

## Arts Council of Alachua County

June 3, 2024

5:30 pm

County Administration Building - Grace Knight Conference Room

12 SE 1 Street, 2nd Floor, Gainesville, FL 32601

Pages

1. **Call to Order**
2. **Election of Chair and Vice Chair**
3. **Approval of the Agenda**
4. **Approval of Minutes** 1
5. **Art Tag Grant Application Review** 3
6. **Strategic Plan Update** 14
7. **3rd Annual Artists Conference Debrief**
8. **Call-to-Artist Update**
  - 8.1 **Fire Station 21 and 80 Bronze Sculptures**
9. **Public Comment**
10. **Adjournment**

## Arts Council of Alachua County

Date: April 1, 2024  
Time: 5:30 pm  
Location: County Administration Building - Grace Knight Conference Room  
12 SE 1 Street, 2nd Floor, Gainesville, FL 32601

### 1. Call to Order

The meeting was called to order at 5:30 p.m.

Members Present: Chelsea Carnes (Chair), Lucia Curta, Christine Johnson (arrived at 5:50 p.m.), Queenchiku Ngozi, Stephanie Silberman, and Carol Velasques Richardson (Vice Chair)

Members Absent: David Ruiz and Amy Koester

### 2. Approval of the Agenda

Carol Velasques Richardson made a motion to approve the agenda as presented; Lucia Curta second; unanimous approval; motion carried.

### 3. Approval of Minutes

Stephanie Silberman made a motion to approve the Mar. 4, 2024 minutes as presented; Lucia Curta second; unanimous approval; motion carried.

### 4. 3rd Annual Artists Conference Discussion

We currently have 36 attendees including Arts Council members, speakers, and attendees. We still need two beverage break sponsors (\$150 each) if you know of an individual or organization who may be interested. The agenda will be updated to provide Chelsea Carnes 30 minutes to update users on grant opportunities.

### 5. National Endowment for the Arts and Florida's Division of Arts & Culture Grants Discussion

In order to apply for either grant, the Arts Council must develop programs such as a music festival or mural unveiling. The Arts Council discussed a number of ideas including updating the 352 Arts directory, co-sponsoring an event, developing a mobile historic mural wherein each community would add to the mural while its temporarily located in their city. The consensus was to develop

workshops within each city (known as an Arts Tune Up) to discuss their needs and provide information about available resources including art education, grant writing tips, and funding for public murals.

**6. Call-to-Artist Update**

**6.1 Fire Station 21 and 80 Bronze Sculptures**

There have been issues with the foundry, so the Fire Station 80 sculpture has been delayed. The Fire Station 21 sculpture is still on schedule and is expected to be delivered/installed by the end of the calendar year.

**6.2 Pleasant Street Mosaic**

This will be removed from the agenda until the City of Gainesville can come to a mutual resolution with the local artist and an agreement with our previously discussed terms is provided.

**7. Public Comment**

A Poe Springs Music Festival is scheduled on Saturday, Apr. 27 from noon until 5 p.m.

**8. Adjournment**

The meeting was adjourned at 6:35 p.m.



*Alachua County Art Tag Grant*

**Application Deadline:** (July 31, 2024)

**Grant Period:** (October 1, 2024 – September 30, 2025)

**Final Report Due:** (September 30, 2025)

**Please check one:**

**Mini Grants for Artists / Event (max. \$2,500)**

**Matching Grants to Small Cities for Art Projects (max. \$3,000 – 50% match required)**

The Alachua County Mini or Matching Grant will provide funding for Alachua County artists or small cities for: visual art supplies, music supplies, advertising, studio time, printing, costumes, equipment, and other project-related expenses. Alachua County individual artists, artist collaborators, and not-for-profit organizations are eligible to apply.

**NEA blurb:** xxx

**Please Note:** The purpose of these grants are to provide financial support to Alachua County resident artists and the cities of Alachua, Archer, Hawthorne, High Springs, LaCrosse, Micanopy, Newberry and Waldo for public art projects.

**Eligibility**

If an Artist, the applicant must:

- Be a resident of Alachua County, Florida
- Be a US Citizen
- Be 18 years or older

If a City, only the Florida cities of Alachua, Archer, Hawthorne, High Springs, LaCrosse, Micanopy, Newberry or Waldo are eligible to apply.

