

Friends of the Mennello Museum of American Art, Inc.

Project Title: The Value of Light and Color in American Art

Grant Number: 20.c.ps.170.158

Date Submitted: Tuesday, May 29, 2018

A. Cover Page Page 1 of 10

Guidelines

Please read the current Guidelines prior to starting the application: 2019-2020 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 2

Discipline: Museum

Proposal Title: The Value of Light and Color in American Art

B. Contacts (Applicant Information) Page 2 of 10

Applicant Information

- a. **Organization Name:** Friends of the Mennello Museum of American Art, Inc. 
- b. **FEID:** 59-3618760
- c. **Phone number:** 407.246.4278
- d. **Principal Address:** 900 East Princeton Street Orlando, 32803-1437
- e. **Mailing Address:** 900 East Princeton Street Orlando, 32803-1437
- f. **Website:** www.mennellomuseum.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Orange
- j. **DUNS number:** 966314622

1. Grant Contact *

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

Organization - Nonprofit

Institution Type

Art Museum

Applicant Discipline

Visual Arts

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 7/1/2019 - 6/30/2020? *

- 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. Museum*

The following statements must be true for you to be eligible to apply in the Museum discipline. Check all that apply.

- Applicant is open to the public for at least 180 days each year.
- Applicant owns or utilizes collections, including works of art, historical artifacts, or other tangible objects (live or inanimate).
- Applicant exhibits these collections, including works of art, historical artifacts, or other tangible objects to the public on a regular schedule.

D. Excellence Page 4 of 10

1. Applicant Mission Statement - (Maximum characters 500.) *

The Mennello Museum of American Art (MMAA) endeavors to preserve, exhibit, and interpret our outstanding permanent collection of paintings by Earl Cunningham. The MMAA also seeks to enrich the public through temporary exhibitions, programs, educational initiatives, and publications that celebrate other outstanding traditional and contemporary American art and artists across a broad range of disciplines to reflect the rich diversity of American art, while making it accessible to all. The MMAA shares extraordinary works of American art donated by our founders, Marilyn L. and Michael A. Mennello.

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.

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 MMAA seeks to expand its reach through high quality exhibitions supported by fun, smart, and thoughtful education programs designed to engage and increase the exposure of 33,000 visitors to fine art.

As attendance to the MMAA has increased over 30% in the past 3 years, a multitude of easily accessible opportunities for locals and tourists to engage in American art are offered. Opportunities include:

- Free admission each Second Sunday of the month for **Free Family Funday (FFF)**. Each FFF welcomes an average of 160 highly diverse visitors to the museum for docent led tours and fine art activities.
- Monthly **Workshop Wednesdays** provide visitors of many skill sets and levels with an opportunity to challenge their creativity and create their best work.
- **First Friday Tours** occur the first Friday of each month, providing visitors an opportunity to learn from local and world class artists; Executive Director, Shannon Fitzgerald; or Associate Curator of Education, Katherine Navarro.
- Quarterly **Toddler Tuesdays** are an opportunity for families with young children to be immersed in visual arts activities.
- Occurring quarterly, **exhibition opening receptions** provide an opportunity for working professionals to engage with art outside of normal business hours.
- Quarterly **extended hours and movie screenings**.
- Our **Art Trunks on the Go: Safe Place Space** program brings the museum and fine art activities to Title 1, UCP, Orange County, and Seminole County schools at reduced or no cost.

- A yearly event reaching 5,000+ visitors, **Indie-Folkfest** is a free family friendly festival produced by the museum to celebrate community, gathering for the arts, local eateries, and local artists.
- Free admission 365 days a year to the Marilyn L. Mennello Sculpture Garden and its rotating *Grounds for Exhibitions* series.

