LEON COUNTY

Tourist Development Council

Thursday, June 21, 2018, 9:00 a.m.
County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

SPECIAL MEETING TO REVIEW CRA ARTS FUNDING

AGENDA

I. Call to Order – **Bo Schmitz, Chairman**

II. Public Comment

III. General Business – **Bo Schmitz**
- Review CRA Arts, Cultural and Heritage Funding Recommendations - Cynthia Tunnicliff, CRA's Arts Culture Review Committee Chair

VII. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

TDC Meeting – July 19, 2018
9:00 a.m. County Commission Chambers
Leon County Courthouse, Fifth Floor

Visit Tallahassee
A Division of Leon County

MEMORANDUM

DATE: June 20, 2018

TO: Leon County Tourist Development Council Members

FROM: Kerri L. Post, Executive Director, Leon County Division of Tourism

SUBJECT: Update and Recommendations from the CRA's Arts, Cultural and Heritage Funding Process for the Remaining $3 Million in Tourist Development Tax Performing Arts Funds

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The CRA's Arts and Cultural Review Committee (ACRC) met on Monday, June 18, 2018 for final review/scoring of the applications (Tab 2). Subsequently they provided funding recommendations based on Florida Statute Chapter 125.0104, the County/City/CRA Interlocal agreement, and the nine (9) adopted review criteria for the program. The TDC's role is to provide review and comment on the ACRC's recommendations. Those comments will be advanced for consideration when the ACRC's recommendations are reviewed by the CRA Board, Board of County Commissioners and City Commission.

Background

The CRA received a total of nine (9) project applications for funding. **(Tab 2)** The Phase One Eligibility review resulted in seven applications moving forward into Phase Two ACRC review. The Phase One Eligibility review resulted in five applications being found eligible to receive full funding, one application was found to be ineligible, and three applications were determined to be partially eligible based on FS 125.0104 requirements. One of the three partially eligible applications, Southside Arts, withdrew from the process.

The ACRC members consist of:
Cynthia Tunnicliff, Chair, Downtown Review Committee appointee,
Claudia D'Vant, Downtown Improvement Authority appointee,
Russell Daws, Tourist Development Council appointee,
Spenser Ingram, Council on Culture and Arts appointee,
Betsy Couch, Knight Creative Communities Initiative appointee,
Rahni Wright, Frenchtown Southside Citizens Advisory Committee appointee.

Phase Two utilized the ACRC to review and rank the proposals utilizing the CRA approved criteria are as follows:

1. Compliance with the Cultural Plan goal for Economic Development;
2. Compliance with the Cultural Plan goal for Education;

3. Compliance with the Cultural Plan goal for Funding and Facilities;
4. Potential for revenue generation to pay ongoing operations and maintenance;
5. Number of arts/cultural/heritage entities supported by use;
6. Potential number of citizens/visitors served by use;
7. Identifiable need, as demonstrated by unfilled demand;
8. Impact of location on adjacent uses, both positive and negative;
9. Cost to build; applicant must ensure that use is buildable before commitment;

A maximum numeric score was developed for each criterion and each application was ranked by the 6 committee members. Those scores were averaged and the application's rank was determined. A technical review was provided to help the committee interpret the construction criterion.

The seven applications were reviewed at three public meetings:

Thursday, June 7th:

1. LeMoyne Arts Gallery: Art for Always, requesting $3,000,000
2. John Gilmore Riley House Museum: Soul Voices- Frenchtown Heritage Kiosk Program, requesting $275,000
3. Florida LitFest/Word of South: Significant Concert Funding at Cascade Park Amphitheater, requesting $350,000
4. Big Bend CDC, A Community-driven Arts, Culture, Heritage & Educational Project, requesting $1,233,655
5. TLH Arts: Performance and Rehearsal Space, requesting $3,000,000

Monday, June 11th:

1. Playhouse Tallahassee in Washington Square Hotel: initial request $3,000,000, revised to eliminate construction
2. CAT Family Records: Monroe Contemporary, initial request $2,752,102, revised to eliminate partial construction

Monday, June 18th:

The ACRC conducted a final review and discussion of all applications, determined a final score and ranking, and provided a funding allocation recommendation. Following extensive review and discussion, the projects were scored as follows:

1. LeMoyne Arts Gallery - 86.5
2. John Gilmore Riley House Museum - 82.83
3. Florida LitFest/Word of South - 77.0
4. Big Bend CDC - 83.66
5. TLH Arts - 83.16
6. Playhouse Tallahassee - 68.66
7. CAT Family Records – 71.66

Following extensive discussion of the applications, the ACRC felt that the greatest benefit could be derived by funding multiple projects. During the previous project review meetings, the ACRC asked each applicant of they could move forward with a smaller amount of funding than originally requested. The applicants indicated that they might be able to revise their project to work with a smaller budget. Based on those responses, the ACRC concluded that a reduction of approximately 34.5% +/_ (the total not to exceed three million dollars+/-) for each project, would allow multiple the projects to move forward and create a greater impact.

Based on this information, the ACRC recommends the following allocation of the TDT funds:

- Le Moyne Gallery: $1,995,598
- John Gilmore Riley House Museum: $183,423
- Big Bend CDC: $820,978

As indicated in the program guidelines, **(Tab 1)** the ACRC and CRA Board reserve the right to award the funds to a single or multiple proposals, and to allocate those funds in the manner that best meets the stated program criteria.

Next Steps

To fulfill the requirements of the Interlocal Agreement the CRA Board, County Commission and City Commission must approve the recommended allocations.

Tourist Development Tax

ART, CULTURE & HERITAGE FUNDING APPLICATION

March 2018

Administered on behalf of:

Submit an original-signed application with supporting documentation and nine (9) copies. Completed applications should be submitted to the CRA Office located on the 3rd floor of City Hall, 300 S. Adams Street, Mailbox A-17, Tallahassee, FL 32301

Statement of Certification and Compliance

I hereby attest to all the information in this application being factual, including all attachments and supporting materials. I attest that my organization meets the eligibility criteria and will abide by all legal, financial, and reporting requirements, such as interim and final reports, for all grants received on behalf of the City of Tallahassee and/or Leon County.

By applying for the Tourist Development Tax (TDT) Art, Culture and Heritage funding, my organization consents to the examination and audit of our financial records by the review committee. My organization understands and agrees to the payment schedule and reporting requirements for funding.

To the best of my knowledge, I certify that my organization's facilities are accessible to persons with disabilities as required by all applicable sections of the Americans with Disabilities Act.

False Statements shall be punishable in accordance with the applicable provisions of Florida Statute **837.**

Signature of Presiding Officer or Agency Head,

_____

(please sign original in blue ink)

Printed Name:

Title :

Date:

Application prepared by:

Title:

A. Application Details:

A1. Name of Applicant/Organization

_____

A2. Address:

A3. City, State, Zip Code:

A4. Project Contact Person:
Title/Position

A5. Phone Number:

A6. Fax Number:

A7. Email Address:

A8. Organization Type or Classification:

A9. Organization Incorporation Date:

A10. Number of years of continuous operation in Leon County:

A11. Federal ID#_____

Any text which overflows the boxes **will not be included in printed copies**. If you require more space, please attach additional pages with text.

Phase One - Eligibility Review

Statutory and Interlocal Agreement Compliance: To be considered for this funding, the proposed project/program must be consistent with the requirements of Florida Statute Chapter 125 (Attachment 1) and The City/County/CRA Interlocal Agreement (Attachment 2). Please provide the following information to determine eligibility.

B1. Project/ Proposal Title**:**

B2. Brief Description of Project:

B3. Location/Address of Project: The facility or project must be located in the Downtown or Frenchtown Southside Community Redevelopment Agency District. Please confirm before completing entire application.

Any text which overflows the boxes **will not be included in printed copies**. If you require more space, please attach additional pages with text.

B4. Eligibility: Application must be for one of the following (please circle one):

a. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote the following:
    i. An auditorium that is owned and operated by a government entity.
    ii. An auditorium that is owned by a government entity, but is operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s 501(c)(3).
    iii. A museum that is owned and operated by a government entity.
    iv. A museum that is owned & operated by a not-for-profit organization & open to the public.

b. Projects, programs and expenses that will attract visitors from outside of Leon County related to:
    i. Culture, visual arts and heritage programs, projects or space.
    ii. Performing arts space or projects.

B5. Project and/or Programs Purpose:
(Check all that apply)

a. Acquisitions: ☐

b. Construction: ☐

c. Renovation: ☐

d. Maintenance ☐

e. Operation ☐

f. Promotion: ☐

g. Program Development and/or Creation: ☐

B6. Project Start Date:

B7. Project End Date:

B8. Amount Requested:

B9. Total Project Budget:

B10. What percentage of this project would be funded by this request?

0.00%

B11. What is the source of other funding for this project?

Phase Two: Funding Review

If this application is for the construction, renovation or maintenance of a facility, please provide the following:

C1. Facility Information

a. Age of the Building (for existing structures)

b. Is the building subject to historical preservation requirements? If yes, please describe. (for existing structures)

c. Is the building owned or leased? If leased, the property owner must co-sign the application or provide a letter agreeing to proposed activities and/or physical changes to the property.

d. Who owns the building?

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

e. Who owns the land? (Please include name and address. If leased, the property owner must co-sign the application or provide a letter agreeing to proposed activities and/or physical changes to the property.)

f. If building is leased to Applicant, when does the lease expire? Please note a restrictive covenant may be required.

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

For the following sections: Attach your written response to this application. Please be sure to label each answer with the corresponding identifier; "D2, G2a" etc.

D. PROJECT DISCUSSION: Cultural Plan Compliance

D1. Compliance with the Cultural Plan goal for Economic Development; Please describe how the proposed project helps to position and market the arts, culture and heritage as a strategic partner of Tallahassee/Leon County economic development efforts, through public and private funding for arts, arts organizations and cultural assets.

D2. Compliance with the Cultural Plan goal for Education; Capitalize on the area's art, cultural and heritage attributes in order to strengthen art, culture and heritage opportunities in schools and the community.

D3. Compliance with the Cultural Plan goal for Funding and Facilities; Provide sustainable public and private funding to preserve and improve arts, cultural and heritage organizations and experiences. This effort acknowledges the importance of growing new and emerging projects and facilities, but will give priority to existing organizations.

E. PROJECT DISCUSSION: Need For Project Within Community, Impact on Tourism

E1. Please describe the estimated number of arts/cultural/heritage entities that will be supported by the proposed project.

E2. Please discuss the potential number of citizens and visitors from outside of Leon County who will be served by the proposed project.

E3. Please describe the project's potential impact on Leon County's tourism industry and its attraction for out of county residents and how that will be marketed.

E4. Please discuss the need for this project and the unfilled demand.

F. PROJECT DISCUSSION: Impact of project on adjacent uses and other Artistic, Cultural and Heritage Organizations

F1. Impact of location on adjacent uses, both positive and negative. *Is the project located near other arts, cultural, heritage or entertainment uses? Does the project comply with zoning regulations?*

F2. Impact of project on other Arts, Culture and Heritage organizations and uses. *How will this proposal support other arts, cultural and heritage uses in our community?*

G. PROJECT DISCUSSION: COST and DESIGN OF PROJECT, Design, construction and operations.

G1. If the facility is to be constructed, what is the estimated cost?
Please provide verification that facility is buildable for that price.

G2. Process/Design & Planning
Please discuss:

a. Process/Design Planning – project scope.
b. How have you addressed environmental features and sustainability?
c. Identify necessary components from consultants.
d. Programmatic square footage.
e. Demonstrate that you have a qualified project team and have taken all the necessary steps for project preparation.
f. A timeline of project milestones; include start and end date and key points in between.

H. PROJECT DISCUSSION: Organizational Capability & Sustainability

H1. Required Attachments –*Upload each of the required documents in separate folder marked "Attachments":*

a. Minutes from the organization's board meeting *authorizing the project for which applicant is applying.*
b. Board of Directors, including officers
c. Project Team, including key staff *involved with project*
d. What are the estimated staffing needs for programs, staff and/or proposed facility?

H2. Describe the plans for revenue generation to pay ongoing operations and maintenance.

