

# St. Petersburg Arts Alliance, Inc.

**Project Title:** SHINE Sea Walls: Artists for Oceans Festival

**Grant Number:** 21.c.pr.105.493

## 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:** Visual Arts

**Proposal Title:** SHINE Sea Walls: Artists for Oceans Festival

## B. Contacts (Applicant Information) Page 2 of 10

### Applicant Information

- a. **Organization Name:** St. Petersburg Arts Alliance, Inc. 
- b. **FEID:** 46-1335413
- c. **Phone number:** 727.518.5142
- d. **Principal Address:** 100 2nd Ave. N, Suite 150 St. Petersburg, 33701-3351
- e. **Mailing Address:** 100 2nd Ave. N, Suite 150 St. Petersburg, 33701-3351
- f. **Website:** [www.stpeteartsalliance.org](http://www.stpeteartsalliance.org)
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Pinellas
- j. **DUNS number:** 079400087
- k. **Fiscal Year End Date:**

### 1. Grant Contact \*

**First Name**

Randi

**Last Name**

Hilleso

**Phone**

206.909.2420

**Email**

[randi@stpeteartsalliance.org](mailto:randi@stpeteartsalliance.org)

### 2. Additional Contact \*

**First Name**

John

**Last Name**

Collins

**Phone**

727.518.5142

**Email**

john@stpeteartsalliance.org

**3. Authorized Official \*****First Name**

John

**Last Name**

Collins

**Phone**

727.518.5142

**Email**

john@stpeteartsalliance.org

**4. National Endowment for the Arts Descriptors****4.1. Applicant Status**

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Organization - Nonprofit

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**4.2. Institution Type**

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Arts Service Organization

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**4.3. Applicant Discipline**

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Multidisciplinary

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**5. Department Name**

NA

## 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)

# D. Excellence Page 4 of 10

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

The St. Petersburg Arts Alliance is the umbrella organization serving the arts and cultural community: advocating for the arts; facilitating the growth of the arts community; and driving arts-related economic development in St. Petersburg.

## 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.

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The 6th annual SHINE St. Petersburg Mural Festival will take place October, 2020. In collaboration with the PangeaSeed Foundation & NOAA, the St. Petersburg Arts Alliance (SPAA) will expand the programming of SHINE to include a new spring festival to inform & inspire community engagement with environmental issues through the medium of mural art - Sea Walls: Artists for Oceans.

St. Petersburg, a culturally diverse city already rich in public & private art, will become even more of a living, breathing, beautifully curated open-air museum during the Sea Wall Festival. National & international muralists will join Tampa Bay artists to spark a dialogue about how public art can revitalize underutilized assets, raise a city's standard of artistic excellence, educate & empower the community about ocean conservation.

St. Petersburg already has over 500 murals around the city. 72 have been painted during SHINE over the years & another 20-30 SHINE murals will be added in 2019-2020, not to mention the countless murals being commissioned by local businesses & community members throughout the year.

SHINE 2019 will feature a new program partnership with the PangeaSeed Foundation and NOAA - National Oceanic & Atmospheric Administration. The Sea Walls: Artists for Oceans project is a public art program that brings the oceans into streets around the world. Since

the program's launch in 2014, PangeaSeed has created over 350 ocean-themed environmental murals in 14 countries around the world by collaborating with an ever-growing community of 200+ international artists.

The annual SHINE Mural Festival will continue this partnership, growing it from a 2 wall program in October 2019 to a separate 9-day, 8 wall festival in the spring of 2021.

PangeaSeed will assist with the artistic curation, expand marketing & promotional efforts worldwide, coordinate an educational experience for the artists & assist in educational outreach programs to engage with local & global communities.

NOAA's collaboration with PangeaSeed Foundation's project highlights the important work of Gulf Coast marine fisheries management in creating long term economic & ecosystem sustainability. By sponsoring public art as the medium, NOAA aims to share science based knowledge & information to invite viewers to join in their work to conserve our coastal resources. Murals can be an accessible tool to communicate powerful messages in a gentle, often subtle way, inspiring viewers into action.

