

**Totals:** $0 $29,200 $0 $29,200

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

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Co.Starters</td>
<td>$0</td>
<td>$12,000</td>
<td>$0</td>
<td>$12,000</td>
</tr>
<tr>
<td>2</td>
<td>Contractors</td>
<td>$0</td>
<td>$14,000</td>
<td>$0</td>
<td>$14,000</td>
</tr>
</tbody>
</table>

**Totals:** $0 $26,000 $0 $26,000

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

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Incubator rent</td>
<td>$8,000</td>
<td>$28,000</td>
<td>$36,000</td>
</tr>
<tr>
<td>2</td>
<td>Gallery</td>
<td>$1,500</td>
<td>$30,000</td>
<td>$31,500</td>
</tr>
<tr>
<td>3</td>
<td>Auditorium Rent</td>
<td>$500</td>
<td>$0</td>
<td>$500</td>
</tr>
</tbody>
</table>

**Totals:** $10,000 $58,000 $68,000

### 2.8. Marketing *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Advertising Marketing Promotions</td>
<td>$0</td>
<td>$5,000</td>
<td>$0</td>
<td>$5,000</td>
</tr>
<tr>
<td>2</td>
<td>PR (events/outreach/sponsors)</td>
<td>$0</td>
<td>$3,000</td>
<td>$0</td>
<td>$3,000</td>
</tr>
<tr>
<td>3</td>
<td>Arts Print Marketing Materials</td>
<td>$0</td>
<td>$25,000</td>
<td>$0</td>
<td>$25,000</td>
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<tr>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>$0</strong></td>
<td><strong>$33,000</strong></td>
<td><strong>$0</strong></td>
<td><strong>$33,000</strong></td>
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</table>

2.9. Remaining Proposal Expenses *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Grants</td>
<td>$0</td>
<td>$220,000</td>
<td>$0</td>
<td>$220,000</td>
</tr>
<tr>
<td>2</td>
<td>Arts Business Incubator</td>
<td>$0</td>
<td>$20,000</td>
<td>$0</td>
<td>$20,000</td>
</tr>
<tr>
<td>3</td>
<td>Gallery exhibitions</td>
<td>$0</td>
<td>$24,350</td>
<td>$40,000</td>
<td>$64,350</td>
</tr>
<tr>
<td>4</td>
<td>Traveling Public Art Projects</td>
<td>$0</td>
<td>$133,000</td>
<td>$0</td>
<td>$133,000</td>
</tr>
<tr>
<td>5</td>
<td>Public Art Inventory Management</td>
<td>$0</td>
<td>$15,000</td>
<td>$0</td>
<td>$15,000</td>
</tr>
<tr>
<td>6</td>
<td>Direct outreach programs</td>
<td>$0</td>
<td>$5,000</td>
<td>$0</td>
<td>$5,000</td>
</tr>
<tr>
<td>7</td>
<td>Arts and Innovation Conversations</td>
<td>$0</td>
<td>$10,000</td>
<td>$0</td>
<td>$10,000</td>
</tr>
<tr>
<td>8</td>
<td>In house chamber development programs</td>
<td>$0</td>
<td>$25,000</td>
<td>$0</td>
<td>$25,000</td>
</tr>
<tr>
<td>9</td>
<td>Navigator Hub program</td>
<td>$0</td>
<td>$152,000</td>
<td>$0</td>
<td>$152,000</td>
</tr>
<tr>
<td>10</td>
<td>Weekly Podcasts</td>
<td>$0</td>
<td>$10,000</td>
<td>$0</td>
<td>$10,000</td>
</tr>
<tr>
<td>11</td>
<td>Arts Journal &amp; Web Content</td>
<td>$0</td>
<td>$28,000</td>
<td>$0</td>
<td>$28,000</td>
</tr>
<tr>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>$0</strong></td>
<td><strong>$931,686</strong></td>
<td><strong>$40,000</strong></td>
<td><strong>$971,686</strong></td>
</tr>
<tr>
<td>#</td>
<td>Description</td>
<td>Grant Funds</td>
<td>Cash Match</td>
<td>In-Kind Match</td>
<td>Total</td>
</tr>
<tr>
<td>----</td>
<td>--------------------------------------------------</td>
<td>-------------</td>
<td>------------</td>
<td>---------------</td>
<td>--------</td>
</tr>
<tr>
<td>12</td>
<td>Professional Development</td>
<td>$0</td>
<td>$6,000</td>
<td>$0</td>
<td>$6,000</td>
</tr>
<tr>
<td>13</td>
<td>Fund Raising Expenses</td>
<td>$0</td>
<td>$10,000</td>
<td>$0</td>
<td>$10,000</td>
</tr>
<tr>
<td>14</td>
<td>Grants Expense</td>
<td>$0</td>
<td>$11,330</td>
<td>$0</td>
<td>$11,330</td>
</tr>
<tr>
<td>15</td>
<td>Office Expenses, Supplies, Insurance, other</td>
<td>$0</td>
<td>$28,000</td>
<td>$0</td>
<td>$28,000</td>
</tr>
<tr>
<td>16</td>
<td>Memberships</td>
<td>$0</td>
<td>$500</td>
<td>$0</td>
<td>$500</td>
</tr>
<tr>
<td>17</td>
<td>BP Arts Management</td>
<td>$0</td>
<td>$25,000</td>
<td>$0</td>
<td>$25,000</td>
</tr>
<tr>
<td>18</td>
<td>Committed Funds/Reserves</td>
<td>$0</td>
<td>$208,506</td>
<td>$0</td>
<td>$208,506</td>
</tr>
</tbody>
</table>