Goals

1. Serve Central Floridians and tourists alike with accessible, culturally diverse and relevant exhibitions
2. Provide quality public programs in support of innovative exhibitions to serve a diverse audience of locals and tourists with unique experiences that will enrich their daily lives through arts education
3. Ensure access to quality art experiences through increased outreach and community partnerships, expanding the MMAA's reach while simultaneously educating the community

Objectives

1. Serve 33,000+ visitors and 400+ members by presenting 2 permanent collection gallery exhibitions, 4 internally curated and traveling exhibitions including 2 local artist exhibitions, and rotating *Grounds for Exhibitions*.
2. Offer programs and events appealing to a diverse audience including 12 Free Family Fundays, 5 exhibition openings, and 6+ talks and tours. Serve 500 elementary aged students and 30 teens through volunteer opportunities.
3. Bring the museum experience to 10 Title 1 and UCP schools through the Art Trunks on the Go program. Continue a partnership with Nemours Children Hospital placing artwork from our permanent collection in waiting rooms and corridors throughout the hospital (reaching approximately 50 visitors, patients, and doctors per day). Deliver school field trips and community outreach to 12,000+ visitors across 4 counties.

Activities

1. Present 7 exhibits, 15+ programs and 6+ events. Partner with Women in the Arts through joint programming educating underserved youth in fine art skills.
2. Infuse galleries with workshops and installations curated by Executive Director, Shannon Fitzgerald and Associate Curator of Education, Katherine Navarro. Continue the use of interactive technology to enhance engagement and understanding of artists and their culture through the use of HP Reveal.
3. Attend outreach events, engaging the community and working towards meeting the needs of students in Title 1 and UCP schools, providing them with opportunities to use art for learning. Distribute guest passes for 2,000+ children and families.

Educational programming at the MMAA delivers access to captivating American art of all genres through permanent collections, as well as renowned curated temporary exhibitions. The MMAA brings art studies that present the permanent collection of outstanding Earl Cunningham paintings directly into the classroom through Art Trunks on The Go: Safe Place Space. Whether through lectures given by world-renowned and established artists like Bo Bartlett and Julie Heffernan, docent guided tours for school aged groups or seniors, or Boy and Girl Scout badge fulfillments with art projects, the MMAA's workshops and special programming are designed to make personal connections to exhibitions and exploration of artistic methods. The MMAA endeavors to engage all individuals who come through the doors in participatory learning of the visual arts. We seek to advance their confidence in discussions around the exhibitions and inspire creativity in personal life and art making. When curating exhibitions, the MMAA realizes it is not in isolation and has a responsibility to present culturally and socially relevant topics.

This grant period will see the MMAA present exhibitions internally curated by Shannon Fitzgerald, Executive Director, and the Associate Curator of Education, Katherine Navarro. The exhibitions presented in FY19-20 will immerse the MMAA's visitors in impressionist, contemporary, mid-century, modern, and sculptural artworks. Our group exhibitions (*The Mennello Museum Invitational*) highlight new work by contemporary regional artists whose art enriches our community and our lives in Central Florida. A goal of our internally curated and local exhibitions is to share the work of artists calling Central Florida home, with a broader audience and encourage collecting art on a local level.

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.

The MMAA has developed a formal partnership with **Women in the Arts, Community School of the Arts (CSA)**. This partnership brings 17 outstanding, underserved teens in our community, to the MMAA annually for semester long artistic opportunities.

- The MMAA is responsible for providing students with educational workshops and safe spaces conducive to artistic learning
- The Associate Curator of Education and visiting artists are directly teaching students about art, processes, and creating their own works

This **partnership reaches youth** who do not have exposure to art as part of their education, bringing a new audience to the MMAA. More importantly, the MMAA is serving teens with critical art development, positively and creatively impacting their young lives.

There are mutual benefits to this partnership:

- CSA benefits from a safe and welcome space for their teens
- The MMAA benefits from expanding its reach and building relationships with students from diverse backgrounds
- Students benefit from learned skills and expanded ways of thinking about their role in society

The MMAA has a partnership with a **local art therapist**. This newly formed partnership assists the MMAA in reaching out to social services organizations and offering their clients creative **art experiences for managing behavior and feelings**.

As a Smithsonian Affiliate, the MMAA partners with the **Smithsonian** to expose new audiences to educational programs, collections, and research.

- The MMAA participates in **Museum Day Live**, offering visitors free admission to empower and help advance the hopes and ambitions of the public, **particularly school-aged children and those in underrepresented communities**
- In February 2018, Smithsonian Channel, Charter and the MMAA partnered with the Orlando Museum of Art to **screen The Lost Tapes Malcolm X**

The MMAA also has a formal partnership with **Leu Gardens and the City of Orlando's Public Art Program** to present *Dorothy Gillespie: City Centennial Celebration*.