Critical issues are often complex, multi-faceted & hard to understand for the average person. Through public art, the Sea Walls: Artists for Oceans program has the opportunity to translate facts into visual stories that engage the public in an inspiring, nonconfrontational manner that increases awareness & better ocean stewardship. The PangeaSeed Foundation fosters conservation through community engagement & empowerment.

As a part of Sea Walls, PangeaSeed will provide a 2 day education program for the artists, providing information about ocean conservation, inspiring the artists' creative spirit. Additional educational outreach will include a panel discussion on ocean conservation in our region; a film showing; beach cleanup & other programs providing educational materials & stimulating the local art community toward creating purpose-based art.

Over the years, SHINE has set itself apart by our dedication to the artist. The St. Petersburg Arts Alliance has long been an advocate for artists to receive compensation for their work & SHINE Sea Walls is no exception. SPAA is committed to paying our artists & also ensuring their travel, hotel, food, paint, materials, & lift costs are covered. We also prep walls as needed, a rarity for mural festivals. This extra attention helps attract high profile national & international artists and helps to elevate our local artists. When our visiting muralists leave Pinellas County, word spreads through an international network of mural artists that SHINE is a festival worth attending.

The SHINE St. Petersburg Mural programs enhance the overall image of Pinellas County by revitalizing underutilized spaces, which has also inspired several County wide mural initiatives. In 2018, downtown Clearwater launched its own redevelopment plan using public art as its primary strategy to add vibrancy & energy to downtown Clearwater. Additionally, Pinellas County has now launched its first public art project using mural art to transform high-traffic public spaces. The success of SHINE is apparent not only in the rejuvenation of the arts districts in St. Petersburg, but also in the example it has set County wide for the power of public art to impact the quality of our daily lives, positively transform our landscape, educate & empower the community on important environmental issues that impact our region.

## 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.

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The St. Petersburg Arts Alliance engages ad hoc partnerships to promote, support & grow the SHINE Mural Festival(s). Partnerships for the Sea Walls project include:

**NOAA** - National Oceanic & Atmospheric Administration, Southeast Regional Office St. Petersburg. NOAA will fund 2 of the PangeaSeed project walls as a way to further their mission of Science, Service and Stewardship using art as the communication tool to inspire viewers into action. SHINE Sea Walls 2019 will be the first mural project nationwide to be sponsored by NOAA.

**PangeaSeed Foundation** is a Hawaii-based, international non-profit organization acting at the intersection of culture & environmentalism to further the conservation of our oceans. Their mission is to empower individuals & communities to create meaningful environmental change for oceans through art, education & science. They believe in ARTivism: by marrying art & activism, they have created an ever-growing community of ARTivists who help bring the oceans into public awareness around the world.

**Tampa Bay Watch** is a nonprofit organization dedicated to the protection and restoration of the Tampa Bay estuary through scientific & educational programs. Soon to be located at the end of the new St. Petersburg Pier, Tampa Bay Watch will provide public educational sessions on local water conservation issues.

**Suncoast Surfrider Foundation** is an activist organization dedicated to educating the public on the importance of protecting water resources & coastal habitats for future generations. Local campaigns include advocating for a ban on single use plastic bags. Surfrider will provide educational outreach programs.

**The City of St. Petersburg** supports the programs of St. Petersburg Arts Alliance including SHINE, and is active in promoting environmental issues for our community.

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

List timeline of activities during the grant period.

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The partnerships for the SHINE Sea Walls project begin at least 6 months in advance, building the foundation of the festival: securing walls, artists, sponsors & developing programs. The proposed SHINE Sea Walls: Artists for Oceans Festival will take place over a 9 day period - March 19-27, 2021.

Events and educational outreach programs include:

- Friday, March 19 - Opening Reception - an informal session for the artists & project partners

- Saturday-Sunday, March 20-21 - artists' sailboat/paddleboard excursions to connect, share & inspire visiting artists plus PangeaSeed members, Florida Fish & Wildlife & USFSP Marine Scientists about local water management practices & fisheries support
- Monday-Friday, March 22-26 - Mural painting of the 8 walls
- Tuesday, March 23 - evening panel discussion around ocean management with artists, non-profit leaders, scientists, govt officials to discuss past, present & future environmental best practices
- Wednesday, March 24 - evening film screening
- Friday, March 26 - daytime oyster dome construction & placement - sponsored by Tampa Bay Watch
- Saturday, March 27 - morning micro-plastics lab followed by a beach cleanup with students & adults - sponsored by Tampa Bay Watch
- Saturday, March 27 - evening closing celebration

Handouts will be distributed at each event with resources and information on how to get involved. A survey will also be distributed.