**Totals:**  
$0   $931,686   $40,000   $971,686

**Amount of Grant Funding Requested:**  
$90,000

**Cash Match:**  
$1,383,516

**In-Kind Match:**  
$98,000

**Match Amount:**  
$1,481,516

**Total Project Cost:**  
$1,571,516

**3. Proposal Budget Income:**  
Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.
### 3.3. Revenue: Other *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Creative Pinellas Interest/Fees/Rents</td>
<td>$51,000</td>
<td>$51,000</td>
</tr>
<tr>
<td>2</td>
<td>Public Arts Project Income</td>
<td>$158,000</td>
<td>$158,000</td>
</tr>
</tbody>
</table>

**Totals:**  
$0  $209,000  $209,000

### 3.8. Government Support: Regional *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>License Plates</td>
<td>$31,000</td>
<td>$31,000</td>
</tr>
</tbody>
</table>

**Totals:**  
$0  $31,000  $31,000

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

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pinellas County: Tourist Development Tax</td>
<td>$765,000</td>
<td>$765,000</td>
</tr>
<tr>
<td>2</td>
<td>Pinellas County: Transportation Trust Fund</td>
<td>$37,800</td>
<td>$37,800</td>
</tr>
<tr>
<td>3</td>
<td>Pinellas County: General Fund</td>
<td>$149,160</td>
<td>$149,160</td>
</tr>
</tbody>
</table>

**Totals:**  
$0  $951,960  $951,960

### 3.10. Applicant Cash *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Applicant Cash</td>
<td>$191,556</td>
<td>$191,556</td>
</tr>
</tbody>
</table>

**Totals:**  
$0  $191,556  $191,556

**Total Project Income:**
### 3.11. Proposal Budget at a Glance

<table>
<thead>
<tr>
<th>Line</th>
<th>Item</th>
<th>Expenses</th>
<th>Income</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td>Request Amount</td>
<td>$90,000</td>
<td>$90,000</td>
<td>6%</td>
</tr>
<tr>
<td>B.</td>
<td>Cash Match</td>
<td>$1,383,516</td>
<td>$1,383,516</td>
<td>88%</td>
</tr>
<tr>
<td></td>
<td><strong>Total Cash</strong></td>
<td><strong>$1,473,516</strong></td>
<td><strong>$1,473,516</strong></td>
<td><strong>94%</strong></td>
</tr>
<tr>
<td>C.</td>
<td>In-Kind</td>
<td>$98,000</td>
<td>$98,000</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td><strong>Total Proposal Budget</strong></td>
<td><strong>$1,571,516</strong></td>
<td><strong>$1,571,516</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

### 4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)

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.
H. Accessibility

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. -(Maximum characters 2500.) *

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 http://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.

Making arts accessible to all is a key value for CP and in turning this value into action we have adopted the Americans for the Arts statement as our accessibility practice: Cultural equity embodies the values, policies, and practices that ensure that all people—including but not limited to those who have been historically underrepresented based on race/ethnicity, age, disability, sexual orientation, gender, gender identity, socioeconomic status, geography, citizenship status, or religion—are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial, and informational resources.