Additional partnerships and collaborations exist with the following to present Central Floridians and tourists with opportunities to follow a distinctive American art history amongst multiple institutions and to present youth with opportunities to explore fine art skills:

- Cornell Fine Arts Museum, Rollins College
- Nemours Children Hospital
- Orlando Museum of Art
- Orange County Public Schools
- Orange County Library System

Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Ongoing

- Exhibits
 - *Earl Cunningham, permanent collection*
 - *Our Collection: Recent Acquisitions & Promised Gifts*
 - *Grounds for Exhibitions: Alice Aycock*
- Monthly Programs
 - **Workshop Wednesdays;** 5-10 visitors per first Wednesday, 60-120 visitors per year
 - **First Friday Tours;** 10-20 visitors per first Friday, 120-240 visitors per year
 - **Free Family Fundays and Tours;** 100-360 visitors per Second Sunday, 1,200-1,440 visitors per year
 - **Early hours and Yoga in the Sculpture Garden;** 20-40 visitors every last Sunday, 240-480 visitors per year

Quarter 1 July 2019-September 2019

- Exhibit
 - *In a New Light: American Impressionism 1870-1940*
 - Provides a thought-provoking historical context for American Impressionism between the Hudson River School and modernist trends
- Programs
 - *In a New Light* Opening Reception, expected attendance 300-400 visitors
 - Extended hours and movie screening at the MMAA, 20-30 visitors, 80-120 visitors per year
 - Toddler Tuesday, 5-15 visitors, 20-60 visitors per year
- Outreach
 - ARTlando, expected attendance 10,000 visitors

Quarter 2 October 2019-December 2019

- Exhibit
 - *In a New Light* continued
- Programs
 - CSA at the MMAA, expected attendance 17 students per workshop, 5 workshops, total attendance expected 85
 - CSA student work exhibit, 20-30 visitors
 - Toddler Tuesday, 5-15 visitors
 - Extended hours and movie screening at the MMAA, 20-30 visitors

Quarter 3 January 2020-March 2020

- Exhibits
 - *Philip Evergood: Humanist Painter*

- As a Social Realist Painter Evergood rallied for anti-war and improved conditions for the working class
- *The Mennello Museum Invitational*
- Programs
 - *Evergood and The Mennello Museum Invitational* Opening Reception, expected attendance 300-400 visitors
 - Toddler Tuesday, 5-15 visitors
 - Extended hours and movie screening at the MMAA, 20-30 visitors
 - Curator led Talk and Tour, expected attendance 50-75 visitors
 - Indie-Folkfest, expected attendance 5,000
- Outreach
 - Winter Park Sidewalk Art Festival, expected attendance 2,000 visitors
 - Arts for All Day, expected MMAA attendance 400 visitors, expected station attendance 6,000

Quarter 4 April 2020-June 2020

- Exhibit
 - *Dorothy Gillespie: City Centennial Celebration*
 - This exhibit takes a new look at the bursting and vibrant sculptures created by the artist
- Programs
 - *Dorothy Gillespie* Opening Reception, expected attendance 300-400 visitors
 - Toddler Tuesday, 5-15 visitors
 - Extended hours and movie screening at the MMAA, 20-30 visitors

3. Collection Summary - (Maximum characters 5250.) *

Provide a summary of the collection (live or inanimate) and the collection policy including: 1) Size and scope of collection(s) the museum owns or uses; 2) Conservation and care; and 3) Inventory/registration methods. If you are not a collecting institution answer Not Applicable

The MMAA **collects artwork that tells a story of American art** and its influences and progression, through modern, impressionist, self-taught, and contemporary artists. The collection includes over 180 pieces of American art, from folk art to contemporary pieces, paintings to sculptures.

The MMAA is a collecting museum focused on collecting, preserving, exhibiting, and elucidating American art **from a variety of time periods and genres** for the enrichment and benefit of Central Floridians and our region's many visitors.

Originally established as the **Mennello Museum of American Folk Art**, the museum became the **Mennello Museum of American Art in 2006** to broaden its focus and to consider, more in-depth, the richness and diversity of American art.

Outstanding pieces in the collection include work by leading figures in American realism during the early part of the 20th century including pieces by Robert Henri, John Sloan, George Wesley Bellows, Josephine Hopper, and George Luks. Contemporary examples include significant work by Bo Bartlett and Albert Paley.