# 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? \*

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10

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

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45

### 3. How many Adults will be engaged? \*

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450

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

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0

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

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80

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

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40

**Total number of individuals who will be engaged?**

570

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

Adults (25- 64 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.

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The partnerships and artists in this project will each be promoting their involvement to their audiences. As well, the extensive reach of both PangeaSeed & SHINE St. Petersburg Mural Festival promotion will add significantly to the impact of the Sea Walls project. Since 2018, we have recorded over 14 million impressions and had articles published in 19 languages.

**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.

Pinellas

**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.

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The nonprofit arts & culture sector is a \$241 million industry in Pinellas County, supporting 7,211 full-time equivalent jobs & generating \$29.8 million in local & state government revenue. SPAA's 2015 Arts & Cultural Impact Report saw St. Petersburg's cultural non-profits representing 822 jobs, 5,167,497 visitors (32% non-local visitors), \$32.3 million in direct revenue with \$2.3 million total economic impact.

Additionally, the arts have impressive indirect revenue-generating power. Non-local art & cultural attendees spend an average of \$57.49 per person, per event, in addition to the cost of admission on lodging, meals, etc. Local attendees spend an average of \$24.25 per person, per event, in addition to the cost of admission, generating a direct economic impact of \$442,280 per year in the community.

SPAA supports & advocates for all the arts & cultural organizations in St. Petersburg. Our programs, such as SHINE further the promotion of St. Petersburg as a City of the Arts. Last year, SHINE had an estimated 7,000 visitors to the murals, & employed 37 artists - 6 international, 5 national & 26 local. We measured 14 million impressions on social media, local television & print media around the world. This number does not include the millions that follow individual artists. Our social media channels reached more than 20 countries around the world & our Facebook content was translated into 19 languages.

Estimating a conservative 30% of the visitors to the murals to be non-local & 70% local, using the calculator above estimates the revenue-generating power of SHINE to be \$239,554 over the 10 day event period. This figure does not include the availability of the murals year-round for self-guided tours, walking tours & bicycle tours.

Education & Outreach programs details include:

PangeaSeed hosts 2 days of educational & inspirational excursions for the artists chosen to paint the 8 murals. Included in those excursions will be Florida Fish & Wildlife & USFSP Marine Science representatives to talk about local water management practices & fisheries support.

PangeaSeed, Surfrider Foundation & Tampa Bay Watch will participate in an evening panel discussion that will be open to the public with an audience expected to be 70-100. The panel will be comprised of artists, nonprofit leaders, scientists & government officials to discuss the past, present & future environmental best practices.

An evening screening of an ocean conservancy film will be presented by the Sunscreen Film Festival. It is open to the public with an estimated audience of 120-150.

Tampa Bay Watch will host an oyster dome construction event with volunteers. Also called Reef Balls, oyster domes help replace oyster populations in struggling habitat areas. Oysters help cleanse the water & are a source of food for other species. 25 volunteers are expected to participate.

Tampa Bay Watch's Florida Microplastic Awareness Project partners with NOAA as a part of its Marine Debris Program. The goal is to increase public awareness of microplastic concentration in our ocean's waters & its implications. This Saturday morning lab will be followed by a beach clean-up for about 100 people of all ages.

## **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.

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By adding outreach events during the 9-day Festival that engage the community, encourage participation and assist in raising funds for future use, SHINE will become even more of a draw for residents and visitors alike. The 2019 SHINE marketing plan is three-fold: Digital Media, Print Media, and Strategic Partnerships.

SPAA relies on electronic media for most of our marketing – especially through our website, e-newsletter, Facebook & other social media. It has proven effective at reaching our target audience, with postings shared & reshared on many occasions. Additionally, each Sea Walls partner & artist will utilize their own established marketing program, exponentially expanding our reach.

