Florida Storytelling Association, Inc.

**Project Title:** Florida Storytelling Festival 2021  
**Grant Number:** 21.c.pr.142.178  
**Date Submitted:** Thursday, May 30, 2019

**A. Cover Page** Page 1 of 10

**Guidelines**

Please read the current Guidelines prior to starting the application: 2021-2022 Specific Cultural Project Grant Guidelines

**Application Type**

**Proposal Type:** Discipline-Based

**Funding Category:** N/A

**Discipline:** Professional Theatre

**Proposal Title:** Florida Storytelling Festival 2021
## Applicant Information

- **Organization Name:** Florida Storytelling Association, Inc.  
- **FEID:** 59-2836345
- **Phone number:** 352.234.6422
- **Principal Address:** P.O. Box 258 Mount Dora, 32756
- **Mailing Address:** P.O. Box 258 Mount Dora, 32756
- **Website:** www.flstory.com
- **Organization Type:** Nonprofit Organization
- **Organization Category:** Other
- **County:** Lake
- **DUNS number:** 056568943
- **Fiscal Year End Date:**

### 1. Grant Contact *

**First Name**

Joel

**Last Name**

Ying

**Phone**

305.588.6227

**Email**

joel.ying@gmail.com

### 2. Additional Contact *

**First Name**

Kaye

**Last Name**
3. Authorized Official *

First Name
Joel

Last Name
Ying

Phone
305.588.6227

Email
joel.ying@gmail.com

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Fair/Festival

4.3. Applicant Discipline

Theatre

5. Department Name
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. Professional Theatre* *
   - Applicant compensates artistic staff and actors.
1. Applicant Mission Statement - (Maximum characters 500.) *

The Florida Storytelling Association is a non-profit organization that supports the art and craft of oral storytelling through community and connection. We encourage diversity, cultural understanding, and literacy through community events, youth programs, and school outreach.

2. 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.

The 37th annual Florida Storytelling Festival will be scheduled for January 28 - 31, 2021. This event brings internationally renowned storytelling artists to the stage, elevating this oral tradition to a performance art.

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

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

GOALS:

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

• Increase festival attendance by 10% over the previous year.
• Our performance tent is set up with 250 seats and an additional 75 available. For the big performances on Friday and Saturday evenings, our goal is to fill 300 seats.
• Expand statewide and national promotion, building on the current diversity of participants.
• Increase the earmarked funding for the Storytellers in Schools initiative from $3,500 to $6,000, allowing a larger number of schools to be served.
• Expand the Friday Field Trip initiative, increasing participation to 200 students in two on-site performances.

ACTIVITIES

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

The 2019 schedule included in support materials provides an overview of the festival activities.

• **Workshops** are offered Friday and Saturday morning and afternoon. Topics are chosen to serve those new to the art and those seasoned in its practice. Workshops are 90-minutes in length and encompass a wide variety of storytelling related topics. All presenters have demonstrated expertise and experience. The workshops described in the 2019 Festival Program (support materials) are reflective of the learning opportunities offered.

• Storytelling Performances are opportunities for listening to a wide-array of tellers and genres. These performances include concerts with all featured tellers and the more informal "Front Porch Storytelling" with tellers from throughout Florida. A video sample of previous featured teller Windell Campbell is included in support materials. Campbell is a Florida teller, renowned for his cultural performances.

• **"Open Mic" Story Swaps** provide all who desire an opportunity to tell a story. Thursday evening brings Ghost Stories by the Pool, Friday and Saturday offer both an afternoon and evening open mic Story Swap. Coaching workshops are offered for those who want to practice their story.

• The **Story Slam** is an opportunity inspired by The Moth (see themoth.org). We invite attendees to bring a brief story to the stage. Cash prizes heighten the competition and enthusiasm!

• **Festival Fringe** provides three 45-minute slots, each featuring a single storyteller in a small venue with uncurated content. These performance slots are chosen by a lottery and are sought after opportunities for storytellers on the cutting edge of the art form.

• **Storytellers in Schools** offers enrichment that spans K-12 state education standards, including several of the Theater standards. Storytelling builds literacy, develops listening skills, nurtures an appreciation for performing arts and is easily used as a teaching tool across the curriculum. Storytellers are placed in area schools throughout the festival week. All school-based storytellers are seasoned professionals with K-12 performance experience. Feedback from the 2018 Storytellers in School is included in Support Materials.
• **Friday Field Trip**: Local schools bring students to the festival for both listening and learning.