Although the **MMAA's focus has broadened**, it endeavors to preserve, exhibit, and interpret its outstanding permanent collection of paintings by Earl Cunningham (1893-1977). The MMAA is home to the largest collection of paintings by Earl Cunningham, one of the premier folk artists and folk modernists of the

20th century who used the flat space and brilliant color, typical of Matisse and Van Gogh, to create sophisticated compositions.

The criteria for acquisitions and donations is strict:

- Acquired and donated artwork must clearly support our mission
- Artwork must have educational value
- Artwork must be of high quality
- Artwork must add value to the museum experience

The MMAA works closely with many conservators who are experts in their field for the continued conservation and care of its artwork. All artwork is accounted for in our collections database, PastPerfect. Each piece is assigned an acquisition number, is evaluated for condition, and stored safely within the MMAA. The MMAA also loans pieces in its collection to approved and accredited museums.

Accomplishments:

- In 2018, the MMAA secured its largest major gift from founder Michael A. Mennello which includes 2 first time legacy gifts, 14 paintings and 5 sculptures, valued at more than \$8.75 million

Highlights from the Collection:

- John Sloan, *Roof Chats*, 1944/1950, tempera and oil varnish on panel, 16 x 20 inches
- George Luks, *The Red Dress*, 1918/1920, oil on canvas, 27 x 22 inches
- George Wesley Bellows, *The Black House*, 1924, oil on panel, 16 ½ x 24 inches
- John White Alexander, *Portrait of Mrs. Ashton Potter*, 1910-1913, oil on canvas, 95 x 55 inches
- Robert Henri, *Ann of Achill*, 1913, oil on canvas, 24 x 20 inches
- Deborah Butterfield, *Big Timber*, 1995, bronze, 92 x 134 x 48 inches
- Barbara Sorensen, *Siren I*, 2003, bronze, 7 x 2 x 2 feet
- Bo Bartlett, *The American*, 2016, oil on linen, 82 x 100 inches
- Albert Paley, *Hector*, 1990, steel with red paint
- Earl Cunningham, *The 21*, oil on board
- Lawrence Lebduska, *Landscape with Horses*, 1934, oil on canvas, 31 ½ x 27 ½

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? *

10

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

75

3. How many Adults will be engaged? *

30,629

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

1,000

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

1,861

6. How many artists will be directly involved? *

30

Total number of individuals who will be engaged?

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): *

- Hispanic/Latino
- 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.

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.

- Orange
- Seminole

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.

According to the Americans for the Arts, Arts & Economic Prosperity (IV) Report, the average Orange County resident spends an average of \$23.01 on cultural events. Non-residents spend an average of \$40.51 at the same cultural event. The MMAA's yearly attendance has been increasing approximately 15% per year since 2015, this growth represents an increase of more than 10,000 visitors in just 3 years. We served over 33,000 visitors in 2017, and have already reached 18,000 visitors halfway through Fiscal Year 2017-2018, with continued growth projected in response to excellent programming.

The increase in the MMAA's standards, and quality of exhibitions has contributed approximately \$230,100 in funds to Orange County, local businesses, and neighboring nonprofits. The MMAA is dedicated to expanding reach far beyond its immediate neighborhood, building relationships with collectors and artists throughout the United States. Approximately 10% of visitors to the Museum are non-Orange County residents, contributing approximately \$243,060 to the local economy as attendance has been steadily increasing.

The MMAA measures success by

- The quality of programs
- Tracking the number of attendees
- Vendor participation
- Public interest received through clicker counts and various social media platforms

Visitor surveys and zip codes are collected in effort to address visitor expectations and interest. Zip code tracking assists in measuring our economic impact and reach throughout the community.

Educational Impact

All 7 exhibitions will be the basis for an education studio project with tri-county students focused on third-twelfth graders that will include months of programming focusing on sculpture, weather, painting, and sketching. We will continue our Art Trunks on the Go program, a partnership funded by United Arts of Central Florida to help increase outreach in Orange and Osceola County schools and present museum experiences to Title 1 and UCP schools. With a full-time Associate Curator of Education, we are planning a more rigorous curriculum, broader reach, increased accessibility both in and out of the classroom with diversity and inclusion being a program and museum priority.