H3. Financial Readiness -- Forms & Financial Position. Please include in attached folder labeled "Attachments" :

a. Form A, Five (5)-year Operating Forecast

b. **Form B, Project Readiness Checklist.**

c. **Form C: Certification from Professionals** – Architect, Engineer and Contractor – IF no architect, engineer or contractor, provide 3 bids from vendors, OR explain)

d. **Form D: Project Budget** – Summary (for proposed project/phase) – Indicate how funding and match will be spent. Include both revenue and expenses for the project, and in-kind

e. **Form E: Matching Funds** – *Amount of funds contributed specifically for the proposed project* (group documentation, 1 upload each for: cash, pledges, in-kind)

i. match (statement of value and service to be provided)

f. Fundraising Plan: Please describe fund raising history and plan for future fundraising and provide documentation such as a bank statement.

g. Financial Statements- Current year-to-date (if audit is more than 1 year old) -- both Balance Sheet and Statement of Income & Expenses from same reporting date.

H4. Management

a. Please include a Care and Maintenance plan, your resources dedicated to maximizing the useful life, and the ability for the project to last into the future

H5. Long-range or strategic plan (if for renovation, construction or acquisition, the plan should include facilities planning &/or implementation of proposed project).

a. *Proof of Ownership*.

b. Description of existing restrictive covenants, if any.

c. *Support Materials (photos, tables, studies, statistics, and documents) (Optional)*

2018 Arts, Culture and heritage Funding Process

FORM A

Organization Name:
Project Name:

A 5-year operating forecast budget must not only show the ability to sustain the facility in the long term, but must also provide for reasonable reserves, and required staffing, realize savings for efficiencies in renovations or new systems, etc. If your operating budget will change (+ or -) after the project is completed, you should show this on your Five-year operating forecast budget. Use this format with the additional line items that best represents your operations. Your operating forecast budget may look like the example below. ***You may add or subtract line items--as appropriate to reflect your organization's budget.***

SAMPLE: Complete with your Projected Figures

5-year Operating Forecast Budget

Changes in Operation	A FYE2017	B FYE2018	C FYE2019	D FYE2020	E FYE2021	Amount of Change	% Change
EXAMPLE LINE ITEMS/AMOUNTS - ADJUST TO SHOW YOUR PROPOSAL	Projected 2017 expenses		(Example only: Facility Completed)				
EXPENDITURES							
General & Administration							
Artistic Personnel							
Contract Services							
Maintenance *(suggested line item)*							
Utilities *(suggested line item)*							
Maintenance Reserve *(suggested ln item)*							
other							
other							
other							
Total Expenditures							
INCOME							
Admissions/Ticket Sales/Contract Rev.							
Contributed Income/grants							
Facilities Rental							
Other Revenue							
other							
other							
other							
Total Revenues							
Net Gain/Loss	Required to present a balanced budget - Year 2017						

Budget notes to explain significant spikes or decreases (optional):

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

2018 Arts, Culture and Heritage Funding Process
Form B - Project Readiness

❑ Architectural Drawings completed? Yes___ No ___
Explain/Details:

❑ Design Drawings completed? Yes___ No ___
Explain/Details:

❑ Project Team status?
Explain/Details:

❑ Contracted with General Contractor?
Explain Status:

❑ Historic Preservation Board release issued (if applicable)?
Yes___ No ___ Not Applicable___
Explain/Details:

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

❑ Are the land use approvals completed? Yes___ No ___
Explain/Details:

❑ Permitting issued? Pre-permit meeting? (Or status) Yes___ No ___
Explain/Details:

❑ Certificate of Occupancy issued? Yes___ No ___
Explain/Details:

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

❑ Three bids solicited/received **OR** Explain Yes___ No ___
Explain Status/Details:

❑ Site preparations Yes___ No ___
Explain/Details:

❑ Is a (real estate) lawyer consulting on the project? Yes___ No ___
Explain/Details:

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

❑ Are there any third-party restrictions or contingencies? Yes___ No ___

Explain/Details:

❑ Does the applicant have a maintenance fund established to support future maintenance and repairs for this facility/equipment?
Yes___ No ___
Explain/Details:

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

2018 Arts, Culture and Heritage Funding Process **FORM C -- PROFESSIONAL CERTIFICATION**

Applicant name: _____

Either or both the project architect/engineer and the contractor must sign the applicable statement certifying their review of this application and the project status. If none of these will be involved with the project, the applicant must submit three (3) vendor bids as alternative, OR explain.

PROFESSIONAL CERTIFICATION – PROJECT ARCHITECT/ENGINEER

NAME AND ADDRESS OF PROJECT ARCHITECT/ENGINEER:

Name: _____

Company: _____

Address: _____

City/ST/Zip: _____ Email: _____

The following preparatory documents for Project Planning have been completed:

☐ preliminary design and development documents complete

☐ construction documents complete

If not complete, give status: _____

I certify that I have reviewed this application and that the technical project information is correct as

_____ _____

Signature of Architect/Engineer Date

PROFESSIONAL CERTIFICATION – PROJECT CONTRACTOR

NAME AND ADDRESS OF PROJECT CONTRACTOR:

Name: _____

Company: _____

Address: _____

City/ST/Zip: _____ Email: _____

The following preparatory documents for Project Planning have been completed:

☐ preliminary design and development documents complete

☐ construction documents complete

If not complete, give status: _____

I certify that I have reviewed this application and that the technical project information is correct as cited.

_____ _____

Signature: Project Contractor Date

ALTERNATE OPTION: THREE VENDOR BIDS HAVE BEEN SECURED & SUBMITTED

_____ _____

Signature: Project Coordinator Date

Name/Title: _____

2018 Arts, Culture and Heritage Funding Process 2018 **FORM D** **Project Budget**

Organization Name:
Project Name:

Request Amount

Project Budget Summary

EXPENDITURES	**Match + Remaining Project Expenditures**	**TDT/CRA**	**Total**
Land Acquisition			$ -
Building Acquisition			$ -
Professional Services (Architectural/Design, Engineering)			$ -
General Requirements *			$ -
Construction (Site, concrete, masonry, metals, wood & plastic, thermal and moisture protection, doors and windows, finishes)			$ -
Specialties			$ -
Equipment			$ -
Furnishings			$ -
Special Construction			$ -
Conveying Systems			$ -
Mechanical			$ -
Electrical			$ -
A. SUBTOTALS OF EXPENDITURES (at least 1:1)	$ -	$ -	$ -
B. CONTINGENCY (suggested: 5% of total expenses)			$ -
C. TOTAL PROJECT EXPENDITURES (line A MATCH + TDT +CONTINGENCY)			$ -

INCOME	**Match + Remaining Project Inc.**	**TDT/CRA**	**Total**
	Cash/Pledges		
D. TOTAL ACH FUNDING REQUEST fr. TDT		$ -	$ -
Private Support			$ -
Corporate Support			$ -
Government Support - Local			$ -
Government Support - State			$ -
Government Support - Federal			$ -
Applicant Cash			$ -
E. TOTAL MATCH (Cash & Irrevocable Pledges)	$ -	$ -	$ -
F. TOTAL PROJECT INCOME (TDT line D + MATCH line E)			$ -

NOTES: Indicate cost of total project if this represents only one part of a larger facilities project.

Present a balanced budget - Line C equals Line F.

* Budget must include required insurance coverages, Payment and Performance Bonds (typically 1-2% of total project), and Builders All-Risk (see Guidelines for details).Include within General Requirements line item.

Budget notes (optional):

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2018 Arts, Culture and Heritage Funding **FORM E**

Organization Name:	
Project Name:	

Funding Request	
Matching Funds	

- ✓ Record your matching funds into the "Matching Funds - Categories" below. **You must document 100% of your Match.**
- ✓ Submit as Excel form, or PDF. Upload supporting documentation in groups by cash, irrevocable pledges,

Match Summary

	Match Categories	Match Amounts	% of Total Match (E)
A	**Cash-On-Hand**		
B	**Irrevocable Pledges**		
C	**Portion of Land Value***		
D	**Prior Expenditures****		
E	**TOTAL Documented Match*****		
F	Funding Request		
G	**Project Total**	$	

**Prior expenditures directly related to the project may be counted towards the match if made within two years prior to application date.

*****100% of TOTAL Documented Match MUST BE COMPLETE AND CONFIRMED AT THE TIME OF APPLICATION**

Matching Funds - Categories & Documentation

Cash-on-Hand

A You may add or subtract rows from this chart. Documentation for Match funding *must be attached to the application* . May include copies of government appropriations, foundation or corporate award/grant notice, municipality or bank loan, applicant cash, bank statement, minutes, letter from Board/Executive Director, etc.

	Name/contact information of funding source	Amount	Description of funding (type)	What Documentation Provided
1		$ -		
2		$ -		
3		$ -		
4		$ -		
5		$ -		
6		$ -		
7		$ -		
8		$ -		
9		$ -		
10		$ -		
		$ -		

Irrevocable Pledges

B Only pledges that are auditable are acceptable. Donations must be received and obligated by the time the first installment of the grant funding is released. You may add or subtract rows from this chart. Documentation for Match funding *must be attached to the application.*

	Name/contact of donor (person or organization)	Date & Description of goods and services donated	Amount of Pledge	What Documentation Provided
1			$ -	
2			$ -	
3			$ -	
4			$ -	
5			$ -	
6			$ -	
7			$ -	
8			$ -	
9			$ -	
10			$ -	
			$ -	

Portion of Land/Building Value

C Cost of appraisal does not count as a matching expense. Documentation for appraisal *must be attached to the application.*

Name of Appraiser	Total Amount of value of land or building used for project	10% of total value allowable towards match
		$ -

Prior Expenditures

D Only expenses directly related to the project are acceptable. Previous expenses must have been completed prior to May 24, 2016. Documentation for all Matching funding *must be attached to the application.*

	Name of Vendor	Amount	Description of Expense
1		$ -	
2		$ -	
3		$ -	
4		$ -	
5		$ -	
6		$ -	
7		$ -	
8		$ -	
9		$ -	
10		$ -	
		$ -	

A Call For Proposals
For Tourist Development Tax
Art, Heritage and Culture Funding

To promote and expand arts, heritage, and culture in our community.

Application Guidelines

We are seeking ideas that will build and support culture, heritage and arts in our community, attract tourists to Tallahassee and Leon County, and expand opportunities for creativity.

To accomplish this, the Community Redevelopment Agency, Leon County Commission, Visit Tallahassee, the City of Tallahassee have made $3,000,000 in Tourist Development Tax dollars available to fund applications that accomplish these goals.

So, we want to know:

"What are some BIG ideas that you have that will further enhance and strengthen the art, heritage and cultural community in Tallahassee?"

We want ideas that are sustainable, that will contribute to the quality of life of residents and are inclusive and accessible to all. It could involve expanding your current footprint, connecting with other organizations, or supporting new public art.

Because the funds used to implement the selected applications are Tourist Development Tax funds – all proposals must meet Chapter 125 Florida Statute requirements for the expenditure of bed tax funds, as described below,

- Further local economic development and/or help market the culture and arts in our area,
- Educate the public about the arts, culture or heritage of our community,
- Generate a self-sustaining level of operational revenue.

Additionally, the proposed use/activity/project should be located in one of Tallahassee's two CRA districts.

The maximum award amount is Three Million Dollars ($3,000,000) which may be awarded to single or multiple proposals. The reviewing entities reserve the right to allocate those funds in the manner that best meets the stated program criteria.

Purpose: The Tourist Development Tax (TDT) is a local sales tax, authorized and governed by Florida Statute 125.0104. Any award and expenditures of tourist development tax funds must comply with the express authorized use(s) of such funds pursuant to Florida Statutes Section 125.0104. Applicants shall ensure that the proposed use(s) and, if awarded, the actual use of the tourist development tax funds are expressly permitted by Section 125.0104, and shall provide documentation sufficient to substantiate same.

Applicants must demonstrate how the project(s) will enhance Leon County as a tourist destination. The project must have as one of its main features a component which will attract tourists to our area and help generate hotel and motel (lodging) "bed nights" as required by the Local Option Tourist Development Act (as outlined in Section 125.0104 Florida Statutes).