• **Youthful Voices of Florida**: K-12 students across the state are invited to submit a video of their storytelling. All submissions are blind-reviewed against a rubric and five young storytellers are awarded a full scholarship to the festival for themselves and one chaperone. These young tellers attend their own workshops and are featured in the Saturday evening Youthful Voices Storytelling Concert. A video of six-year-old YV teller Cade Clark is included in Support Materials.

• **StoryCruise**: A leisurely float around lovely Lake Dora with a storyteller naturalist to complement the wonders of the water and landscape.

### 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 Programming (GPS). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

Partnerships are strong and well-established.

• **Lakeside Inn** is a primary sponsor, providing their historic establishment as the festival venue.

• The **Mount Dora Chamber of Commerce** promotes the event by displaying festival print material. The Chamber also facilitates support and sponsorship by local businesses.

• Local restaurants, lodging establishments and other businesses support the event through discounts and program advertising.

• **Visit Mount Dora, Inc.** is active in promoting the event throughout central Florida in print, broadcast and digital advertising.

• **Lake County Economic Development and Tourism** supports the event through its Room Night funding grant.

• **Mount Dora Public Library** raises awareness of the festival by hosting year-round storytelling programs.

• **Mount Dora Storytelling Guild** promotes storytelling throughout the year and announces our festival.

• **Windsor Rose Tea Room** in Mount Dora has monthly storytelling programs with performers from among our membership.

• 15+ local storytelling groups around the state promote the festival extensively and provide volunteer support throughout the event.

### 2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

A multitude of details are executed over the planning year.

Highlights include:
February - April 2020: Complete assessment of 2020 event, make appropriate adjustments for the 2021 festival. Secure contracts for tellers, tents, venue, sound and lighting, StoryCruise, street banner, photography and video. Finalize graphics and promotional plan, coordinate with local partners, initiate funding requests. Update website.

May - July 2020: Finalize workshop offerings and school visit sites. Print promotional materials for distribution to storytelling groups throughout the state and storytelling events throughout the country.

August - October 2020: Initiate Youthful Voices promotion, accept and evaluate submissions, choose Youthful Voices tellers for festival scholarship. Promote and finalize the Friday Field Trip to area schools

E. Impact  Page 5 of 10

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? *

1

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

33

3. How many Adults will be engaged? *

750

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

8,000

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

50

6. How many artists will be directly involved? *

30
Total number of individuals who will be engaged?
8830

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

8. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *
- 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.

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

10. In what counties will the project/program actually take place?
Select 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.
- Lake

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
1. The Florida Storytelling Association as an organization includes 15+ local storytelling groups and hundreds of storytelling enthusiasts throughout Florida. In schools, libraries and other venues, each is active in promoting storytelling events throughout their community.

2. The festival stimulates the local economy. Attendees come from around the state and nation, requiring lodging and dining. They also bring disposable income for shopping and tourism. Lake County Economic Development and Tourism provides funding based on the 250+ room nights generated by the festival.

3. Education and outreach activities impact the local community through exposure to storytelling, a unique and ancient performing art. Student enrichment programs focus on state standards in language arts, theater and character education. Programs in local venues throughout the year promote the festival and invite the public to engage in storytelling as a powerful medium for self-expression.

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.

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

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

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

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

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.

- Evaluation/Survey cards are distributed to every festival attendee and collected throughout the event.
- Every workshop attendee is invited to complete a workshop evaluation, collected at the end of each session.
- An evaluation is disseminated to all attendees for which we have an email address.
- Data from all sources is compiled and reviewed by the Association Board of Directors.

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

6/30/2018

4. Operating Budget Summary

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Previous Fiscal Year</th>
<th>Current Fiscal Year</th>
<th>Next Fiscal Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1. Personnel: Administrative

2. Personnel: Programmatic

3. Personnel: Technical/Production

4. Outside Fees and Services: Programmatic
   - Previous Year: $21,473
   - Current Year: $19,473
   - Next Year: $24,410