**These Grants cannot be used for:**

- Travelling expenses
- Personal debts or expenses
- Commercial or for-profit activities
- General or administrative expenses

Applications or work samples containing profanity, racism, sexism, homophobia, xenophobia, discriminatory behavior, or vulgarity will not be considered.



**Requirements:**

- Projects must be completed between October 1, 2024 and September 30, 2025.
- The Alachua County Board of County Commissioners must be recognized on all printed and digital materials (if applicable).
- The Arts Council logo must be promoted in all printed and digital materials.
- Art tag sales must be promoted in all printed and digital materials.
- Within 30 days of the close of the project, and no later than September 30, 2025, the applicant shall submit to the County a summary report describing the project and how the grant funding was used to complete the project including copies of paid receipts and relevant backup documentation.
- Grant award funding is paid at the beginning of the project to the Artist with an invoice, not to exceed the maximum grant amount award.
- Small city matching grant award funding is paid on a reimbursement basis with an invoice and copies of paid receipts and relevant backup documentation required, not to exceed the maximum grant amount award.
- **Upload your grant as a single .pdf document (titled as last name, first name or organization name) to <https://alachuacounty.sharefile.com/r-r8f67c1997fca41bb81e0a92ca0dfe1a7> by midnight, July 31, 2024.**

Name: \_\_\_\_\_

Email: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code \_\_\_\_\_

Website (if applicable): \_\_\_\_\_

**UNIQUE ENTITY IDENTIFIER:** \_\_\_\_\_

All applicants must be registered with the System for Award Management (SAM, [www.sam.gov](http://www.sam.gov)) at the time of application (which provides a Unique Entity Identifier). [Click here](#) for information on obtaining a UEI.

*(Note: This is not your federal employer identification number, or tax ID number.)*

<b>Have you or your organization been successful in managing previous local, State, or Federal grant awards?</b>	<b>Yes</b>	<b>NO</b>	<b>N/A</b>
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I certify that neither myself nor my organization have been disbarred or suspended from receiving federal assistance. I certify that my program/event venue meets all federal Americans with Disabilities Act requirements in accordance with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act (completed checklist required for grant awardees). I certify that my program/event meets the National Historical Preservation Act (NHPA) and the National Environmental Policy Act (NEPA) requirements (completed form required for grant awardees.) Furthermore, I certify that I am a U.S. citizen or legal permanent resident, I reside within Alachua County, and I am 18 years of age or older or am a small Alachua County city. Finally, I certify that all of the facts contained on this application are true and that this application is complete to the best my knowledge and understanding.

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Signature

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Date



Please tell us about your artistic discipline including how long you have been practicing your craft. (250-word limit). *City applicants, please enter "N/A" in the space below.*



Please attach samples and/or provide links to your work in your .pdf submittal (link details on page 2). Artistic work sample may be photography, poetry, creative writing, visual artwork, music files, video files, etc.

**PLEASE NOTE:**

**Actors, Dancers, Filmmakers and Musicians** - Please submit a maximum of 2 work samples. We will listen or view 3 minutes of each media file. Please make note of where you want us to begin if work samples are longer.

**Photographers and Visual Artists** - Please submit a maximum of 3 work samples.

**Writers and Playwrights** - Please submit a maximum of 10 pages of work samples, including a synopsis. Poets may submit 2-4 poems.

You may provide links to work samples here including a brief description of your work. (150-word limit). *City applicants, may enter "N/A" in the space below if samples / links are unavailable.*



How will grant funds be used (i.e. what is the deliverable that the grant is paying for) and describe how your project will support public arts programs and arts activities within Alachua County? The deliverable should be something that serves the public interest such as free art lessons, art exhibits, or the creation of art to be displayed in public places. (150-word limit)



Please tell us why Alachua County should fund your grant application. (75-word limit)



Please tell us how your project will impact communities (especially with a focus on children) throughout Alachua County. (75-word limit)



**Optional Question:** *Visit Gainesville, Alachua County* has contributed \$10,000 of our Art Tag Grant budget for applicants who advertise and promote their event or activity to tourists. A tourist is defined as someone who resides outside of Alachua County. Recipients are required to invest a minimum of 25% of grant funds to out-of-county marketing efforts.