What may be funded:

Project funds may be used to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote certain facilities as authorized by the Local Option Tourist Development Act (as authorized in Section 125.0104, Florida Statutes)("Tourist Development Act") as limited by the Third Amendment to Interlocal Agreement Among the City of Tallahassee, Leon County and the Community Redevelopment Agency of the City of Tallahassee regarding the Creation and Operations of the Downtown District Community Redevelopment Area and the Expansion of any Community Redevelopment Area ("Interlocal Agreement")

For the purposes of this Application the Tourist Development Act authorizes auditoriums, museums, aquariums, or zoological parks that are publicly owned and operated, or, publicly owned but operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501 (c)(3); or an activity, service, venue, or event which has as one of its main purposes the attraction of tourists. Pursuant to the Interlocal Agreement, the funds may also be used for projects, programs, and expenses related to culture, visual arts, and heritage programs; performing arts space, as part of the convention center project; or other performing arts projects. All of these projects must be open to the public and within the boundaries of the Tallahassee Downtown or Frenchtown/Southside CRA Districts.

Who may apply?

1.) The public entity or nonprofit organization must meet the following qualifications:
Nonprofit organizations must:
   a. Be incorporated in and qualified to do business in the state of Florida.
   b. Have tax-exempt status under Section 501(c) subsections (3), (4), (5), (6) or (7) of the Internal Revenue Code. A copy of the most recent IRS determination letter, or a submitted application for same, must accompany the application, to confirm tax-exempt status.
   c. Have a governing board (2 or more members) which meets regularly and operates under a set of bylaws, and has fifty percent (50%) of governing board members residing in Leon County.
   d. Must have a bank checking account confirmed at the time of application.
   e. Whose principal office address, as recorded in the Secretary of State's Office, is in Leon County.
   f. Provide a verifiable certification of the organizations ability to execute the proposed project, including the ability to meet financial demands of the project.

2.) A consortium or alliance of organizations may apply. An applicant organization may not apply under more than one organizational name. One (1) organization must be the lead applicant.

3.) Tax Exempt Status must be confirmed before funding will be awarded.

Process Schedule:

Process Opens/Applications Available:	Monday, March 26th, 2018
Applicant Workshop #1:	2:00 PM, Friday, April 6th, 2018
Applicant Workshop #2:	6:00 PM, Thursday, May 3rd, 2018
Application Deadline:	**4:00 PM, Thursday, May 24th, 2018**
Phase One Review Meeting:	10:00 AM, Friday, May 25th, 2018,
Applicant Notification for Phase One:	By 5:00 PM, Tuesday, May 29th, 2018,
Phase One Cure Period:	Noon, Tuesday, May 29th to 4:00 PM, Tuesday, June 5th, 2018,
ACRC Ph. Two Review Meeting #1:	2:00 PM, Thursday, June 7th, 2018,
ACRC Ph. Two Review Meeting #2:	2:00 PM, Monday, June 11th, 2018
Tourist Development Council Review:	9:00 AM, Thursday, June 21st, 2018
CRA Board Review:	9:30 AM, Monday, July 9th, 2018
County Commission Review:	Tuesday, July 10th, 2018
City Commission Review:	Wednesday, July 11th, 2018
Applicant Notification:	Thursday, July 12th, 2018, via email

PROCESS STRUCTURE & REVIEW CRITERIA

The review process is composed of two phases:

Phase One:
The goal of Phase One is to screen proposals for eligibility as determined by compliance with Florida Statute Chp. 125 and the City/County/CRA interlocal agreement. Proposals that do not meet these entry level standards will not move forward to Phase Two. Staff will verify required documentation, including, but not limited to, project location and active non-profit status.

All application materials must be submitted with the initial application. As shown in the schedule below, there is a one week cure period for minor omissions such as missing signatures. If an application is not complete before the end of the cure period, it will not progress to Phase Two.

Phase Two:
Phase Two utilizes multiple review criteria to identify and score the different benefits offered by each proposal.

Arts Culture Review Committee (ACRC) – The review committee appointed by the Downtown Improvement Authority (DIA), Tourist Development Council (TDC), the City of Tallahassee, Leon County, Knight Creative Community Initiative (KCCI), and the Community Redevelopment Agency Citizens Advisory Committees (CRA CAC) will review and rank the Phase Two applications. The ACRC's recommendations will be forwarded to the Tourist Development Council for review and comment, and to the Leon County Board of County Commissioners, the City of Tallahassee City Commission, and, the Community Redevelopment Agency Board for review and final action.

The review criteria and scoring structure are as follows:

1.) Compliance with the Cultural Plan goal for Funding and Facilities; Provide sustainable public and private funding to preserve and improve arts, cultural and heritage organizations and experiences. (10 Points)

2.) Compliance with the Cultural Plan goal for Economic Development; Position and market the arts, culture and heritage as a strategic partner of Tallahassee/Leon County economic development efforts, through public and private funding for arts, arts organizations and cultural assets. (10 Points)

3.) Compliance with the Cultural Plan goal for Education; Capitalize on the area's art, cultural and heritage attributes to strengthen art, culture and heritage opportunities in schools and the community. (5 Points)

4.) Potential for revenue generation to pay ongoing staffing, operations and maintenance, including organizational capacity and financial stability of applicant(s). (20 Points)

5.) Number of arts/cultural/heritage entities supported by use. (10 Points)

6.) Potential number of citizens/visitors served by use. (15 Points)

7.) Identifiable need, as demonstrated by unfilled demand such as a completed feasibility study for project. (15 Points)

8.) Impact of location on adjacent uses, both positive and negative. (5 Points)

9) Cost to build; the applicant must ensure that use is buildable before commitment of grant; Excluding the grant amount, any other amount and source of all funds for the proposed project must be disclosed at the time of application. We heavily discourage applicants from including projected amounts and/or anticipated revenue from fundraising or other activities. Only funds identified as "on hand" at the time of application will be considered. Include an explanation of how the funds will be utilized, including amount requested, total project budget, itemized budget. (10 Points)

Funding Restrictions – These funding restrictions are applicable to any grants approved as part of this process.

Funds may not be used for:

(a) Expenses incurred or obligated prior to or after the award period.

(b) Interest or reductions or deficits or loans, fines, penalties or cost of litigation.

(c) Prize money, scholarships, awards, plaques, certificates, or contributions.

(d) Benefits and projects planned primarily for fund raising purposes.

(e) Entertainment and promotions including related expenses such as receptions, food, beverages, flowers, t-shirts.

(f) Projects whose primary purpose is not secular and programs where the primary effect of funding would be to support a religion.

(g) Travel.

(h) Funds from a Leon County or Leon County Tourist Development Council program.

(i) Admissions to cultural programs, exhibits or performances.

(j) Projects that are restricted to private participation, including those programs which would restrict public access on the basis of race, color, national origin, sex, religion, age, marital status, political affiliation, familial status, disability, sexual orientation, pregnancy, or gender identity and expression.
(k) Telemarketing.

Application Guidance

1.) Plan ahead – Applicants are urged to plan ahead and begin preparation of their applications well in advance of the due date for submission. Before starting the writing process, applicants should read the guidelines and instructions carefully and follow them. **Failure to follow instructions could result in disqualification of an application**.

2.) Attend one or both mandatory application workshops. Workshop schedules are shown in the schedule above and will be posted online at http:// Talgov.com. Staff will be available to answer your questions and provide additional information.

3.) Schedule a meeting with a member of the Staff if you would like personal guidance regarding your application.

5.) Check and double check – Applications should be checked carefully to assure that all sections of the application form is complete and the required attachments are provided in the order listed.

6.) Meet the Application Deadline! Submit all information on or before 4:00 PM on Thursday, May 24th, 2018. Late submittals will not be accepted. No exceptions will be made.

7.) When the deadline for submission has passed, there will be a one-week cure period from 4:00 PM Tuesday May 29th, 2018 to 4:00 PM, Tuesday, June 5th, 2018. For applications with minor omissions, such as missing signatures. Applicants will not be allowed to submit any information, documents or attachments after expiration of the cure period.

Process Information:

STAFF REVIEW – CRA, TDC and COCA staff will review all applications for completeness.

Arts Culture Review Committee (ACRC) REVIEW – Following determination of eligibility and completion of the cure period, the review committee appointed by the Downtown Improvement Authority (DIA), Tourist Development Council (TDC), the City of Tallahassee, Leon County, Knight Creative Community Initiative (KCCI), and the Community Redevelopment Agency Citizens Advisory Committees (CRA CAC)

will review and rank the applications. A minimum of two review meetings are planned, more will be scheduled if needed.

SCORING –ACRC Review meetings are public. Applicants are encouraged to attend. ACRC Committee members score applications based upon the review criteria listed in the grant program guidelines. Recommended funding recommendations are based upon the applicant's score and funds available.

PROJECT TYPES and REQUIREMENTS – Please note that a broad range of project types are eligible for funding, including events and programs. If the proposed project is a physical facility, priority may be given to projects that are ready for, or have entered, permitting, Ability to demonstrate legal proof of ownership or the right to undisturbed use of leased property for a minimum of 20 years including documentation and written explanation of any easements, covenants, or other conditions affecting the use of the site or facility, or both. The documentation may be in the form of an executed copy of a lease, deed, agreement for deed, title, or copy of a recent tax statement. If the application is for acquisition, the application must include a description of the site or facility, purchase price, and a letter of intent or contract to sell signed by the seller.

APPLICATION REVIEW and APPLICANT Q&A – At the second Phase Two review meeting on Monday June 11th, the ACRC may have a question and answer period with applicants. Please designate a speaker for your project and provide that information to CRA staff at the beginning of the meeting.

FUNDING APPROVAL – The ACRC's recommendations will be reviewed by the Tourist Development Council (TDC) and then presented to the Board of the Community Redevelopment Agency for review and action. The CRA Board will vote on funding recommendations. Following CRA Action, the Leon County Commission and the Tallahassee City Commission will also review and vote on the CRA recommendation. All three entities (CRA, City, County) must approve the recommendations for the funding to be granted.

After approval of funding, three (3) copies of a funding agreement will be provided to the grantee for signature. The agreement is a legally binding document between the grantee and the Community Redevelopment Agency and provides obligations to which both parties are agreeing. Each copy must be signed by the appropriate parties and returned to the CRA for processing. One copy will be returned to the grantee for their records.

IMPLEMENTATION

Grantees shall implement programs/projects in the manner described in the grant application, subject to local regulation. Prior to implementing any changes in the agreement, grantee must contact the CRA Staff about any modifications in the grant project or program. In published materials and

announcements regarding the funded activity, the grantee must include the proper attribution statement and the TDC, CRA and City logos.

CONCLUSION

Grantees shall submit a Project Evaluation Report to the CRA, and any financial information required by within thirty (30) calendar days after completion of the project or the conclusion of the term of the project/program period, as described in this Agreement. The report form shall be submitted along with other documentation that is required under the Agreement but has not previously been submitted.

PAYMENT

Payment of all grants is on a reimbursement basis and is contingent upon successful completion of the program/project/phase or event. Grantees are required to prepare and submit invoices along with a project narrative and copy of marketing materials demonstrating proper acknowledgment of the funds to the CRA.

Managing Awards

Administration of the Award – Awardees will be first notified via email by the CRA.

Revisions and Defining Units of Service – Before an Agreement can be issued, awardees are asked to provide updated information regarding changes in the project/program that have been made since the date of the original application. At that time the awardee also will be asked to help define the "units of production or service" that serves as the basis on which the funding will be distributed.

Agreements and Workshop – After submitting revisions awardees are sent an agreement for services which must be signed/executed within one month.

Change Requests – Awardees must keep the CRA Staff informed about any desired changes in the project or program that effect the provisions of the proposal. All changes must be submitted to the CRA for written approval prior to their implementation.

Invoices and Project Evaluation Reporting – Awardees are required to keep accurate records and receipts of funded activity and document such on invoices and final Project Report to the CRA. Payment of all funding is on a reimbursement basis, contingent upon successful completion of the project or program and meeting the requirements of the (contract) agreement.