As a vibrant, visually stunning event, SHINE's digital media presence is our most significant method of marketing. Last year, our Instagram following increased by over 3,000 followers. Our goal is to increase by 6,000 this year through the use of paid posts. The creation of new webpages dedicated to the SHINE Mural Festival is another significant tool to market the festivals that represent the SHINE brand worldwide.

SPAA sends out media releases to more than 200 outlets who publish notices or make public service announcements. In a number of cases, feature stories are a direct outcome of a media release or a focus on a particular artist or event. During the Festival, radio & television interviews with artists are an important outreach mechanism. Local news/media organizations have been strong supporters of SHINE & have contributed print ads & editorial. SHINE Sea Walls Festival is expected to have the same support.

Additionally, contracts with street art journalists expand our reach to Boston and other major cities along the East coast. Last year, 43 print/online articles were written about SHINE. Our goal is to increase the amount of print media to at least 60 articles.

Lastly, relationships with strategic partners on a national level will promote SHINE to new audiences outside of Florida. By collaborating with the international non-profit PangeaSeed Foundation, which hosts the travelling Sea Walls: Artists for Oceans mural festival, SHINE will be marketed to an expansive audience passionate about ocean conservation and street art (a relevant demographic for Pinellas County). This project, funded by NOAA, will be promoted nation-wide through NOAA's network, particularly significant because the two 2019 ocean-conservation themed murals are a first for the government agency. Furthermore, featured SHINE artists bring their own international following which helps to promote St. Petersburg as a City of the Arts.

# 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.

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SPAA is financially secure. Run with a tight budgetary hand, the organization has never had a deficit. Over the first 3 years, it saved enough to start a City Arts Endowment. Founded in 2012 as a 501(c)3 organization to fill a need for arts advocacy & arts community cohesion, SPAA has developed a reputation for outstanding management & production of events, education, advocacy & support for our arts & cultural community, gaining attention & support from corporations, foundations, individuals & government grants. SPAA functions as a fiscal sponsor, incubating organizations, serving as the non-profit entity for a number of projects & organizations. Additionally, SPAA achieved the Guidestar Platinum Level in 2018, indicating credibility & stability.

Our board reaches into the community as artists, business leaders & engaged citizens to promote our City of the Arts. Our reputation as the “go-to” resource has enabled us to incubate organizations & projects into their own stable entities. We continue to provide professional development leadership with classes & a non-profit certificate program in partnerships with St. Petersburg College, The Greenhouse & Creative Pinellas.

SPAA's SHINE committee includes community members & creative professionals. It is one of the Festivals that the Arts Alliance produces, each with a discrete project budget. SHINE 2019 will be the 5<sup>th</sup> annual Festival, building on the momentum gained from previous years.

Promotion of & fundraising for the arts and cultural community is the mission of the St. Petersburg Arts Alliance and will continue after the Festival period. SPAA conducts ongoing SHINE Mural Tours on foot, bicycle, trolleys (on request) & in virtual tours via computer or mobile device, extending the reach & life of the SHINE programs.

## **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.

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SHINE Mural Festivals are visual, interactive events. Evaluation is based on attendance & public interaction, digital media interactions & print/electronic media. Additionally, reports from both the artists and the companies that conduct mural tours add to the evaluation mix.

SHINE 2018 saw an average of 40 visits to the mural artists daily as they were painting their walls. Approximately 160 participated in bike tours & another 400 enthusiastic viewers/participants in community mural projects.

Media reach is an indication of the significant reach that the SHINE Mural Festival has worldwide during the Festival period. In 2018, SHINE measured 14 million impressions *that we can know* about on social media, local television, and print media around the world. Our Facebook content was translated into 19 different languages.

Evaluation for SHINE Sea Walls will include artistic excellence, audience participation & attendance in outreach programs, collaborations, budgets/expenses/fundraising, marketing/promotion. Surveys will be distributed at each outreach event. A recap meeting will be held after the festival ends.

We continue to look for improvements. Holding to a strict budget, programs & additional activities only go forward if they are adequately funded. Conversely, the more funding we secure, the larger & more regionally impactful the SHINE Festivals will become.