Meeting this standard is an on-going process and is addressed programmatically throughout the entire CP organization. This includes board/staff recruitment, careful evaluation of goals, challenges and choices, and purposeful programming to expand reach/offerrals. Examples include ACT II grants for artists 60+ to create, exhibit and perform work at our gallery on the experience of aging; a gallery display of artwork by adults and children with neuro-differences in partnership with Creative Clay and PARC; an upcoming exhibit with Arts4All (whose mission is to provide, support and champion arts education and cultural experiences for and by people with disabilities) of painting created for the visually impaired, and powerful story-telling in our journal about non-traditional artists such as differently-abled dancers and artists who use their creative work to manage through physical disease and pain.

This commitment is also expressed by purposeful efforts to reach under-served communities in new ways and to overcome geographic, racial, economic and other barriers-to-entry. ArtsCatalyst grant and SPACEcraft (detailed previously) are on-going examples of this. Moving forward, arts for all educational programs are being planned with county Family Neighborhood Centers, Hispanic Outreach Center and Lealman Exchange.
CP also understands the importance of practical accessibility for all. Our entire campus is connected by ramps and wheel-chair friendly walkways, there is abundant handicapped parking, buildings/restrooms are wheelchair accessible. Marketing materials include accessibility symbols. CP website and blogs use accessibility best practices and expand access to artistic processes, thought, product and impact to users who cannot come to us.

Additionally, we schedule our activities at locations throughout the county, to overcome the difficulties for people to get around the county, and for free which reduces the barrier to entry for people who otherwise could not get to or afford to experience high-quality arts and cultural experiences.

All staff members have completed the Section 504 Self Evaluation Workbook and reviewed the Arts and Humanities Accessibility Checklist.

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?
   Barbara St. Clair

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?
   5/1/2019
I. Attachments and Support Materials Page 9 of 10

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 DCA credit statement and/or logo.
- **File**: The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Format/extension</th>
<th>Maximum size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Images</td>
<td>.jpg or .gif</td>
<td>5 MB</td>
</tr>
<tr>
<td>documents</td>
<td>.pdf or .txt</td>
<td>10 MB</td>
</tr>
<tr>
<td>audio</td>
<td>.mp3</td>
<td>10 MB</td>
</tr>
<tr>
<td>video</td>
<td>.mp4, .mov, or .wmv</td>
<td>200 MB</td>
</tr>
</tbody>
</table>

1. Required Attachment List

Please upload your required attachments in the spaces provided.

1.1. Substitute W-9 Form

<table>
<thead>
<tr>
<th>File Name</th>
<th>File Size</th>
<th>Uploaded On</th>
<th>View (opens in new window)</th>
</tr>
</thead>
</table>

1.2. Documentation of Local Arts Agency Designation *

<table>
<thead>
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<th>File Size</th>
<th>Uploaded On</th>
<th>View (opens in new window)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Arts Agency Designation.pdf</td>
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<td>5/31/2019 12:06:00 PM</td>
<td>View file</td>
</tr>
</tbody>
</table>

2. Support materials (Optional)
<table>
<thead>
<tr>
<th>File</th>
<th>Title</th>
<th>Description</th>
<th>Size</th>
<th>Type</th>
<th>View</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Pinellas Partner Presentation to Pinellas County Board of County Commissioners_April 2019.pdf</td>
<td>Creative Pinellas Partner Presentation to Board of County Commissioners.</td>
<td>A helpful, high-level overview of Creative Pinellas. Who we are. What we do. What we have accomplished in 2018/2019. Presented to the Pinellas County Board of County Commissioners in April 2019.</td>
<td>3587 [KB]</td>
<td></td>
<td>View file</td>
</tr>
<tr>
<td>Creative Pinellas Marketing Samples.pdf</td>
<td>Creative Pinellas Marketing Samples</td>
<td>A sampling of email, social media and direct mail marketing.</td>
<td>5498 [KB]</td>
<td></td>
<td>View file</td>
</tr>
</tbody>
</table>

2.1.
1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Creative Pinellas, Incorporated 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.

1.1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program as outlined under section , Florida Statutes 265.286 and 1T-1.036, Florida Administrative Code.

1.2. Signature (Enter first and last name)

Barbara St. Clair