Please detail your specific out-of-county marketing efforts including an itemized budget, such as social media marketing targeted to out-of-county arts patrons. (100-word limit)



Please complete the form below to show your estimated program budget. “Art Tag Grant Expenses” are expenses you intend for this grant to pay for, if awarded. “Cash contributions” are expenses that you as the artist, or your organization will fund with your existing budget. “In-Kind/Donated Items” are expenses that are provided to support your program/event without the exchange of money.

Please breakdown any anticipated Revenue sources. For example, if this is a ticketed event, how much do you expect to receive in “Admissions”? Likewise, has a business or individual made a donation to support your event? If so, please include that under “Corporate/Private Support.” Have you received, or applied for, a local, State, or Federal grant for this program? If so, please include that with the corresponding column.

Expenses	Art Tag Grant Expenses	Cash Contributions	In-Kind/Donated Items	Total
Personnel				
Facility Rental				
Visual Art/Music/Other Supplies				
Marketing – in County				
Marketing – out-of-County				
Printing				
Insurance				
Equipment Rental/Purchase				
Security				
Other Program Related Expenses				
<b>Total Expenses</b>				
<b>Revenue</b>	<b>Total</b>			
Admissions				
Corporate/Private Support				
Federal Grant(s)				
State Grant(s)				
Local Grant(s)				
Other Program Related Revenues				
<b>Total Revenue</b>				



Scoring Rubric – For informational purposes only

Scoring Rubric	
<b><u>Eligibility (if "No" to any questions below, the applicant is ineligible)</u></b>	
Alachua County Artist	
Alachua County Resident, US Citizen, 18+ years old	
Original Artwork	
Complete Application	
Art depicts or expresses views consistent with Alachua County's views	
<b><u>Scores (max 100 total points)</u></b>	
Response to Artistic Discipline Question (max 10 points)	
	Clearly worded response to ensure reader understands intended message
	Artistic merit and artistic excellence
	The writer stayed within their maximum word count throughout
Artistic Work Samples (max 25 points)	
	Samples provided clearly relate to Artistic Discipline
	Samples provided are of professional quality
	Samples provided adhere to maximum number permitted below:
	<i>Actors, Dancers, Filmmakers and Musicians - max 2 samples, not to exceed 3 minutes each</i>
	<i>Photographers and Visual Artists - max 3 samples</i>
	<i>Writers and Playwrights - max 10 pages</i>
	<i>Poets - max 4 poems</i>
Grant Funding Usage (max 40 points)	
	Proposed deliverable supports arts organizations, arts programs and art activities within Alachua County
	Proposed deliverable serves the public interest such as free art lessons or art exhibits for Alachua County Residents or the creation of art to be displayed in public places in Alachua County
	Proposed deliverable provides value to Alachua County residents and visitors
Why Alachua County Should Fund Grant (max 5 points)	
	Compelling reason why Alachua County should fund grant
Focus on Children's Programming (max 10 points)	
	Focus on Children's Art Programming
<b>Optional Visit Gainesville, Alachua County FL Question (max 10 points)</b>	
	Marketing to out-of-county visitors
Budget (max 10 points)	
	Budget is complete
	Budget is clear, concise and easy to understand



Alachua County, Florida



*Where Nature and Culture Meet*

# Arts Council of Alachua County Strategic Plan 2021-24

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# Introduction

The Alachua County Board of County Commissioners (BOCC) has determined that art shall be an integral component of the County and in 2017, designated County Government as the official Local Arts Agency. Local Arts Agencies (LAA) provide services, support, and programs for arts organizations, artists, and their local communities.

In 2018, the BOCC passed Ordinance 18-07, establishing the Alachua County Public Arts Program which has the following goals:

1. To increase public access to art and the aesthetically designed environments and promote understanding and awareness of the visual arts in the public environment;
2. To contribute to civic pride, tourism and economic development of our community;
3. To enhance the climate for artistic creativity in our community;
4. To enrich the public environment for both residents and visitors to the area through incorporation of the visual arts; and
5. To enhance our community's recognition as a cultural center.