To measure each of the above-mentioned programs' impacts on participants, the Associate Curator of Education will work closely with teachers to ensure students are gaining the appropriate skills and knowledge to meet these standards. MMAA staff observe these changes and engage with participants directly about their experience. They will also conduct follow-up interviews with teachers to get a better understanding of long-term student development.

Outreach Impact

The MMAA will continue programming for:

- Home school groups
- Scout troops
- Students
- College students
- Seniors

Free Family Funday remains the most diverse program with multi-age art activities and has had increased participation recently due in part to new outreach efforts to Spanish speaking audiences (2 local media film and cable outlets).

Outreach initiatives will continue with Orange County Public Schools and Scout Troops. Boy and girl scout art badges provide scouts with an opportunity to fulfill requirements such as touring a museum, or working with docents and staff to create self-portraits.

In addition to targeting outreach to schools and scout troops, the MMAA will continue reaching out to Jr. Naturalists through programs inspired by the natural landscapes adeptly depicted by Cunningham, inspiring students to find the connection between art and environment. The MMAA will continue outreach

efforts with the neighboring Orlando Museum of Art, creating engaging and diverse programs meant to target a new audience and raise awareness for the MMAA's permanent collection and original rotating exhibitions.

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.

During the grant period the MMAA will work toward increasing yearly attendance of diverse audiences, as the grant period will present diverse exhibitions such as *In a New Light: American Impressionism 1870-1940*, *Our Collection*, *Philip Evergood: Humanist Painter*, *The Mennello Museum Invitational*, and *Dorothy Gillespie: City Centennial Celebration*. The MMAA will also work towards increasing the visibility of diverse programming associated with each exhibition, and spreading opportunities to engage in cultural diversity without an admission fee, through programs such as Smithsonian Museum Day Live, Museums on Us, Blue Star Museums, and many more.

Grant funds will support a marketing mix comprised of paid advertising (print and online), printed promotional materials (rack cards, brochures, banners, posters, invitations, postcards), in-person promotions at events and on-air and editorial coverage. MMAA staff will seek to leverage online presence as well as editorial coverage when negotiating advertising packages.

An extensive social media presence is critical to the marketing plan, as the MMAA's 4,550 Facebook followers, 1,405 Instagram followers, and 1,278 Twitter followers are integral in keeping the cultural conversation going.

Publications targeted for advertising fall into the 3 categories:

1. Regional: Orlando Arts Magazine, Seminole Magazine, Orlando Weekly, Orlando Sentinel, Orange Appeal, Passport Winter Park, Forum Magazine of the Florida Humanities Council, and OnView Magazine, InfoMás Orlando.
2. National: Sculpture Magazine, Art in America, ArtDaily.
3. International: Visit Orlando membership and advertising in special publications including the Orlando's Gay & Lesbian Travel Guide, African American Guide, Unexpected Orlando and Official Visitors Guide; and Visit Florida membership and advertising in their special publications and partner publications including Undiscovered Florida Magazine.

In addition, the MMAA e-Newsletter is emailed to 5,000 subscribers in our database. We also promote through the websites and mailings of the following partnering organizations:

1. OrlandoAtPlay.com
2. Smithsonian in Your Neighborhood publications, available to Smithsonian Affiliates
3. Blue Star Museums program for military and their families
4. Bank of America's Museums on Us program
5. The Mills 50 Main Street America District
6. The Ivanhoe Village Main Street America District
7. Orlando Venues (included in event distribution)
8. City News, City of Orlando
9. Visit Orlando Florida Resident Program

10. Bungalower.com

MMAA's final strategy is to capitalize on its location within Loch Haven Park and the resources it has through the City of Orlando. It will do this by:

1. Building on the increased synergy between the cultural leaders based in Loch Haven Park: Orlando Shakespeare Theater, Orlando Repertory Theatre, the Orlando Museum of Art and Orlando Science Center. The MMAA seeks to collaborate with our sister entities through shared events, promotions and advertising, working from the mindset that drawing visitors to Orlando's only dedicated cultural park is a win-win for all. The City of Orlando recently installed a unified signage system throughout Loch Haven Park to guide visitors.
2. Building on the publicity and promotion provided by the City of Orlando through its website and other media arms. Particularly beneficial is the Spanish-language translation of our programs and exhibitions by the City of Orlando's Office of Multicultural Affairs, which effectively reaches Spanish-speaking residents and visitors.
3. Building on the increased traffic coming from travelers on the SunRail commuter rail line, which has a stop within walking distance of The MMAA, staff and visitors to Florida Hospital also in walking distance, and the recent outpost of the City of Orlando's Bike Share program and cyclist along the Urban Trail where The MMAA is located.