Insurance Requirements – If insurance is required by the Community Redevelopment Agency's Risk Management Staff, the awardee shall furnish a Certificate of Insurance or endorsements evidencing the

insurance coverages specified by the agreement and such Certificate of Insurance shall be attached and incorporated as part of the agreement. Such required Certificate shall be provided prior to the awardee beginning performance of work under the agreement. The Certificate must name the CRA and the City of Tallahassee as additional insured. Please maintain the organization's coverage with your agent by keeping an up-to-date Certificate of Insurance. Failure to provide an up-to-date, or renewed, Certificate could delay the execution of the agreement, and payments, until the insurance requirements are met.

The Correct Use of County Logos and Attribution in Printed Materials – Awardees must give appropriate attribution to the CRA, Leon County TDC, and the City of Tallahassee through use of the CRA logo, and the City of Tallahassee logo, and the Leon County TDC logo in all flyers, programs, brochures, newsletters, direct mail, sponsor recognition, signage, etc. In press releases, only the funding statement is required.

For LOGOS: http://www.

Site Signage: Please note that a sign must be posted at the project location indicating that the above entities funded the project.

Extensions/Waivers – If an awardee is unable to file and project evaluation reports on time, then the organization must request either an extension and /or waiver of the deadline for submission.

Leon County Assessment of Eligibility for CRA Applications for the Arts, Culture and Heritage Funding for Compliance with F.S. 125.0104

This document is intended to provide counsel and illustrate elements of each application that impact compliance to F.S. 125.0104 and therefore eligibility to receive funds through this program. It is not an extensive review of every element or criteria review of each application. Please see section at end of document noting language in the CRA's Grant Guidelines that requires compliance with F.S. 125.0104 along with the excerpted section of the statute relevant to eligibility review.

1. **LeMoyne Arts – Art for Always ($3 million)**
   As a not-for-profit museum, this application for construction and renovation for an Education Center, Sculpture Garden and Parking is eligible to receive full funding.

2. **John Gilmore Riley Center/Museum, Inc. - "Soul Voices" – Frenchtown Heritage Trail ($275,000)**
   As a not-for-profit museum, this application for 15 permanent historic markers is eligible to receive full funding.

3. **Florida Litfest, Inc. dba Word of {South} & Tallahassee Symphony Orchestra - Significant Concert Funding at Cascade Park Amphitheater ($350,000)**
   As a not-for-profit organization(s), this application to support large touring acts at the Amphitheater is eligible to receive full funding.

4. **Playhouse Tallahassee, Inc. – Playhouse Tallahassee ($3 million)**
   The proposed location of project is in the Washington Square development (Loews Hotel) at 226 S. Calhoun Street, estimated opening date 2020. As a not-for-profit organization, portions of this application are eligible to receive funding, other portions are not eligible. Elements that are not eligible for funding include potential cost for administrative office space at the Loews Hotel (as presented in "Exhibit A" in application) or space "TBD." Please note office space buildout and Performing Arts Space (capital improvements) on private property is not an allowable expenditure, however program and marketing expenses and utilizing existing classroom space, conducting art workshops and a three-day event (Playhouse Fest) may be considered eligible expenses.

5. **Big Bend CDC – Ashmore's Museum: A Community-driven Arts, Culture, Heritage Educational Catalyst Project ($1,233,655)**
   As a not-for-profit organization(s), this application proposes to fund the restoration and development of a locally designated historic site in Frenchtown to create a 4000 sq. ft. museum, with a hot glassworks Studio/Gallery, in partnership with the Jane and John Marks STEAM Learning Lab, and featuring a Cafe with an outdoor patio for entertainment. As the patio element appears to be a minor experience adding value to

the Café and is not a primary or salient component of the project, therefore this application is eligible to receive full funding.

6. **Tallahassee Performing Arts Collective, Inc. & Boys' Choir of Tallahassee, Inc. - The Tallahassee Performing Arts Collective at Railroad Square ($3 million)**
   As a not-for-profit organization, this application is not eligible to receive funding. The application proposes a "Living Museum for the Performing Arts." This application does not comply F.S. 125.0104 as auditorium space (where performances are conducted) is required to be publicly owned.

7. **Southside Arts Complex, Inc. – SOMO Cultural Arts Center/All Things Art ($200,000)**
   Southside Arts Complex is a not-for-profit organization proposing acquisition and renovation of a "multi-discipline art space" to provide meeting space for local arts and educational organizations, and to provide fine arts, live performances, theater, cultural and educational programming. Portions of this application are eligible to receive funding, other portions are not eligible. Elements that are not eligible for funding include potential cost to purchase and renovate the building for meeting and/or performance space. However events (i.e Black Music Festival and The Spectrum Live Show Series), programming, and the gallery may be considered eligible expenses.

8. **CAT Family Records - Monroe Contemporary – The "MC" ($2,752.102.50)**
   The Monroe Contemporary (aka The "MC") is a not-for-profit organization proposing to fund the development of an "all-encompassing art space and living museum." Portions of this application are eligible to receive funding, other portions are not eligible. Elements that are not eligible for funding include potential cost to purchase and renovate the building for performance space (first floor) for concerts and live music and lectures. However events (i.e Tallahassee Art Week), programming (i.e., workshops, lecture series), the galleries and curated archives may be considered eligible expenses.

9. **TLH Arts, Inc. – TLH Arts, Inc. ($3 million)**
   As a not-for-profit organization, this application to renovate an existing publicly owned building for a "Multi-purpose Assembly and Performance Venue" is eligible to receive full funding.

REQUIREMENTS FOR ELIGIBILITY PER 125.0104

The CRA's Arts, Cultural and Heritage Grant Guidelines on page 2, the second paragraph states: "**Any award and expenditures of tourist development tax funds must comply with the express authorized use(s) of such funds pursuant to Florida Statutes Section 125.0104."**

Excerpted from 2018 F.S. 125.0104:

(5) AUTHORIZED USES OF TOURIST DEVELOPMENT TAX REVENUE.—

(a) All tax revenues received pursuant to this section by a county imposing the tourist development tax shall be used by that county for the following purposes only:

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more:

a. Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied;

b. Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied; or

c. Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied;

2. To promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;

3. To promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;

Note: In this review provided by the Leon County Attorney's Office and the Division of Tourism, "performance space" is akin to an "auditorium" where performances take place. This interpretation allows for "performing arts space" to be included as an eligible and allowable use of the Tourist Development Tax (TDT) revenue. The language in F.S. 125.0104 is very specific on allowable uses of TDT for capital projects.

Tourist Development Tax

ART, CULTURE & HERITAGE FUNDING APPLICATION

March 2018

Administered on behalf of:

Submit <u>an original-signed application</u> with supporting documentation and <u>nine (9) copies</u>. Completed applications should be submitted to the CRA Office located on the 3rd floor of City Hall, 300 S. Adams Street, Mailbox A-17, Tallahassee, FL 32301

Statement of Certification and Compliance

I hereby attest to all the information in this application being factual, including all attachments and supporting materials. I attest that my organization meets the eligibility criteria and will abide by all legal, financial, and reporting requirements, such as interim and final reports, for all grants received on behalf of the City of Tallahassee and/or Leon County.

By applying for the Tourist Development Tax (TDT) Art, Culture and Heritage funding, my organization consents to the examination and audit of our financial records by the review committee. My organization understands and agrees to the payment schedule and reporting requirements for funding.

To the best of my knowledge, I certify that my organization's facilities are accessible to persons with disabilities as required by all applicable sections of the Americans with Disabilities Act.

False Statements shall be punishable in accordance with the applicable provisions of Florida Statute **837.**

Signature of Presiding Officer or Agency Head,

Kelly S. Dozier

(please sign original in blue ink)

Printed Name: Kelly S. Dozier

Title : President/Chairman of the Board

Date: 5/23/18

Application prepared by: LeMoyne Board of Directors

Title: Board of Directors

A. Application Details:

A1. Name of Applicant/Organization

LeMoyne Art Foundation, Inc. dba LeMoyne Arts

A2. Address:

125 North Gadsden Street

A3. City, State, Zip Code:

Tallahassee, Florida 32301

A4. Project Contact Person:

Title/Position

President/Chairman

A5. Phone Number:

(850) 222-8800

A6. Fax Number:

A7. Email Address:

Kelly@morethanbuildings.com

A8. Organization Type or Classification:

Non-profit Visual Arts Ctr

A9. Organization Incorporation Date:

November 13, 1963

A10. Number of years of continuous operation in Leon County:

54

A11. Federal ID# 59-6166275

Any text which overflows the boxes **will not be included in printed copies**. If you require more space, please attach additional pages with text.

Phase One - Eligibility Review

Statutory and Interlocal Agreement Compliance: To be considered for this funding, the proposed project/program must be consistent with the requirements of Florida Statute Chapter 125 (Attachment 1) and The City/County/CRA Interlocal Agreement (Attachment 2). Please provide the following information to determine eligibility.

B1. Project/ Proposal Title:

"Art for Always": A Sustainable Vibrant Future for LeMoyne Arts

B2. Brief Description of Project:

This project will secure a sustainable, efficient and accessible education center, sculpture garden and parking for LeMoyne Arts and the visual arts community that it serves, and will position LeMoyne and our community as a respected leader in the visual arts. The new center will be built on the property currently owned and occupied by LeMoyne in Tallahassee's beautiful downtown historic district. The new education center will greatly enhance the ability of LeMoyne Arts to offer more art education programing to our community and to reach out to visitors through multi-day workshops and conferences. The new facility will enable LeMoyne to offer space for community events which can utilize the beautiful sculpture garden, gazebo and flexible space for weddings, parties and conferences.

B3. Location/Address of Project: The facility or project must be located in the Downtown or Frenchtown Southside Community Redevelopment Agency District. Please confirm before completing entire application.

The location of the project is at the LeMoyne Arts current property including 125 North Gadsden Street and 417, 419, 421, 425 East Call Street in Downtown Tallahassee.

Any text which overflows the boxes **will not be included in printed copies**. If you require more space, please attach additional pages with text.

B4. Eligibility: Application must be for one of the following (please circle one):

a. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote the following:
   i. An auditorium that is owned and operated by a government entity.
   ii. An auditorium that is owned by a government entity, but is operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s 501(c)(3).
   iii. A museum that is owned and operated by a government entity.
   iv. A museum that is owned & operated by a not-for-profit organization & open to the public.

b. Projects, programs and expenses that will attract visitors from outside of Leon County related to:
   i. Culture, visual arts and heritage programs, projects or space.
   ii. Performing arts space or projects.

B5. Project and/or Programs Purpose:
(Check all that apply)

a. Acquisitions: ☐

b. Construction: ☑

c. Renovation: ☑

d. Maintenance ☐

e. Operation ☐

f. Promotion: ☐

g. Program Development and/or Creation: ☑

B6. Project Start Date: 5/1/18

B7. Project End Date: 10/31/19

B8. Amount Requested: $ 3,000,000.00

B9. Total Project Budget: $ 3,242,298.00

B10. What percentage of this project would be funded by this request?

92.50%

B11. What is the source of other funding for this project?

In-kind donations, donor pledges, organization reserves, grants and fundraising efforts.

Phase Two: Funding Review

If this application is for the construction, renovation or maintenance of a facility, please provide the following:

C1. Facility Information

a. Age of the Building (for existing structures)

The existing education building, scheduled to be demolished and replaced is 55 years old.

b. Is the building subject to historical preservation requirements? If yes, please describe. (for existing structures)

The row of townhouses currently being used as the education building are not subject to historic preservation requirements. The property however is in the Downtown Historic Overlay.

c. Is the building owned or leased? If leased, the property owner must co-sign the application or provide a letter agreeing to proposed activities and/or physical changes to the property.

The entire property being discussed in this grant is owned by LeMoyne Art Foundation, Inc.

d. Who owns the building?

LeMoyne Art Foundation, Inc.

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

e. Who owns the land? (Please include name and address. If leased, the property owner must co-sign the application or provide a letter agreeing to proposed activities and/or physical changes to the property.)

LeMoyne Art Foundation, Inc.

f. If building is leased to Applicant, when does the lease expire? Please note a restrictive covenant may be required.