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

12/31/2018

### 4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$113,458	\$136,261	\$183,197
2. Personnel: Programmatic	\$3,035	\$16,000	\$32,850
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$274,720	\$263,000	\$311,000
5. Outside Fees and Services: Other	\$31,524	\$31,000	\$39,000
6. Space Rental, Rent or Mortgage	\$2,155	\$2,800	\$3,000

7.	Travel	\$450		\$750
8.	Marketing	\$495	\$6,100	\$7,500
9.	Remaining Operating Expenses	\$12,537	\$24,381	\$45,649
<b>A.</b>	<b>Total Cash Expenses</b>	<b>\$438,374</b>	<b>\$479,542</b>	<b>\$622,946</b>
<b>B.</b>	<b>In-kind Contributions</b>	<b>\$7,100</b>	<b>\$25,000</b>	<b>\$25,000</b>
<b>C.</b>	<b>Total Operating Expenses</b>	<b>\$445,474</b>	<b>\$504,542</b>	<b>\$647,946</b>
	<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
10.	Revenue: Admissions	\$19,270	\$28,000	\$38,000
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$13,465	\$8,010	\$17,012
13.	Private Support: Corporate	\$206,483	\$200,000	\$245,000
14.	Private Support: Foundation	\$38,113	\$85,000	\$125,000
15.	Private Support: Other	\$48,384	\$25,000	\$35,000
16.	Government Support: Federal		\$15,000	\$25,000
17.	Government Support: State/Regional		\$25,000	\$25,000
18.	Government Support: Local/County	\$151,162	\$100,000	\$118,500
19.	Applicant Cash			

<b>D. Total Cash Income</b>	<b>\$476,877</b>	<b>\$486,010</b>	<b>\$628,512</b>
<b>B. In-kind Contributions</b>	<b>\$7,100</b>	<b>\$25,000</b>	<b>\$25,000</b>
<b>E. Total Operating Income</b>	<b>\$483,977</b>	<b>\$511,010</b>	<b>\$653,512</b>

## 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.

SPAA is planning to be in residence in The Factory St Pete in 2020 to develop an Arts Resource Center & rent/manage spaces for rehearsals, classes & workshops. The jump in budget reflects the costs of new programs, services & personnel.

SPAA anticipates additional fund raising activities for capital improvements & a reserve operating fund.

The Factory St. Pete is a new Warehouse Arts District investment in 7 buildings planned as a cultural center with jobs, resources & artist spaces, revitalizing an underserved area of St. Petersburg.

## 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>.

### 2.1. Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Program coordinator	\$0	\$2,500	\$0	\$2,500
<b>Totals:</b>		<b>\$0</b>	<b>\$2,500</b>	<b>\$0</b>	<b>\$2,500</b>

### 2.2. Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artist stipends	\$16,000	\$0	\$0	\$16,000
<b>Totals:</b>		<b>\$16,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$16,000</b>

### 2.3. Personnel: Technical/Production \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artist support/logistics	\$0	\$4,000	\$0	\$4,000
<b>Totals:</b>		<b>\$0</b>	<b>\$4,000</b>	<b>\$0</b>	<b>\$4,000</b>

### 2.4. Outside Fees and Services: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Education & Outreach programs	\$4,000	\$0	\$2,000	\$6,000
<b>Totals:</b>		<b>\$4,000</b>	<b>\$0</b>	<b>\$2,000</b>	<b>\$6,000</b>

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

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Lifts, storage & wall prep	\$5,000	\$9,000	\$2,000	\$16,000
2	Insurance	\$0	\$1,500	\$0	\$1,500
<b>Totals:</b>		<b>\$5,000</b>	<b>\$10,500</b>	<b>\$2,000</b>	<b>\$17,500</b>

### 2.7. Travel (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Artist/Project Manager Travel	\$7,000	\$1,000	\$8,000
<b>Totals:</b>		<b>\$7,000</b>	<b>\$1,000</b>	<b>\$8,000</b>

### 2.8. Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing/documentation	\$0	\$4,000	\$2,000	\$6,000
2	Evaluation-Personnel & materials	\$0	\$1,000	\$0	\$1,000
<b>Totals:</b>		<b>\$0</b>	<b>\$5,000</b>	<b>\$2,000</b>	<b>\$7,000</b>