The Ordinance included a provision for a Citizens Advisory Committee, which serves as the designated advisory board for the Local Arts Agency and the County Public Arts Program. Resolution 18-17 lists the responsibilities and duties of the Advisory Board, which the BOCC designated as a special committee called the Alachua County Arts Advisory Council (ACAC). They are to:

1. Serve as a resource for local artists and arts agencies within all municipalities throughout Alachua County.
2. Prepare applications for state and federal grants and, re-grant eligible grants to local artists and local arts agencies.
3. Prepare applications for eligible state and federal grants to provide enhanced resources for local artists and local arts agencies.
4. Educate and advocate at the state and federal level on issues affecting the arts.
5. Promote and facilitate the inclusion of art into an established process that connects artists, partners, and communities for the purpose of enhancing the vitality of the County,
6. Be responsible for oversight, administration and promotion of Art Tag proceeds and Local Arts Agency dedicated funding.
7. Develop an inclusive strategic plan for County-wide arts and cultural assets that is reviewed and updated annually.
8. Report annually, or as necessary, to the Alachua County Board of County Commissioners on the goals and accomplishments of the Advisory Committee.

The Arts, or Art as used in this document and by the Council, refers to the collection of artistic endeavors which may be somewhat arbitrarily classified into four groups, sometimes referred to as "pillars". The pillars include: 1) Communicative Arts such as theatre, literature, poetry, story telling, 2) Musical events, 3) Dance, and, 4) Visual Arts such as painting, drawing and sculpture. Each pillar has sub-groups of disciplines. The main purpose of this section is to emphasize that the term Art as used in this plan encompasses a broad spectrum of creative activities.

# VISION

Our vision for Alachua County: residents will have their lives enriched through enjoyment of Art in their daily lives, an increase in visitors who are attracted by the expansive cultural environment, and artists who are empowered to create.

# MISSION

The Alachua County Arts Council will improve the quality of life of Alachua County residents by increasing exposure to the arts, expanding opportunities for creative expression by local artists and increasing community resources for the arts.



## The Goals for of the ACAC are:

### 1. To assist artists to develop resources and skills so they can actualize their artistic abilities

- Objectives
  - ◇ Develop program of pro bono legal consultation for local artists
  - ◇ Develop training workshops for individual artists
  - ◇ Facilitate supportive relationships among artists, art organizations and cultural groups
  - ◇ Develop communication modality for information on Arts (e.g.  Facebook page)
  - ◇ Preserve and celebrate Alachua County's cultural heritage
  - ◇ Promote economic access in terms of equity and diversity within in the arts

### 2. To increase exposure to arts by community residents

- Objectives
  - ◇ Take an active role in reviewing art and monuments on County Property and develop guidelines 
  - ◇ Develop funding guidelines for grants to artists and cities
  - ◇ Fund grants for individual artists
  - ◇ Provide partial funding for arts projects in the smaller cities
  - ◇ Continue to support the Alachua County poet laureate program

### 3. To increase funds for the arts

- Objectives 
  - ◇ Request funds from BOCC
  - ◇ Increase purchase of Arts license plates
  - ◇ Request LAA funds
  - ◇ Seek funds from other sources

### 4. Develop Outreach Program



## Priorities and Strategies

The ACAC will prioritize citizens and artists who reside in rural areas including small towns and unincorporated Alachua County.