N/A

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

D. PROJECT DISCUSSION: Cultural Plan Compliance

D1. Compliance with the Cultural Plan goal for Economic Development.

GOAL: Position and market the arts, culture and heritage as a strategic partner of Tallahassee/Leon County economic development efforts. This shall be achieved through public and private funding for arts, arts organizations and cultural assets.

The proposed project for a new education center and renovated sculpture garden on the LeMoyne Arts property will help position and market the arts in our region through a modern and enticing art education facility designed to be flexible and inspiring. (Objective 12)

The new space will hold up to 100 attendees in a classroom setting, allowing visiting artists and art instructors to hold weekend workshops on subjects of their expertise. Out of town attendees, as well as local participants will add economic benefits. Our local and regional artists are always seeking new and improved skills to help them create their art and to constantly improve. Promoted throughout the region, workshops will draw artists and art students from inside and outside Leon County. LeMoyne will build on its current relationships with the Art Department at Valdosta State University and with Jefferson Arts to expand its reach. Working with COCA and Visit Tallahassee, as well as regional media outlets, LeMoyne will promote the art education center as an inviting resource for learning in our community. (Objectives 4, 9, 11, 12)

A new, larger, more flexible education building and renovated sculpture garden will provide LeMoyne with the facility it needs to realize its plans to be a regional magnet for arts education. While the expanded and improved facility will function efficiently, the renovated sculpture garden will provide an inspiring setting for artists to create and for community events and interactions. (Objectives 1, 12)

A larger and better-equipped facility will draw regional and national conference participation; bringing more money to hotels, restaurants and other Tallahassee venues. (Objectives 9, 12)

More students will translate to more positions for art teachers. LeMoyne employs 25 to 30 art teachers each year, providing a financial stimulus to artists and educators and making it possible for them to continue working in their chosen field creating art. (Objective 8)

D2. Compliance with the Cultural Plan goal for Education.

GOAL: Capitalize on the area's art, cultural and heritage attributes in order to strengthen art, culture and heritage opportunities in schools and the community.

LeMoyne Arts intends to capitalize on its relationships with local and regional artists and its current education programs for adults and children, to expand an education program that will draw art teachers and professionals to teach and will expand the caliber and variety of art media taught. (Objective 1)

LeMoyne currently offers year-round studio art classes for adults, summer, spring break and holiday art camps for schoolchildren, and hands-on art exploration classes for preschool children. Many home-schooled children attend LeMoyne's art education programs in order to complete a well-rounded

curriculum. These classes not only offer art experiences, but also are tied to history, science and engineering learning through the creation of art. LeMoyne's limitations are its current facilities, which restrict access, and the space needed to grow these programs. (Objective 2)

Through its long-standing reputation and proven success in drawing people in from within our community and surrounding area, LeMoyne has an opportunity to grow these programs and have a greater impact on the nurturing of artistic creativity in our region.

- LeMoyne has hosted the Mahaska Whitley High School Show & Competition for the past 32 years, offering scholarships and an opportunity for young aspiring artists to see their works displayed in a professional gallery setting. This long-running program has been a successful partnership between LeMoyne and the Leon County Schools art programs, and has a solid foundation for growth. Currently the opening and awards ceremonies for this event draw over 600 art students and their families to LeMoyne. LeMoyne plans to expand the high school show to neighboring counties to provide larger opportunities for high school artists in an effort to engage more young people in the visual arts and increase the reach and impact of LeMoyne's programs. (Objectives 2, 3, 4, 8)

- The Matt Callahan Memorial Scholarship Fund established in honor of Matt Callahan, a professional artist who, as a young student, was greatly impacted by his participation in the high school show. Matt tragically lost his life recently, and his family and friends raised over $20,000 to provide years of LeMoyne scholarships for our competing students. The newly established Matt Callahan fund along with the long-running Ann Kirn Memorial Scholarship Fund, which has been endowed in perpetuity, will provide years of scholarship opportunities for winners of the Mahaska Whitley High School Competition.
  Supporters of the high school show contribute to provide scholarships for all the show winners, with over $6,000 in scholarships awarded by LeMoyne in 2018. Sent directly to the college of the student's choice, these scholarships support and further their art education. (Objective 4)

- LeMoyne currently offers free art programming for young children, and works with local art teachers to bring art projects in to the schools. With a better facility, LeMoyne Arts can better collaborate with Leon County Schools (and others) to present special or after-school art programs. High school students can assist art teachers by teaching the younger students, providing a learning experience for all ages. This would serve as an incubator for future art teachers at LeMoyne as well as other arts organizations. (Objective 2)

- LeMoyne would like to build on its relationship with the public and private schools, to create theme-based programs that travel to the schools. One program that LeMoyne currently is in partnership with Jefferson Arts is a traveling Adobe 101 design class that received a grant from Duke Energy. This graphic design program offered at LeMoyne's education center in Tallahassee also travels to Jefferson County through a partnership with Jefferson Arts. LeMoyne has been encouraged by Duke Energy to apply for additional funding, to continue and grow the program, and is currently working on doing so. With this traveling program experience, LeMoyne would

like to pursue additional topics for hands-on portable art programs that can travel to the schools. Some examples of topics are women's history, Asian heritage, Black history etc. Content in LeMoyne's permanent collection such as the *Civil Right* collection (comprised of original art works by Karl Zerbe, telling the story of that movement in the 1960's) enhance this experience. (Objectives 1, 2, 6)

D3. Compliance with the Cultural Plan goal for Funding and Facilities.

GOAL: Provide sustainable public and private funding to preserve and improve arts, cultural and heritage organizations and experiences. This effort acknowledges the importance of growing new and emerging projects and facilities but will give priority to existing organizations.

The LeMoyne Arts facility has been in existence for over 35 years and while serving the arts community well, it has been a constant maintenance challenge for LeMoyne. Created from an aged row of townhouses on the property, the education center maintenance and upkeep has been a significant financial drain on the organization. With art programing being the first priority of LeMoyne, funding for facilities has been lacking and has led to a continuous shabby appearance. (Objectives 7, 8, 10)

The LeMoyne Arts board of directors has recognized that LeMoyne Arts cannot continue to operate under these conditions. LeMoyne is the longest running visual arts organization in Tallahassee, surviving the economic recession of 2008 and showing great resiliency during tough times. The LeMoyne Arts board is committed to overhaul the operations and facilities of LeMoyne to create a modern and sustainable organization that can continue to serve our region and be less reliant on grant funding. Over the past two years, LeMoyne has prioritized donations and grants to improve the appearance of the facilities. (Objectives 7, 9, 10)

Much has been accomplished, including complete restoration of the exterior of the Meginnis-Monroe House. However, a new education building designed as low-maintenance and space and energy efficient, allows LeMoyne to sustain and grow its art education programing and attract more visitors and local users. The plan includes an updated sculpture garden highlighting the works of talented Tallahassee artists and becoming a sought-after space for events and workshops. This results in a financially enhanced, sustainable operations model for LeMoyne Arts and its programs. (Objectives 1, 8, 10)

E. PROJECT DISCUSSION: Need For Project Within Community, Impact on Tourism

E1. Describe the estimated number of arts/cultural/heritage entities that will be supported by the proposed project.

Tallahassee is known for being a creative city. With two universities and several colleges, we are a well-educated community lacking any successful well-heeled arts organizations. Our biggest visual arts center, The Brogan, failed after great efforts by the community to make it work. Other arts organizations are struggling to make ends meet. LeMoyne Arts envisions for itself and the community a fresh new look and feel to Tallahassee's longest running and most impactful visual arts organization. We

want the region to be proud of LeMoyne Arts, and we want people to look to LeMoyne for accessible, enriching experiences in the arts. (

With a newly designed and built art education facility and sculpture garden/event space, LeMoyne would be positioned to host many arts/cultural/heritage entities for their events and programs.

LeMoyne Arts, through its annual fine art outdoor show, Chain of Parks Art Festival, has collaborated with Florida State University's Opening Nights to create an event on the Thursday or Friday of the festival weekend establishing a three to four day visual arts festival. This partnership will help to elevate both organizations to present the highest quality art experience for all. This partnership is endowed through the FSU Foundation and promises to bring highly successful and impactful artists to Tallahassee to share their experiences and success with artists and students as well as art lovers in our region. Contacted artist include Dale Chihuly, Ai Weiwei and James Moran.

LeMoyne has been in conversation with the Word of South festival in regards to using the new facility as one of their venues leading up to or during the festival weekend. LeMoyne is pleased to collaborate with Word of South in this way and looks to do the same with other arts, culture and heritage organizations looking for a beautiful and affordable event space.

Proof Brewing Company has reached out to LeMoyne Arts to provide art and curatorial services for its new facility on South Monroe Street, once it is open. We look forward to this future partnership, as it will bring LeMoyne Arts to SoMo and to a new audience made up of young professionals and others seeking a trendy local brewery setting.

In the gallery and education center, LeMoyne currently hosts events and meetings for several art guilds and other organizations, such as the Sumi-e Society and Institute for Non-Profit Innovation and Excellence; but the current space limitations prevent more collaborations.

The new space will provide an excellent venue for regional and national artists to come to Tallahassee and hold weekend workshops. LeMoyne has hosted such events in the past and plans to make this a priority in future programing with a new more compatible space.

LeMoyne Arts has a long history of partnerships with other non-profit organizations, to benefit all involved. Some of those organizations from the past two years are:

- Leon County Humane Society – providing a venue for adoptions and donations
- Sumi-e Society of America – exhibit and annual conference
- National Association of Women Artists – 2019 exhibit
- Asian Coalition – Cultural Exchange through Tea Ceremonies
- Survive and Thrive Advocacy Center (STAC) (sexual abuse and human trafficking) 2018 – joint exhibit, sharing donations
- American Shelter Foundation – Dog House exhibit and adoption event
- Tallahassee Water Color Society – Exhibits and rental of space
- Tallahassee Garden Club – garden enhancements
- Big Bend Cares – donations and judging at Artopia event

- Downtown Improvement Authority – creating public art experiences at Downtown Get-downs and other events
- Florida Council Against Sexual Violence – exhibit *Weaving Our Stories* 2018
- Sustainable Tallahassee – greening events and promoting environmental sustainability
- Rags2Bags – providing storage space and handing out free reusable bags
- Big Bend Hospice – providing artist services for 2018 Spring Fling
- Governor's Inn – providing artists on the street for event
- FSU Black Student Union- assisted with art exhibit at the new facility
- WFSU - Be My Neighbor Day
- Visit Tallahassee – Visiting Travel Writers
- Aloft Hotel – providing art exhibits for bar and lobby
- Jefferson Art – portable Adobe graphic design classes
- Tallahassee Orchid Society – exhibits and promotions
- Tallahassee Bonsai Society – exhibits and promotions
- Tallahassee Artist League – exhibits and meetings
- Second Harvest Food Bank – donation collections

E2. Discuss the potential number of citizens and visitors from outside of Leon County who will be served by the proposed project.

It is difficult to know now the full potential of the draw for visitors outside of Leon County, but we know that there are a number of neighboring counties that do not have the programs that are offered at LeMoyne and would be interested in participating. Adding more weekend art workshops will attract artists from around the region who are looking to improve or hone their skills. A beautiful event space will attract more people to downtown Tallahassee where hotels are within easy walking distance.

We project starting with four weekend workshops our first year, with a possible attendance of 50 each, drawing 200 visitors the first year. Our goal is to expand this program and others that draw visitors in from outside Leon County as we grow and improve our offerings in the new education center.

We estimate that between the workshops and events, we will bring in approximately 400 out-of-town visitors the first year of full operations. We anticipate that many will stay in downtown hotels that are very conveniently located to LeMoyne Arts.

E3. Describe the project's potential impact on Leon County's tourism industry and its attraction for out of county residents and how that will be marketed.

LeMoyne Arts has hosted the annual Chain of Parks Art Festival for the past 18 years. Through our measured growth of the festival and continued efforts to promote it as a high quality fine art festival, we have learned how to reach out to local and regional media to get the word out about our programs.

In 2017, *Sunshine Artist Magazine* recognized the Chain of Parks Art Festival as the #1 Fine Art Festival in the nation. This recognition has brought LeMoyne Arts into the national scene for artists and art lovers.