5. Outside Fees and Services: Other
   - Previous Year: $7,461
   - Current Year: $8,081
   - Next Year: $6,650

6. Space Rental, Rent or Mortgage
   - Previous Year: $3,152
   - Current Year: $3,262
   - Next Year: $4,000

7. Travel
   - Previous Year: $650
   - Current Year: $600
   - Next Year: $600

8. Marketing
   - Previous Year: $3,870
   - Current Year: $1,853
   - Next Year: $3,000

9. Remaining Operating Expenses
   - Previous Year: $9,134
   - Current Year: $7,015
   - Next Year: $7,570

A. Total Cash Expenses
   - Previous Year: $45,740
   - Current Year: $40,284
   - Next Year: $46,230

B. In-kind Contributions
   - Previous Year: $8,000
   - Current Year: $8,000
   - Next Year: $9,542

C. Total Operating Expenses
   - Previous Year: $53,740
   - Current Year: $48,284
   - Next Year: $55,772

<table>
<thead>
<tr>
<th>Income</th>
<th>Previous Fiscal Year</th>
<th>Current Fiscal Year</th>
<th>Next Fiscal Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. Revenue: Admissions</td>
<td>$19,125</td>
<td>$20,409</td>
<td>$23,700</td>
</tr>
<tr>
<td>11. Revenue: Contracted Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Revenue: Other</td>
<td>$14,253</td>
<td>$12,888</td>
<td>$14,018</td>
</tr>
<tr>
<td>13. Private Support: Corporate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. Private Support: Foundation</td>
<td>$3,000</td>
<td>$3,500</td>
<td>$3,500</td>
</tr>
</tbody>
</table>
15. Private Support: Other
   - $8,995
   - $7,869
   - $2,800


17. Government Support: State/Regional

18. Government Support: Local/County
   - $5,000
   - $5,000
   - $5,000

19. Applicant Cash

D. Total Cash Income
   - $50,373
   - $49,666
   - $49,018

B. In-kind Contributions
   - $8,000
   - $8,000
   - $9,542

E. Total Operating Income
   - $58,373
   - $57,666
   - $58,560

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.

Income and expenses for the annual festival represent a significant percentage of the Association operating budget. The festival budget is prepared and approved, then incorporated into the overall Association budget. Non-festival income is generated through membership fees and donations.

The Association/Festival does not have employees on a payroll, hence programmatic and administrative support is provided under contract. Those expenses are reflected in "Outside Services."

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.

2.4. 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>Featured Storytellers</td>
<td>$7,000</td>
<td>$0</td>
<td>$0</td>
<td>$7,000</td>
</tr>
<tr>
<td>2</td>
<td>Sound and Light Services</td>
<td>$4,000</td>
<td>$0</td>
<td>$0</td>
<td>$4,000</td>
</tr>
<tr>
<td>3</td>
<td>Video/Photography</td>
<td>$0</td>
<td>$750</td>
<td>$750</td>
<td>$1,500</td>
</tr>
<tr>
<td>4</td>
<td>Story Cruise</td>
<td>$0</td>
<td>$680</td>
<td>$0</td>
<td>$680</td>
</tr>
<tr>
<td>5</td>
<td>Printing</td>
<td>$0</td>
<td>$3,000</td>
<td>$0</td>
<td>$3,000</td>
</tr>
<tr>
<td>6</td>
<td>Storytellers in Schools</td>
<td>$0</td>
<td>$8,000</td>
<td>$0</td>
<td>$8,000</td>
</tr>
<tr>
<td>7</td>
<td>Additional Workshop Facilitators</td>
<td>$0</td>
<td>$500</td>
<td>$0</td>
<td>$500</td>
</tr>
<tr>
<td>8</td>
<td>ASL Interpreter</td>
<td>$1,500</td>
<td>$0</td>
<td>$0</td>
<td>$1,500</td>
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</table>

   Totals: $12,500 $12,930 $750 $26,180

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>Administrator</td>
<td>$3,000</td>
<td>$4,000</td>
<td>$0</td>
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</tr>
<tr>
<td>2</td>
<td>Festival Director</td>
<td>$0</td>
<td>$7,500</td>
<td>$0</td>
<td>$7,500</td>
</tr>
<tr>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>$3,000</strong></td>
<td><strong>$11,500</strong></td>
<td><strong>$0</strong></td>
<td><strong>$14,500</strong></td>
</tr>
</tbody>
</table>

### 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>Equipment Rental (Lawn Tents, Heaters)</td>
<td>$5,000</td>
<td>$0</td>
<td>$5,000</td>
</tr>
<tr>
<td>2</td>
<td>Storage Unit</td>
<td>$108</td>
<td>$792</td>
<td>$900</td>
</tr>
<tr>
<td>3</td>
<td>LakeSide Inn (Hotel Space)</td>
<td>$0</td>
<td>$8,000</td>
<td>$8,000</td>
</tr>
<tr>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>$5,108</strong></td>
<td><strong>$8,792</strong></td>
<td><strong>$13,900</strong></td>
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</tbody>
</table>