Please see support materials for a recent feature in the Bungalower for an upcoming exhibition and an example of the MMAA's monthly marketing reports.

F. Management and Operating Budget Page 6 of 10

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 MMAA was founded in 1998 by Marilyn L. and Michael A. Mennello, Winter Park residents and art collectors, in alliance with Mayor Glenda Hood and the City of Orlando (the City). The public-private partnership between the City and Friends of the Mennello Museum of American Art (FMMAA) was established in 2000 to develop, enhance, and support the MMAA's mission through additional resources, funding, and community partnerships.

For 19 years the FMMAA have **successfully managed their annual budget, grown operating support, and met fundraising goals.** The FMMAA is led by an Executive Committee, including a Finance Chair. Executive director, Shannon Fitzgerald, and Senior Administrative Assistant Kim Robinson also provide financial oversight.

As the MMAA moves forward in its 20th year as a cultural gem in Central Florida, an emphasis has been placed on **increasing sustainability.** The FMMAA evaluate their annual fundraising initiatives on a regular basis, making decisions and changes that move the MMAA forward. Importance is placed on earned income streams such as admissions, membership, facility rentals, and program fees.

The FMMAA's outreach has grown:

- Membership from 202 to 355 families, a 75% increase
- Admission 30%, reaching an additional 10,000 visitors

To support the MMAA, the FMMAA:

- Established a board designated fund (2016)
- Aided in the completion of a strategic vision for advancement (2017)
- Diversify fundraising initiatives with reinvigorated sponsorship plans (2018)
- Recruited 8 new board members (2017-2018)
- Actively recruit diverse board members
- Engage donors and local businesses in the MMAA's mission

The City provides:

- Operational support
- Facility support
- Technological support
- 3 full-time staff
- 2 part-time staff

The FMMAA support:

- Original and nationally recognized traveling exhibits
- Educational and mission focused programs

- Acquisitions of important works of American art for Central Florida
- An annual marketing budget
- 2 full-time staff

The FMMAA support the MMAA through:

- Grants
- Private and corporate sponsorships
- Fundraising
- Community outreach
- Special events
- Board dues

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.

MMAA will continue designing and implementing evaluations to measure outcomes, soliciting feedback from staff, members, boards (2), community leaders, visitors, and tourists. Evaluation will assist in furthering community involvement to strengthen bonds and meaningful engagement with our neighbors. We are exploring the effects of and possible additional needs in audience development and cultural tourism that focuses on the role art can have in families and communities across all ages and demographics.

All visitors to the MMAA are asked for their zip code and marketing information on how they heard about us and if it is a repeat visit. We gather surveys and record age demographics (senior, adult, student 18 +, student 12-17, student 5-16, and children under 4), military status, gender, and ability. This information is analyzed in-house and used to improve programming to further enrich a diverse public.

Participants from school visits, docent tours, Free Family Fundays and various programs are most likely to have the opportunity to gain arts related knowledge and skills. MMAA staff observes activities to ensure the maximum number of participants are learning and gaining these new skills. Adjustments are often made to the programming based on these observations.

Desired Outcomes based on Evaluation include:

1. Visitors of all ages and skill sets develop an appreciation for the arts and value the many ways it strengthens relationships through gathering and engagement
2. Children, families, tourists and life-long learners improve their knowledge of American Art History
3. Children, families, adults, life-long learners and tourists improve their art making and art viewing skills
4. Tourists seeking unique family and inclusive activities are offered memorable experiences
5. Participants develop a greater appreciation for the role of American art in their lives and society as a whole