LeMoyne intends to build on this reputation and bring the same measured approach for high-quality educational experiences to its art education programs.

An updated, beautiful campus for LeMoyne Arts, located in the heart of Tallahassee near several downtown hotels, will be a draw to tourists who are interested in the arts. They will be able to walk to visit the gallery, shop at the gallery shop, and linger in the sculpture garden.

LeMoyne Arts already has forged relationships with downtown hotels through the Chain of Parks Art Festival. We plan to build on those relationships by providing informational materials to hotels to share with their guests regarding the offerings at LeMoyne. Last year, a bride planned her wedding downtown, with guests staying at the DoubleTree Hotel, around the weekend of the art festival. She put the festival program in each of her guests' swag bags so that they could visit the festival while not at her wedding events. This is the type of synergy we want to create with improvements to LeMoyne property that will enhance Tallahassee's downtown offerings.

Our marketing strategy will include:

- Newly designed mobile friendly webpage that is set up to accept online registrations and bookings.
- Articles in local and regional newspapers and magazines
- Cooperative marketing with partners such as Opening Nights
- Artist and arts organizations email lists to their members and articles provided for newsletters
- Promotion of rental space as meeting space for groups of 20-50 at an affordable rate
- Wedding information outlets such as magazines, blogs and websites
- Work with Visit Tallahassee to promote regional workshops
- Encourage artists who exhibit to conduct workshops and presentations using the new enhanced education center
- Encourage regional and national art organizations to hold their conferences/symposia at LeMoyne when soliciting new exhibitions

E4. Discuss the need for this project and the unfilled demand.

There is a need for quality affordable event space in Tallahassee. Through this project, LeMoyne will be creating an education center that will also serve as an event space for weddings, conferences and other small to medium sized gatherings.

There is a need for additional studio class space at LeMoyne Arts. Our education director reports having to turn groups away because of the limited capacity at our current education center. With the current stepped-down configuration between each studio, the studios cannot be combined to make a larger space. Each studio is limited to 10 to 12 people, so any party or class that goes beyond that number cannot utilize the education center. With a facility that allows for combining studio spaces, LeMoyne will be able to accommodate groups of 20 to 25 people, increasing its ability to host children's birthday parties and large adult classes.

Home schooling groups need space to meet and participate in activities. LeMoyne Arts regularly receives requests from such groups to use the education facility, but the space is very limited and already booked by other classes and events. The current studios are often filled leaving no room for more activities.

There is a need for handicap accessible spaces and rest rooms, a multi-floor building with an elevator so no one is prevented from attending and classrooms that are large enough so participants do not have to crowd in and instructors can move around to help students during class presentations.

Other current needs that are unmet by the existing facility are:

- Storage space that is separate from classrooms so extra chairs and tables can be placed outside of the classrooms
- Display space for completed in-class projects in progress
- Walls that allow pins and taping for audio visuals during classes, presentations and events
- Built-in projectors or portable projectors with dedicated equipment and cables in rooms that are sized so that the projection is large enough to be seen and understood
- Catering kitchen for in-building events and for outside (garden) events
- Increased parking for programs and events

Study findings provided through feasibility survey conducted by Sachs Media Group that demonstrates community supports and desires more from LeMoyne Arts.

A survey of 302 local residents was conducted April 16-20, 2018 in partnership with Sachs Media Group regarding LeMoyne Arts in Tallahassee. The survey was deployed to the general public via an email list of a random sample of Leon County voters, with additional invitations sent to an internal list of known LeMoyne members or visitors. Results from these two groups were analyzed together and independently to identify how LeMoyne is viewed by those with varying levels of familiarity with the organization -- including by those who have never visited LeMoyne at all.

Survey findings demonstrate LeMoyne's strong reputation and overall value to residents in the Leon County area. For example, more than half (51%) of the general public (those who are not already members or known visitors of LeMoyne) report that they have visited LeMoyne for at least one type of activity, such as exhibits (23%), the Chain of Parks Art Festival (26%), holiday shows (21%), or classes, presentations, camps, or parties (19%). Further, nearly one in ten (9%) report that they bring out-of-town visitors to LeMoyne. This is also the case for more than half (55%) of LeMoyne members, and half (49%) of those who have visited LeMoyne in the past.

Among those who have visited LeMoyne at least once, a staggering 91% report that their lives have been improved due to these interactions. This is the case for 93% of LeMoyne members and nearly half (46%) of non-members. Overall, among those who have visited LeMoyne, 70% say that their lives have been enriched overall; 44% report improved art skills or job-related skills; 33% report enhanced connections with other artists; 27% report enhanced diversity of their social connections, and 16% say that their confidence has improved through these experiences.

That said, there are many areas in which LeMoyne would provide greater value and benefit to visitors through improvements to its facilities.

This survey found that among the general public, 44% would be likely to visit more often if LeMoyne had more food on-site, more parking, more space in the buildings, more community use or collaborative spaces, better climate control, and more handicap-accessible facilities. This is the also the case for 33% of those who have never visited LeMoyne, and 76% of those who have visited LeMoyne in the past.

In order to achieve these improvements to LeMoyne facilities, this survey found high levels of support for the use of local arts-related grant dollars. Among the general public, 32% strongly support and 29% somewhat support the use of grant dollars for LeMoyne improvements, for a sum of 61%, with the remaining 39% neutral, and none in opposition.

Tallahassee has many assets, however, it appears that residents have a mixed view of how our community stacks up against other similarly-sized cities in terms of access to art-related activities, galleries, and exhibits. Overall, one-quarter (25%) of residents view Tallahassee as "above average", one-third (34%) see Tallahassee as "average" and one-quarter (25%) view Tallahassee as "below average" with the remaining 16% unsure.

LeMoyne brings extraordinary history, expertise, and diverse offerings to Tallahassee and surrounding areas with an achievable vision for enhancing the reach and scope of its programs. Through this, the region's cultural profile is enhanced and the positive experiences and benefits felt by LeMoyne visitors will bring even greater value to greater numbers of people.

See complete survey results in TAB 5 OF APPLICATION

F. PROJECT DISCUSSION: Impact of project on adjacent uses and other Artistic, Cultural and Heritage Organizations.

F1. Impact of location on adjacent uses, both positive and negative.

The LeMoyne Arts property is located in the heart of downtown Tallahassee within the Park Avenue Historic District. The area has tree-lined streets with sidewalks and many historic homes converted to offices. The LeMoyne facilities are currently in poor shape. While LeMoyne has invested in improvements, it is a huge undertaking, requiring a phased approach and significant funding.

Improving the look and function of the campus will greatly improve the neighborhood and the activities available for visitors to the downtown area. Creating a new sculpture garden will beautify the streetscape on Call Street and function as a new entrance to LeMoyne. The gardens will have an attractive brick fence surrounding them for security and privacy, but will also feature viewing opportunities for passersby to entice visitors to enter and enjoy.

The neighborhood is accustomed to LeMoyne's presence and benefits from events held at LeMoyne. Many visitors to the LeMoyne Arts gallery go out to eat before or after programs, and frequent the three restaurants that are less than a block away. Board members and students often go out to eat after board meetings and classes.

Downtown Tallahassee boasts several nice hotels that are within a short walk of LeMoyne. Having an attractive gallery and sculpture garden within walking distance is a nice amenity for visitors staying in downtown hotels. LeMoyne is located close to other cultural offerings such as the Knott House, Riley House, Smoky Hollow and Cascades Park.

As a long-time neighbor in the area, LeMoyne has developed partnerships with other organizations and building managers to provide parking for our visitors after hours and weekends. Most events at LeMoyne are scheduled when the parking lots around the property are empty, so there are rarely any conflicts with use. The new plan will maximize the available parking at LeMoyne to provide handicap access and on-site parking for daytime visitors. There is also on-street parking available throughout the downtown area.

F2. Impact of project on other Arts, Culture and Heritage organizations and uses.

The new education center and gardens on the LeMoyne Arts campus will elevate LeMoyne to a new level of sustainability and success. It is our belief that successful arts, culture and heritage organizations can elevate everyone. LeMoyne has always partnered with other non-profit organizations to cooperate on fundraising and friend raising. With this new facility, LeMoyne will be in the position to do much more.

We have spoken with several arts organizations that would like to use the new facility for their events and activities. LeMoyne intends to offer non-profits a special rate for leasing the spaces, which will help make the space attractive and affordable to them. The newly designed multi-purpose room can be split into small classrooms or a large space that can function as a large meeting or event space. The space will be flexible enough to use as rehearsal and performance space for small acting and musical groups, maximizing its use and functionality.

Having a beautiful, thriving visual arts center in the downtown area will elevate other cultural organizations in the area by bringing more visitors to Tallahassee. Within walking distance are other cultural and heritage organizations such as the Knott House, Riley House and landmarks such as the Civil Rights Walk Way on Jefferson, Smoky Hollow, Cascades Park and the future development of The Waterworks property.

G. PROJECT DISCUSSION: COST and DESIGN OF PROJECT, Design, construction and operations.

G1. If the facility is to be constructed, what is the estimated cost?
Please provide verification at that facility is buildable for that price.

The Education Building, Renovated Garden and Parking will be constructed at an estimated cost of $3,242,298.
See contractor verification included in Attachments

G2. Process/Design & Planning

Please Discuss:

a. Process/Design Planning – project scope.
The Education Building, Garden Renovation and Parking project is the Fourth Phase of the overall Art for Always master plan initiative of LeMoyne Arts.
The scope of Phase 4 for which funding is being sought through this application is:
    - Construct a new, efficient, low maintenance education building that is fully accessible to all and increases the programmatic capacity of LeMoyne's Art Education Programs.
        - The new building will be located on the SE corner of the property and will face toward the new gardens.
        - The new building will include a multi-purpose room capable of being subdivided into smaller class rooms or expanded into a large space which can function as a large classroom, conference space, reception space or performance space.
    - Demolition of the existing row of previous townhomes which have been functioning as the current education building.
    - Renovate the sculpture garden to create a beautiful setting that inspires artists and attracts visitors to enjoy a lovely setting and beautiful sculptures in downtown Tallahassee.
        - Designed with the intent to honor the artists represented in the sculpture garden, significant donors to LeMoyne Arts and to be an event space for weddings and other functions.
    - Provide easy to access, safe and accessible parking on the site.
        - This parking will serve the education center as well as the gallery. It is intended to provide parking for daily visits and for handicap accessibility for larger functions.

b. How have you addressed environmental features and sustainability?
Environmental Features: This project will be constructed on the existing site of the LeMoyne Arts campus. A preliminary meeting with the City Planning Department was held to review environmental issues and requirements. This project will most likely reduce the amount of impervious surface on the property and aims to improve the stormwater flow from the property so that it does not flow over or through adjoining properties, as it does now. Water garden designs to slow stormwater flow may be incorporated on the site. The new garden will include addition of many trees to the site greatly improving the landscaping and greening of the property.

Sustainability: The new education building will be built to current building and environmental codes greatly improving the energy efficiency of the building as compared with the existing converted townhomes that were built in 1963. The building will be fully insulated and will use sustainable products where feasible. LED lighting will be utilized throughout the facility saving on energy use and costs. New HVAC systems will be designed to maximize efficiency of cooling and heating and will be operated by programmable thermostats for use management. To address financial sustainability of the building, the building materials used will be selected specifically for their low maintenance and durability, as well as aesthetic value. It is our goal to reduce the maintenance costs for the Education Center through this project.

c. We have gathered a team of local consultants including:
    - Architect – Conn and Associates – providing building design services
    - Civil Engineer – Moore Bass – providing surveys and civil engineering
    - Landscape Architects – Wood & Partners – providing landscape design services
    - Pre-Construction Services – Mad Dog Construction – providing pre-construction consulting services (three bids will be sought for the construction services)
    - MEP Engineering – Pinnacle Engineering – providing MEP consulting services
    - Accounting – Harvard & Associates – providing budgeting and cost analysis consulting
    - Management – Margaret Lynn Duggar & Associates – providing management consulting including interim Executive Director and administrative staffing

d. Programmatic square footage:

The new education building will be approximately 10,000 square feet under roof.
See design space program included in Attachments

e. Demonstrate that you have a qualified project team and have taken all the necessary steps for project preparation.