### 2.7. Travel (match only) *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Featured Storytellers Lodging</td>
<td>$2,700</td>
<td>$0</td>
<td>$2,700</td>
</tr>
<tr>
<td>2</td>
<td>Featured Storytellers Airline Travel</td>
<td>$900</td>
<td>$0</td>
<td>$900</td>
</tr>
<tr>
<td>3</td>
<td>Youthful Voice Storytellers Lodging</td>
<td>$1,200</td>
<td>$0</td>
<td>$1,200</td>
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<tr>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>$4,800</strong></td>
<td><strong>$0</strong></td>
<td><strong>$4,800</strong></td>
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</tbody>
</table>

### 2.8. Marketing *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
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<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Printing Festival Materials</td>
<td>$2,200</td>
<td>$0</td>
<td>$0</td>
<td>$2,200</td>
</tr>
<tr>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>$4,700</strong></td>
<td><strong>$0</strong></td>
<td><strong>$0</strong></td>
<td><strong>$4,700</strong></td>
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</tbody>
</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>Story Store Expenses</td>
<td>$0</td>
<td>$3,500</td>
<td>$0</td>
<td>$3,500</td>
</tr>
<tr>
<td>2</td>
<td>Supplies</td>
<td>$0</td>
<td>$1,200</td>
<td>$0</td>
<td>$1,200</td>
</tr>
<tr>
<td>3</td>
<td>Postage</td>
<td>$0</td>
<td>$760</td>
<td>$0</td>
<td>$760</td>
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<tr>
<td>4</td>
<td>Website</td>
<td>$0</td>
<td>$240</td>
<td>$0</td>
<td>$240</td>
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<tr>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>$0</strong></td>
<td><strong>$5,700</strong></td>
<td><strong>$0</strong></td>
<td><strong>$5,700</strong></td>
</tr>
</tbody>
</table>

### Amount of Grant Funding Requested:

$20,200

### Cash Match:

$40,038

### In-Kind Match:

$9,542

### Match Amount:

$49,580

### Total Project Cost:

$69,780

### 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.
### 3.1. Revenue: Admissions *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Admissions</td>
<td>$25,000</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

**Totals:** $0 $25,000 $25,000

### 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>Program Book Advertising</td>
<td>$2,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>2</td>
<td>Story Store / Auction</td>
<td>$1,038</td>
<td>$1,038</td>
</tr>
</tbody>
</table>

**Totals:** $0 $3,038 $3,038

### 3.5. Private Support: Foundation *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>McLin Foundation (Storytellers in Schools)</td>
<td>$6,000</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

**Totals:** $0 $6,000 $6,000

### 3.6. Private Support: Other *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sponsors and Donors</td>
<td>$1,000</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**Totals:** $0 $1,000 $1,000

### 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>Lake County Economic Development</td>
<td>$5,000</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

**Totals:** $0 $5,000 $5,000
Total Project Income:
$69,780

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>$20,200</td>
<td>$20,200</td>
<td>29%</td>
</tr>
<tr>
<td>B.</td>
<td>Cash Match</td>
<td>$40,038</td>
<td>$40,038</td>
<td>57%</td>
</tr>
<tr>
<td></td>
<td>Total Cash</td>
<td>$60,238</td>
<td>$60,238</td>
<td>86%</td>
</tr>
<tr>
<td>C.</td>
<td>In-Kind</td>
<td>$9,542</td>
<td>$9,542</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>Total Proposal Budget</td>
<td>$69,780</td>
<td>$69,780</td>
<td>100%</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.

Much of the increase in the proposed budget over the prior year is an expansion of the Storytellers in Schools program. We have also increased how much we pay Featured Tellers in order to remain competitive with other Storytelling Festivals.

Additionally, volunteers donate hours of valuable service in the planning and execution of the festival. They serve on organizing committees and staff numerous functions throughout the festival weekend. We are a volunteer organization and could not exist without them.
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.

A seating area is reserved for the disabled, allowing them to participate with full support and comfort.

For attendees that are hard-of-hearing, we provide listening devices connected directly to the sound system.

American Sign Language (ASL) interpreters sign for our main evening concert opening the event to the deaf community.