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

9/30/2017

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$32,154	\$34,000	\$40,000
2. Personnel: Programmatic	\$40,000	\$50,000	\$46,000
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$155,560	\$135,700	\$102,000
5. Outside Fees and Services: Other	\$84,443	\$75,000	\$80,000
6. Space Rental, Rent or Mortgage	\$11,771	\$6,000	\$5,000
7. Travel	\$20,490	\$1,000	\$6,000
8. Marketing	\$59,108	\$67,400	\$65,600
9. Remaining Operating Expenses	\$283,680	\$155,900	\$156,000
A. Total Cash Expenses	\$687,206	\$525,000	\$500,600
B. In-kind Contributions	\$16,000	\$16,000	\$16,000
C. Total Operating Expenses	\$703,206	\$541,000	\$516,600
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions			
11. Revenue: Contracted Services			
12. Revenue: Other	\$9,288	\$25,000	\$25,000
13. Private Support: Corporate	\$200,000	\$190,000	\$190,000

14. Private Support: Foundation	\$93,304	\$100,000	\$100,000
15. Private Support: Other	\$24,900	\$110,000	\$85,600
16. Government Support: Federal			
17. Government Support: State/Regional	\$13,700	\$25,000	\$25,000
18. Government Support: Local/County	\$76,500	\$75,000	\$75,000
19. Applicant Cash	\$269,514		
D. Total Cash Income	\$687,206	\$525,000	\$500,600
B. In-kind Contributions	\$16,000	\$16,000	\$16,000
E. Total Operating Income	\$703,206	\$541,000	\$516,600

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.

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 Page 7 of 10

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>.

Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Development Assistant	\$0	\$40,000	\$0	\$40,000
	Totals:	\$0	\$40,000	\$0	\$40,000

Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Curator of Education	\$0	\$46,000	\$0	\$46,000
	Totals:	\$0	\$46,000	\$0	\$46,000

Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Loan Fees	\$10,000	\$49,000	\$0	\$59,000
2	Curator Fees	\$10,000	\$10,000	\$0	\$20,000
3	Research	\$0	\$2,000	\$0	\$2,000
4	Signage and Wall text	\$0	\$16,000	\$0	\$16,000
5	Educational Programming	\$0	\$5,000	\$0	\$5,000
	Totals:	\$20,000	\$82,000	\$0	\$102,000

Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Conservation	\$0	\$2,000	\$0	\$2,000
2	Transportation/Freight	\$25,000	\$26,500	\$0	\$51,500
3	Installation	\$15,000	\$11,500	\$0	\$26,500
4	Photography	\$0	\$2,000	\$0	\$2,000
Totals:		\$40,000	\$42,000	\$0	\$82,000

Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Storage	\$2,196	\$0	\$2,196
Totals:		\$2,196	\$0	\$2,196

Travel (match only) *

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

Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Print and Internet Advertising	\$5,000	\$35,000	\$0	\$40,000
Totals:		\$5,000	\$35,000	\$0	\$40,000

Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Equipment rental and maintenance	\$0	\$1,500	\$0	\$1,500
Totals:		\$0	\$1,500	\$0	\$1,500

Amount of Grant Funding Requested:

\$65,000

Cash Match:

\$253,696

In-Kind Match:**Match Amount:**

\$253,696

Total Project Cost:

\$318,696

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.

Revenue: Other *

#	Description	Cash Match	Total
1	Indie-Folkfest	\$10,000	\$10,000
2	Interest and Dividends	\$5,000	\$5,000
Totals:		\$0	\$15,000
			\$15,000

Private Support: Corporate *

#	Description	Cash Match	Total
1	Sponsorships	\$53,696	\$53,696
2	Grants	\$15,000	\$15,000
Totals:		\$0	\$68,696
			\$68,696

Private Support: Foundation *

#	Description	Cash Match	Total
Totals:		\$0	\$60,000
			\$60,000

#	Description	Cash Match	Total
1	Sponsorships	\$60,000	\$60,000
	Totals:	\$0	\$60,000

Private Support: Other *

#	Description	Cash Match	Total
1	Memberships	\$10,000	\$10,000
	Totals:	\$0	\$10,000

Government Support: Local/County *

#	Description	Cash Match	Total
1	Grant	\$100,000	\$100,000
	Totals:	\$0	\$100,000

Total Project Income:

\$318,696

Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$65,000	\$65,000	20%
B.	Cash Match	\$253,696	\$253,696	80%
	Total Cash	\$318,696	\$318,696	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$318,696	\$318,696	100%

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 Page 8 of 10

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.

MMAA's building and grounds are owned and operated by the City, which is committed to compliance with Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990. The City has a complaint procedure and takes prompt and reasonable action to investigate and eliminate discrimination when found. Complaints or requests for accommodations can be filed with the City of Orlando ADA/Title VI Coordinator: Ana Palenzuela.