The project team listed in C. above is made up of highly qualified and respected professionals in our community. Each of our consultants is dedicated to the project and has provided in-kind donations of pre-construction services to aid LeMoyne in seeking this grant and in preparing for project implementation. Conceptual drawings have been created to communicate the project scope and design to the City Planning Department, Tallahassee Trust for Historic Preservation for preliminary approvals.

In addition to the project team outlined above, there are experienced professionals on the LeMoyne Arts Board of Directors who are committed to stewarding this project to its completion. Among those are Mary Jo Spector, Architect and Kelly Dozier, Designer and Construction Project Manager. Both Spector and Dozier have extensive experience with design and construction projects in our community.

f. A timeline of project milestones; include start and end date and key points in between.

2017	**Establishment of Vision and Fundraising**
January 2018-March 2018	**Establishment of Project Team and Scope**
March 2018-May 2018	**Conceptual Design and Budgeting**
July 2018	**Award of Grant** – contingent on grant approval
July 2018-January 2019	**Design Completion** – includes getting feedback from constituents such as members, other arts, culture and heritage organizations, donors and prospective rental clients
January 2019- March 2019	**Permitting and Project Documents to bid** with three local contractors -
March 2019	**Commencement of Construction**
	Site Preparation – removal of miscellaneous structures currently in the way of the building site, grading
	Construction of new education building
October 2019	**Move Education Programs** into new building (allowing for continuous programming)
October 2019	**Demolish existing education building**
	Remove other structures and paving
November 2019	**Install new parking lot**
November 2019	**Install and construct new sculpture garden**
December 2019	**Begin Full Operations of New Facility**

H1. Required Attachments – See attachments

a. Minutes from the organization's board meeting *authorizing the project for which applicant is applying.*

b. Board of Directors, including officers

c. Project Team, including key staff *involved with project*

LeMoyne is hiring professionals to execute this project and will manage those professionals with a team of highly experienced professionals in the design and construction field who have volunteered to represent LeMoyne throughout the implementation of this project.

Kelly S. Dozier, Co-Project Manager

Mary Jo Spector, Co-Project Manager

Currently seeking staff member to assist with implementation of the project

d. What are the estimated staffing needs for the programs, staff and/or proposed facility?

LeMoyne is offering art education programming in its current facility, but is limited in its capacity due to space limitations. The current staff managing the education programming will continue to do so in the new facility, but will be able to increase its production of programs due to more space and more flexibility in function of the building. LeMoyne's Education Director will continue to manage all education programming without a need to increase permanent staffing. As the arts programming grows, we anticipate hiring additional art teachers on a contract basis to offer instruction for specific classes.

We anticipate the need to hire a part-time event rental manager to handle the increased rental business generated by the new building and garden and will fund this person through income generated from the rentals. This new staff member will be hired once the project is completed and would be expected to assist with education programming needs.

The garden will require maintenance. See estimate in Attachments. In addition, we will utilize volunteers to help keep the gardens looking good on a daily basis.

H2. Describe the plans for revenue generation to pay ongoing operations and maintenance.
This phase of the Art for Always Master Plan is not only designed to improve facilities and program opportunities, but is targeted at increasing revenue generation and decreasing operations and maintenance costs.
The improvements to the LeMoyne Arts campus will generate revenues through increased attendance in camps and art education classes; rentals of the gardens, multi-purpose room and class rooms and the creation of an attractive, inviting space that will bring more visitors to LeMoyne.
Operations and maintenance costs will decrease due to a much more efficient and new building. The current building is very old and requires constant maintenance as systems break down and as leaks develop in the roof and plumbing. The current buildings are poorly insulated; and lighting, HVAC and plumbing fixtures are old and inefficient. A new building will be under warranty for at least one year, eliminating most repair costs and should be in good shape for years after. A dedicated fund has been established by the board of directors for ongoing building maintenance and repairs. This fund will be left to grow to meet future maintenance and repair needs.

H3. Financial Readiness – Forms & Financial Position. Please include in attached folder labeled "Attachments"

a. **Form A: Five (5)-year Operating Forecast**
b. **Form B: Project Readiness Checklist.**
c. **Form C: Certification from Professionals –** Architect, Engineer and Contractor – If no architect, engineer or contractor, provide 3 bids from vendors, OR explain)
d. **Form D: Project Budget** – Summary (for proposed project/phase) – Indicate how funding and match will be spent. Include both revenue and expenses for the project, and in-kind
e. **Form D: Matching Funds** – Amount of funds contributed specifically for the proposed project (group documentation, 1 upload each for: cash, pledges, in-kind)
    a. Match (statement of value and service to be provided)
f. **Fundraising Plan:** Please describe fund raising history and plan for future fundraising and provide documentation such as a bank statement.
    LeMoyne has secured a $50,000 grant from the Knight Foundation to assist in the planning and implementation of its Master Plan, including conducting a capital campaign. In addition, LeMoyne has a reserve account out of which the Board of Directors has approved $100,000 for the project outlined in the application.
    LeMoyne Arts has been in operations as a visual arts non-profit organization for 55 years. During that time, LeMoyne has conducted several fundraising campaigns including the *Pillars of*

LeMoyne Society, a multi-year commitment by donors to sustain LeMoyne Arts and its programming. LeMoyne is in the process of reinitiating the society that has received commitments from several donors.

With funding provided through this grant, LeMoyne will have all funds needed to complete the project scope in this application. Additional funding will be sought for future phases of the Master Plan through other facilities grants and through a capital campaign.

g. **Financial Statements** – Current year-to-date (if audit is more than 1 year old) – both Balance Sheet and Statement of Income & Expenses from same reporting date.

H4. Management

a. Please include a Care and Maintenance plan, your resources dedicated to maximizing the useful life, and the ability for the project to last into the future.

A major goal of the Art for Always Master Plan is to completely update and improve the facilities on the LeMoyne campus so that they are in a condition at which LeMoyne can afford to maintain. LeMoyne is prepared to maintain the new Education Building through its operating budget and income generated through rentals and other uses of the new building and gardens.

Initially, the work undertaken by this project will be under warranty by the contractor for the period of one year from completion. In addition, LeMoyne budgets each year for the maintenance of its existing structures as well as for emergency repairs. The first year will allow LeMoyne to build up its rental program and set aside a reserve for repairs. This reserve will be funded each year in anticipation of future major repairs needed on the facilities.

LeMoyne is working on a Master Plan for its entire downtown property. As part of the Master Plan, LeMoyne will be conducting a capital campaign to further improve our facilities and re-envision the site. Along with raising funds to continue improvements to the property, LeMoyne will set aside a sufficient fund for maintenance and repairs of the entire property.

LeMoyne has a Facilities Committee that is responsible for overseeing the care and maintenance of its existing facilities. One of the staff acts as the liaison to the committee, bringing items to its attention and addressing minor repairs as they arise. The Facilities Committee maintains a list of maintenance and repair items for each of the buildings. Issues are brought to the attention of the committee, which prioritizes them based on their relative importance. Safety and security issues are addressed first and items that can be done by volunteers, such as yardwork and interior painting, are scheduled and assigned. When work needs to be done by outside contractors, companies are asked to assess the work, make recommendations for corrective actions, and provide an estimate for the work. If the estimate exceeds $1,000, other companies are asked to place a value on the work, assuring that we received the best value for our money.

Maintaining our facilities extends their useful intended life and maximizes our investment in them.

H5. **Long-range or strategic plan** (if for renovation, construction or acquisition, the plan should include facilities planning &/or implementation of proposed project: See Attachments

a. Proof of Ownership: See Attachments
b. Description of existing restrictive covenants, if any. None.
c. Support Materials (photos, tables, studies, statistics, and documents) (Optional)

Tourist Development Tax
ART, CULTURE & HERITAGE FUNDING APPLICATION

March 2018

Administered on behalf of:

Submit <u>an original-signed application</u> with supporting documentation and <u>nine (9) copies</u>. Completed applications should be submitted to the CRA Office located on the 3rd floor of City Hall, 300 S. Adams Street, Mailbox A-17, Tallahassee, FL 32301

Statement of Certification and Compliance

I hereby attest to all the information in this application being factual, including all attachments and supporting materials. I attest that my organization meets the eligibility criteria and will abide by all legal, financial, and reporting requirements, such as interim and final reports, for all grants received on behalf of the City of Tallahassee and/or Leon County.

By applying for the Tourist Development Tax (TDT) Art, Culture and Heritage funding, my organization consents to the examination and audit of our financial records by the review committee. My organization understands and agrees to the payment schedule and reporting requirements for funding.

To the best of my knowledge, I certify that my organization's facilities are accessible to persons with disabilities as required by all applicable sections of the Americans with Disabilities Act.

False Statements shall be punishable in accordance with the applicable provisions of Florida Statute **837.**

Signature of Presiding Officer or Agency Head

Althemese Barnes

(please sign original in blue ink)

Printed Name: Althemese Barnes

Title : Executive Director

Date: May 21, 2018

Application prepared by: Dr. Ciron Myers & Althemese Barnes

Title: Frenchtown Resident (Resume Attached)

A. Application Details:

A1. Name of Applicant/Organization

John Gilmore Riley Center/Museum Inc.

A2. Address:

419 East Jefferson Street

A3. City, State, Zip Code:

Tallahassee, Florida 32301

A4. Project Contact Person: Title/Position

Althemese Barnes, CEO

A5. Phone Number:

681-7881 and 766-4266

A6. Fax Number:

850) 681-7000

A7. Email Address:

abarnes 2619@gmail.com

A8. Organization Type or Classification:

Private Not-for-profit

A9. Organization Incorporation Date:

August 12, 1999

A10. Number of years of continuous operation in Leon County:

21 years

A11. Federal ID# 59-3518113

Any text which overflows the boxes **will not be included in printed copies**. If you require more space, please attach additional pages with text.

Phase One - Eligibility Review

Statutory and Interlocal Agreement Compliance: To be considered for this funding, the proposed project/program must be consistent with the requirements of Florida Statute Chapter 125 (Attachment 1) and The City/County/CRA Interlocal Agreement (Attachment 2). Please provide the following information to determine eligibility.

B1. Project/ Proposal Title:

"Soul Voices" - Frenchtown Heritage Trail

B2. Brief Description of Project:

The Frenchtown Heritage Trail project will tell the collective history of the Frenchtown (FT) district through a series of (15) fifteen permanent historical monument markers, using the oral histories of deceased (aged 75-90 at the time of the interviews) former residents and that of a few remaining longtime residents of this once-thriving Black community. These educational landmark structures will function as informative outdoor narratives of a shared cultural history. The voices of past Frenchtown residents will provide inspirational stories about the neighborhood, family life and different businesses that once existed, dating from the early to upper years of the -20th century. The vision is of an insightful heritage trail through a landmark cultural community, providing a walkable and vehicular accessible public experience for tourists. Mapping and placement of the markers in select locations within the defined boundary will link the overall story of Frenchtown – through its art, entertainment and cultural history.

Between 1997 and 2005, the John Gilmore Riley Center/Museum conducted the early oral histories and will continue research with current residents to help complete the history. These stories will be used in the fabrication and ultimate installation of the historic markers along Macomb Street from Tennessee Street to 4th Avenue, and on connecting streets of Georgia, Carolina and Virginia for one block east and west and on Copeland and on MLK Boulevard, all within the "original" Frenchtown Community. The historic marker project, as a partnership of residents and private and public entities will invigorate pride of place, FT inhabitability and enhance business and tourism. Each heritage trail marker will feature a chapter highlighting the neighborhood's reliance on **community**, **culture** and **commerce**.

Audio files/oral histories: the historical markers, using text and images in relief, will be fabricated with digitized audio files, oral history segments that will provide a unique and invaluable storytelling element of the Frenchtown historical narrative. Select oral histories/audio files will be underscored with music and sounds from the era, making for an evocative listening experience.