The festival venue, Lakeside Inn, was constructed in 1883 and is on the historic register. As such, it is exempt from many of the ADA requirements. However, the venue and festival staff are willing and able to accommodate attendees with mobility challenges and/or other disabilities. "Ambassador" volunteers are available to assist anyone with special needs.

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?

Louise O'Leary
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

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>

2. Support materials (Optional)

<table>
<thead>
<tr>
<th>File</th>
<th>Title</th>
<th>Description</th>
<th>Size</th>
<th>Type</th>
<th>View (opens in new window)</th>
</tr>
</thead>
<tbody>
<tr>
<td>File</td>
<td>Title</td>
<td>Description</td>
<td>Size</td>
<td>Type</td>
<td>View</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>--------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-------</td>
<td>-----------</td>
<td>---------------</td>
</tr>
<tr>
<td>FSA-36thFestival-RackCard-2020-V2.pdf</td>
<td>2020 Festival Rack Cards</td>
<td>Printed cards distributed across the state to promote our festival.</td>
<td>6786 KB</td>
<td>Printed cards</td>
<td>View file</td>
</tr>
<tr>
<td>FSA-36thFestivalAd-Poster-2020-V3.pdf</td>
<td>2020 Festival Poster</td>
<td>Printed posters posted in Mount Dora Chamber of Commerce, and other sites, to promote our festival.</td>
<td>8319 KB</td>
<td>Printed posters</td>
<td>View file</td>
</tr>
<tr>
<td>FSA-36thFestivalAd-HalfPage-5x3.875-COLOR.pdf</td>
<td>2020 Half Page Advertisement</td>
<td>Sample of the advertising that we use in publications, other festival programs, and online.</td>
<td>6161 KB</td>
<td>Sample of the advertising</td>
<td>View file</td>
</tr>
<tr>
<td>File</td>
<td>Title</td>
<td>Description</td>
<td>Size</td>
<td>Type</td>
<td>View</td>
</tr>
<tr>
<td>---------------------------------------------------</td>
<td>-----------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>--------</td>
<td>------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>FSA-Program-2019-online.pdf</td>
<td>2019 Festival Program Booklet</td>
<td>Distributed to festival attendees in 2019, 28-page-color guide, includes ads sold as additional source of income</td>
<td>7322 KB</td>
<td>PDF</td>
<td>View file</td>
</tr>
<tr>
<td>2019-Florida-Storytelling-Festival-Schedule.jpg</td>
<td>2019 Festival Schedule (Overview)</td>
<td>Shows the format of our 4-day festival.</td>
<td>153 KB</td>
<td>JPG</td>
<td>View file</td>
</tr>
<tr>
<td>FlStoryFest2019-in-the-news.pdf</td>
<td>Articles Online</td>
<td>Links to Online Articles from the Orlando Sentinel</td>
<td>190 KB</td>
<td>PDF</td>
<td>View file</td>
</tr>
<tr>
<td>Florida Storytelling Festival Youthful Voices Cade.mp4</td>
<td>Youthful Voice Video</td>
<td>Cade, one of our Youthful Voice Winners, performs his story on the stage.</td>
<td>67618 KB</td>
<td>MP4</td>
<td>View file</td>
</tr>
<tr>
<td>File</td>
<td>Title</td>
<td>Description</td>
<td>Size</td>
<td>Type</td>
<td>View</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>--------------------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>----------</td>
<td>--------------</td>
<td>-------</td>
</tr>
<tr>
<td>Florida Storytelling Festival Windell Campbell.mp4</td>
<td>Featured Teller Video</td>
<td>Windell Campbell performs as one of five Featured Tellers on the stage. Each day of the festival, our Featured Tellers highlight storytelling as a performing art during our storytelling &quot;concerts.&quot;</td>
<td>270465 KB</td>
<td>View file</td>
<td></td>
</tr>
<tr>
<td>Florida Storytelling Festival Picture Montage.mp4</td>
<td>Photo Montage (prior festival)</td>
<td></td>
<td>6921 KB</td>
<td>View file</td>
<td></td>
</tr>
<tr>
<td>SeminoleMag_March2017_Storytelling.pdf</td>
<td>Article in Seminole Magazine 2017</td>
<td>Published after our 2017 festival, this article summarizes our festival well. See above for more recent articles.</td>
<td>697 KB</td>
<td>View file</td>
<td></td>
</tr>
</tbody>
</table>
1. Review and Submit

☑️ I hereby certify that I am authorized to submit this application on behalf of Florida Storytelling Association, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

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)

Joel Ying