### 2.9. Remaining Proposal Expenses \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Paint	\$0	\$8,000	\$0	\$8,000
2	Misc/Contingency	\$0	\$6,200	\$0	\$6,200
<b>Totals:</b>		<b>\$0</b>	<b>\$14,200</b>	<b>\$0</b>	<b>\$14,200</b>

**Amount of Grant Funding Requested:**

**\$25,000**

**Cash Match:**

**\$43,200**

**In-Kind Match:**

**\$7,000**

**Match Amount:**

**\$50,200**

**Total Project Cost:**

**\$75,200**

**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 \***

#	Description	Cash Match	Total
1	All admissions are free to the public	\$0	\$0
<b>Totals:</b>		<b>\$0</b>	<b>\$0</b>

**3.4. Private Support: Corporate \***

#	Description	Cash Match	Total
1	Corporate sponsorships	\$15,000	\$15,000
<b>Totals:</b>		<b>\$0</b>	<b>\$15,000</b>

### 3.5. Private Support: Foundation \*

#	Description	Cash Match	Total
1	Foundation grants	\$15,000	\$15,000
<b>Totals:</b>		<b>\$0</b>	<b>\$15,000</b>

### 3.6. Private Support: Other \*

#	Description	Cash Match	Total
1	Individual Contributions	\$1,200	\$1,200
<b>Totals:</b>		<b>\$0</b>	<b>\$1,200</b>

### 3.7. Government Support: Federal \*

#	Description	Cash Match	Total
1	NOAA grant	\$12,000	\$12,000
<b>Totals:</b>		<b>\$0</b>	<b>\$12,000</b>

### Total Project Income:

**\$75,200**

### 3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	33%
B.	Cash Match	\$43,200	\$43,200	57%
	Total Cash	\$68,200	\$68,200	90%

Line	Item	Expenses	Income	%
C.	In-Kind	\$7,000	\$7,000	9%
	Total Proposal Budget	\$75,200	\$75,200	99%

**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.

2.2 Personnel: Programmatic- Grant funding will cover artist fees– the heart and soul of the Festival itself.

2.4 Outside Fees & Services: Programmatic - Partner programs with fees for instruction, materials, rentals, etc for the education & outreach programs

2.5 Outside Fees & Services: Other - Grant funds would partially fund the cost of renting lifts for the muralists & power washing/prep of the selected walls for painting.

# 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.

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SPAA completed our Abbreviated Accessibility Checklist. As a service & event producing organization, we contract with organizations, venues & outdoor facilities that are fully ADA accessible to those with physical limitations. Activities held in public spaces are equipped with ramps, elevators & other mobility safety features.

Recently, SPAA created the St. Petersburg Accessible Mural Tours project, providing a virtual experience of over 40 murals with text descriptions & audio narratives. Online captions are provided for each SHINE mural for those with limited hearing ability. Virtual tours are accessed via the SPAA website, available to remote computers or mobile devices. In addition, a downloadable map indicating handicap parking spaces near the selected murals & another for obstacles or barriers for safe mobility. To date, more than 5,000 printed brochures have been distributed & we have received test group feedback from 3 service groups to improve our newly-launched program. SPAA recently received funding to add another 32 murals to the virtual tours. Online, text size is adjustable as needed.

SPAA strives to make our programs & activities are welcoming to all audiences. Sign-interpreters will be made available upon request & is part of SPAA's accessibility statement. Accessibility icons are on our website & will be on all SHINE Sea Walls public promotional materials with a contact number for those needing additional assistance or information.

## **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?**

John Collins

**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.

<b>Content Type</b>	<b>Format/extension</b>	<b>Maximum size</b>
---------------------	-------------------------	---------------------

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. .

### 1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
SPAA FL Substitute W-9.pdf	33 [KB]	5/30/2019 3:03:36 PM	<a href="#">View file</a>

## 2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
SHINE 2018FinalPresentation.pdf	SHINE 2018 presentation		2368 [KB]		<a href="#">View file</a>

File	Title	Description	Size	Type	View (opens in new window)
SHINE and Sea Walls resources.pdf	Resource links to SHINE Virtual Tours & to the Sea Walls project		205 [KB]		View file
combined letters of supportdocx.pdf	Combined letters of support		550 [KB]		View file

## 2.1.

# 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 St. Petersburg Arts Alliance, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

### 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)

John Collins