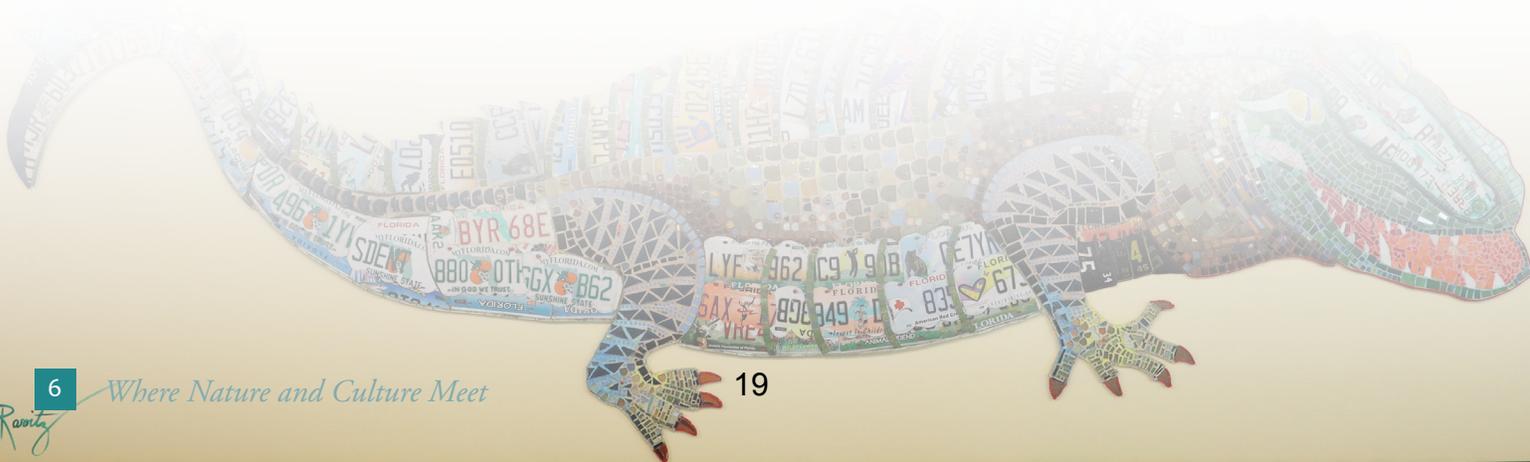


The strategies employed to meet the goals include:  
Establishing alliances with art agencies and organizations

- Providing information
- Promoting integration among disciplines
- Promoting diversity in shaping the arts
- Bringing attention to the value of art in economic development
- Promoting sustainability of the arts and artists

## Income and Budget

The first fiscal year funding for the programs offered by the Arts Council relied on funds transferred from the City of Gainesville that had been generated from the sale of specialty license plates, plus revenue from the ongoing purchase of license plates (approximately \$23,700). Staffing and office support depend on in-kind service of County staff and ACAC members. ACAC also has advisory responsibility for the Public Arts Program but these funds are not shown in the budget. The budget includes support for baseline activities. Grants submitted to LAA will expand these activities but those funded from other sources will address special projects such as programs implementing school-based programs or special events.



## Revenue

In order to fulfill the expectations described in the ordinance and resolution and detailed in the strategic plan, the BOCC should provide funding for the Arts. The budget shown is based on the availability of funds from the County and license plate revenue as shown below. In order to fulfill the role of LAA and achieve the goals of the strategic plan, the council will not be able to continue to rely on in-kind support.

Arts Council of Alachua County Proposed Budget			
	FY 21/22	FY 22/23	FY 23/24
<b>Revenue</b>			
General Fund	\$3,000	\$3,000	\$3,000
Wild Spaces Public Places	\$100,000		
Art Tag Sales	\$3,500	\$3,500	\$3,500
Artist Conference Registrations/Sponsorships	\$5,200	\$5,200	\$5,200
<b>Total Revenue</b>	<b>\$111,700</b>	<b>\$11,700</b>	<b>\$11,700</b>
<b>Expenses</b>			
Poet Laureate Stipend - General Fund	\$3,000	\$3,000	\$3,000
Cuscowilla – Art in Public Places - WSPP	\$100,000		-
Artist Conference Food/Supplies - Donations	\$1,000	\$1,000	\$1,000
Mini Grants – Artists/Events (max \$500)	\$500	\$500	\$500
Major Grants – Artists (max \$3,500)	\$3,500	\$3,500	\$3,500
Grants to Small Cities (max \$3,000)	\$3,000	\$3,000	\$3,000
Art Tag Promotions	\$700	\$700	\$700
<b>Total Expenses</b>	<b>\$111,700</b>	<b>\$11,700</b>	<b>\$11,700</b>
<b>GRANTS</b>			
Local Arts Agency Grants	\$42,000	\$42,000	\$42,000
Visit Gainesville, Alachua County, FL Conference Grant	\$1,000	\$1,000	\$1,000