MMAA is committed to providing accommodations, including equal physical access and access to communications to everyone.

Physical Access

Wheelchair accessible spaces include:

- All galleries, the ticket counter, restrooms, water fountains

Appropriate disability symbols are included in the MMAA and online. There are also designated accessible parking spaces with an accessible route from parking to the ramped entrance.

Communication Access

To accommodate visitors with special communication needs, the MMAA's front desk staff can make arrangements for a private tour or other accommodations given 2 week's notice.

The MMAA can provide:

- Signers
- Interpreters
- Any other trained staff to make visits rewarding for all

Information is shared both on signage within the MMAA and online at mennellomuseum.com.

Self-Evaluation & Improvement

The MMAA completed the Section 504 Self-Evaluation Workbook offered by the National Endowment for the Arts and will improve accessibility by:

1. Working with an art therapist to ensure future programs are inclusive
2. Continually evaluating accessibility policies and procedures
3. Regularly evaluating physical and communicative access

The MMAA has completed Stage I of the Strategic Vision for Advancement which includes a plan for facilities improvement and creating a more easily accessible museum.

Equal Opportunity

The MMAA provides equal access and opportunity in employment and services and does not discriminate on the basis of:

- Race
- Color
- Religion
- Ancestry
- National origin
- Sex
- Pregnancy
- Age
- Disability
- Marital status
- Familial status
- Sexual orientation
- Gender identity
- Physical ability, in accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975, Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000d et seq.), the Americans with Disabilities Act (ADA) of 1990, Section 504 of the Rehabilitation Act of 1973, and any and all other applicable federal, state or local laws, rules or regulations, whether presently existing or hereafter promulgated.

To further instill equal access and opportunity, the FMMAA adopted a Diversity & Inclusion policy and the MMAA's five full-time and one part-time staff members completed "Conversations in Inclusiveness" training in 2016. The training course, a partnership between the City and Valencia's Peace and Justice Institute provided employees with an open dialogue about understanding, acceptance and inclusion.

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes

No

If yes, what is the name of the staff person responsible for accessibility compliance?

Ana Palenzuela

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.

If yes, when was the evaluation completed?

4/1/2018

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.

Content Type	Format/extension	Maximum size
Images	.jpg or .gif	5 MB
documents	.pdf or .txt	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

Images	.jpg or .gif	5 MB
documents	.pdf or .txt	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

1. Required Attachment List

Please upload your required attachments in the spaces provided. .

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute W9.pdf	33 [KB]	5/16/2018 11:14:33 AM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
The Mennello Museum of American Art presents the work of Grace Hartigan- ArtDaily.com.pdf	Art Daily.com Press	MMAA Presents work by Grace Hartigan	745 [KB]		View file
Education Report FY 2017-2018.pdf	2017-2018 Education Report	Education Report	799 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Mennello presenting work by multi-media Korean-American artist Jiha Moon - bungalower.pdf	MMAA Presents Jiha Moon	Bungalower Article	2259 [KB]		View file
Teach In TY Letters 2018.pdf	Teach In Thank You Letters 2018	Teach in Thank You Letters 2018	1647 [KB]		View file
Mennello Museum Marketing Report 2017-2018.pdf	Marketing Report 2017-2018	Marketing Report 7/17 through 5/18	152347 [KB]		View file
MMAA Vision for Advancement Strategic Inst. Plan 2018 (1).pdf	Vision for Strategic Advancement	Vision for Strategic Advancement 17-20	1298 [KB]		View file
DCA Recognition.pdf	DCA Logo Recognition	DCA Logo on Marketing Material	7518 [KB]		View file
Women in the Arts Support Documents.pdf	Women in the Arts Support Documents	Letter of Support, Student TY Letter, CSA Press	2501 [KB]		View file
\$8 million-plus art donation spurs growth for Mennello, Loch Haven Park - Orlando Sentinel.pdf	Orlando Sentinel Article-Major Gift	Michael Mennello Art Donation	209 [KB]		View file

J. Review & Submit Page 10 of 10

1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Friends of the Mennello Museum of American Art, 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.

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.

Signature (Enter first and last name)

Annelizabeth Atie