Walking Tour apps: the Frenchtown Historic Marker project will interface with smart phone technology and free apps (like Detour, History Pin and Field Trip), making for a secondary

interactive walking tour experience with the physical markers. Along the trail, participants can access select apps to pinpoint their location and access extra insight, supplemental historical materials and documents, trivia and additional educational elements associated with each marker. Additionally, the apps will make suggestions of nearby businesses where tourists can stop for lunch or dinner, and recommend other nearby attractions.

The history of medical services provided for Blacks in Frenchtown and Southside communities during the period of segregation will be incorporated into the marker project, including the placement of one (1) marker at the historic Anderson-Brickler Medical Clinic at 1705 South Adams Street (now the Northeast Regional Thyroid Clinic, owned and operated by Dr. Celeste Brickler Hart) as a link to this important part of the history that spanned both districts.

B3. Location/Address of Project: The facility or project must be located in the Downtown or Frenchtown Southside Community Redevelopment Agency District. Please confirm before completing entire application.

The John Gilmore Riley Center/Museum, located in the Downtown District at 419 East Jefferson Street, submits the application. The project will take place in the Frenchtown District, primarily, with secondary connection via placement of the one marker in the Southside district, potentially stimulating interest in the development of a future Southside heritage trail.

Any text which overflows the boxes **will not be included in printed copies**. If you require more space, please attach additional pages with text.

B4. Eligibility: Application must be for one of the following (please circle one):

a. **To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote the following:**
   i. **An auditorium that is owned and operated by a government entity.**
   ii. **An auditorium that is owned by a government entity, but is operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s 501(c)(3).**
   iii. **A museum that is owned and operated by a government entity.**
   iv. **A museum that is owned & operated by a not-for-profit organization & open to the public.**

b. **Projects, programs and expenses that will attract visitors from outside of Leon County related to:**
   i. **Culture, visual arts and heritage programs, projects or space.**
   ii. **Performing arts space or projects.**

Projects, programs and expenses that will attract visitors from outside of Leon County related to: i. Culture, visual arts and heritage programs, projects or space.

B5. Project and/or Programs Purpose:
(Check (**XX**) all that apply)

a. Acquisitions: ☐

b. Construction: XX

c. Renovation: ☐

d. Maintenance XX

e. Operation ☐

f. Promotion: XX

g. Program Development &/or Creation:**XX** ☐

B6. Project Start Date: 30 - 45 Days after notification of award

B7. Project End Date: One-two years after start date

B8. Amount Requested: $275,000.00

B9. Total Project Budget: $325,000.00

B10. What percentage of this project would be funded by this request? 94%

B11. What is the source of other funding for this project?

The Knight Foundation, in April 2018, granted $50,000 to the applicant to: (1) develop a plan for the trail including digitizing VHS tapes and transcribing oral histories of seniors who were born and/or grew up in the Frenchtown Community, (2) explore and create appropriate marker/kiosk designs, (3) script the text and acquire photos and documents for placement onto markers and (4) determine the cost and explore sources to fund construction and installation of the markers. Another Knight funded grant deliverable is to assemble a ten (10) member Frenchtown Historical Group (FHG) consisting of Frenchtown residents, local history group representatives, and institutions of higher education, government and business to collaborate and develop a strategic plan for the fabrication and installations, provide support through implementation and development of a promotion/marketing plan. Work has begun on transcribing the oral histories and converting from VHS to digital devices. Establishing the FHG is in progress and planning has begun.

Phase Two: Funding Review

If this application is for the construction, renovation or maintenance of a facility, please provide the following:

C1. Facility Information

a. **Age of the Building (for existing structures)**

NA

b. **Is the building subject to historical preservation requirements? If yes, please describe. (for existing structures)**

NA

c. **Is the building owned or leased? If leased, the property owner must co-sign the application or provide a letter agreeing to proposed activities and/or physical changes to the property.**

NA

d. **Who owns the building?**

NA

e. **Who owns the land? (Please include name and address. If leased, the property owner must co-sign the application or provide a letter agreeing to proposed activities and/or physical changes to the property.)**

NA

f. **If building is leased to Applicant, when does the lease expire? Please note a restrictive covenant may be required.**

NA

For the following sections: Attach your written response to this application. Please be sure to label each answer with the corresponding identifier; "D2, G2a" etc.

D. PROJECT DISCUSSION: Cultural Plan Compliance

D1. Compliance with the Cultural Plan goal for Economic Development; Please describe how the proposed project helps to position and market the arts, culture and heritage as a strategic partner of Tallahassee/Leon County economic development efforts, through public and private funding for arts, arts organizations and cultural assets.

The historic marker project will generate new visitors from outside of Leon County and attract new local audiences, thereby strengthening the economic base countywide and improving the quality of life. The FT Heritage Trail is designed to be a tourist destination and is expected to attract businesses that will be drawn to the area by the increased opportunity to survive and prosper in the district. Two new large-scale housing projects now under construction in Frenchtown will be enhanced and the residents inspired to engage and contribute to additional revitalization efforts. A current project initiated by Frenchtown residents and FSU students is the Frenchtown "Art Walk", wherein residents and students are branding the neighborhood by painting in vibrant colors the driveway aprons of homeowners. The historic marker project will blend commerce, communal pride and artistic expression and provide an opportunity for artists, vendors, and visitors, local and those outside of Leon County, to experience the emerging flavor and charm of an "on the rise" revitalized FT. It will also complement "Art Walk" and other projects planned by the city and other organizations, including: wayfaring signage, bicycle and other vehicular enhancements and initiatives to promote overall economic development and tourism. The heritage trail will anchor these initiatives and authenticate the footprint, telling interesting and revealing stories of commonplace times and themes through text, photography, audio components, and artifacts that recall the daily lives of regular people who at one time occupied this very vibrant community.

D2. Compliance with the Cultural Plan goal for Education; Capitalize on the area's art, cultural and heritage attributes in order to strengthen art, culture and heritage opportunities in schools and the community.

The Frenchtown Heritage Trail will present FT history as an attraction that will increase pedestrian and vehicular tourism, but will also serve as an educational resource for students, researchers, urban planners, writers seeking new experiences and scholarship. The inclusion of history text, photos, artifacts and digital integration will open doors to educational explorations and promote community and visitor dialogue. The current Frenchtown "Art Walk" project is being conducted with a large number of high school and university students involved. The plan is to expand their participation into the historical marker project, thus providing yet another opportunity of educational value. The generational exchange embodying the project can be instrumental in student development - socially and civically - by stimulating the following interest areas:

Social History
Historic Frenchtown Community
Notable Tallahassee elites & pioneers of the community

Self-motivating/resourceful attributes of early residents
Military History
The War years and early impact on FT business and social life
Notable residents who served
Economic History
Businesses/Early entrepreneurship
Farming/Gardening
Architecture
Frame vernacular, shotgun, saddle bag, bungalow
Historic homes
Historic landmarks
Urban Planning
Urban renewal in Tallahassee circa 1960s – 1980s
Revitalization efforts
Heritage trails as community revitalization models

D3. Compliance with the Cultural Plan goal for Funding and Facilities; Provide sustainable public and private funding to preserve and improve arts, cultural and heritage organizations and experiences. This effort acknowledges the importance of growing new and emerging projects and facilities, but will give priority to existing organizations.

The applicant, John Gilmore Riley Center/Museum, has existed since 1997 in the historic Riley House that John Gilmore Riley had constructed as the family home in 1890. It was deeded to the John Gilmore Riley Foundation by the city in 1981 after the Foundation organized, and raised $95,000, to rescue it from the threat and planned demolition to erect an electric substation on the site. The Riley House is located in the downtown historic district, is listed in the National Register of Historic Places and is recognized on regional and national levels as a model of successful historical and cultural initiatives that inspire and help to revitalize marginalized communities. It was established as a research center and museum in 1997.

Frenchtown originated from 19th century settlers who moved to the area from France. Their relocation was prompted by the July 4, 1825, Lafayette Land Grant which gave Gilbert du a township in the U.S. of his choice. Many of his acquaintances came over and began to carry on with their lives. The Frenchtown area was home to those French settlers that did not move west to New Orleans or back to France. After the Civil War, newly freed African-Americans moved to the Frenchtown section; it occupied low-lying, relatively undesirable land, and therefore was available. From the early 20th century this area became a hub of activity with growing businesses, artisans and single-family homeowners, and rentals, both professional and blue collar. Up through the mid-40's, Ray Charles played frequently in the clubs; later Nat and Cannonball Adderley were regulars at Red Bird and Café Deluxe; later the likes of Al Green, James Brown and other greats came through to perform and the area was visited by writer James Baldwin on numerous occasions-staying at the Tookes Motel on Virginia Street. Local bandleader, Lawyer Smith, trained many musicians in the Clubs and also lived with his family in Frenchtown. Both the applicant and the district targeted have a long history in Leon County and Tallahassee, Florida and their project is designed to:

• Increase visitor and tourist spending as a result of longer stays to experience our town's history and heritage and explore creative amenities like the trail.

• Provide the media with another attraction to promote Tallahassee and Leon County as a cultural destination.
• Increase financial sustainability of other arts and culture institutions, resulting from longer stays by visitors to experience Tallahassee.
• Help to showcase Tallahassee and Leon County as a location that values all of its history and communities and as a metropolitan area "on the rise."
• Increase employment as new businesses and developments choose Tallahassee and Leon County because of its diversity of experiences in the arts, entertainment and culture arenas with intriguing offerings.
• Improve the perception among young professionals of Tallahassee being a place to live, develop their creative young minds, serve as catalysts for economic growth and experience a level of "coolness". Strategically located a block from a major university—Florida State University—and in close proximity to Florida A&M University renders the project idea for youthful involvement and sustained engagement.

The applicant, Riley House Museum, has been a supporter of the Frenchtown community, collaborated on several projects to date and served as a volunteer consultant on various initiatives. This will continue as revitalization efforts are pursued in ways that energize and benefit what has been a marginalized community.

E. PROJECT DISCUSSION: Need For Project Within Community, Impact on Tourism

E1. Please describe the estimated number of arts/cultural/heritage entities that will be supported by the proposed project.

The primary cultural and heritage community to be impacted will be Frenchtown. Current residents, many of whom are new homeowners and rentals, want to return its vibrancy as a cultural and commercial activity center serving the needs of all residents, as well as visitors from outside of Leon County. The Frenchtown Heritage Trail is purposed to encourage, support and advance economic, commercial and cultural visions, initiatives and activities.

The Carolina Oaks Neighborhood (CON), contained within the FT district, was established under the leadership of Bethel Baptist Church on Tennessee Street. The CON hosts the annual Frenchtown Heritage Fest, the FT Food Market open every Wednesday and Saturday, and the quarterly, student led, "Art Walk" project. These projects signal a community that is "on the rise" toward revitalization. Visitors are seen again walking the community to explore, experience and discover. The historic marker project will anchor these endeavors in a formalized way, serving as a focal point of strength, encouragement, expertise and belonging for residents. Secondarily to benefit are nearby museums and parks including: FSU Fine Arts Museum, The Grove, Downtown Chain of Parks, the Leroy Collins Library, B Sharp Jazz Club, a drugstore, barbershops and several other smaller businesses within the Frenchtown corridor. The ultimate result is that the markers will contribute to these other efforts that are underway and add to the diversity of Tallahassee and Leon County's attractions and destinations through the lens of historic preservation.

E2. Please discuss the potential number of citizens and visitors from outside of Leon County who will be served by the proposed project.

The Florida Department of State's $4.68 Billion Economic Impact of Arts and Culture in Florida 2017 Report is a significant indication of the potential for historic preservation and revitalization of communities with art, culture and entertainment. The report highlights the significant impact of nonprofit organizations and their audiences in the State of Florida, generating $4.68 billion in total economic activity, supporting 132,366 full-time jobs and delivering $492.3 million in local and state government revenue. Benefits cited include: a Nonprofit arts and culture industry that leverages a significant amount of event-related spending by its audiences, with 35,967 event attendees surveyed and reporting a total of $2.39 billion in spending, such as eating at a restaurant, shopping nearby stores or staying in a hotel.

VISIT FLORIDA researchers estimate that 84.8 percent of the 70 million nonprofit arts attendees were residents and 15.2 percent were nonresidents. Nonresident attendees spent an average of 93 percent more per person than local attendees, which highlights the importance of attracting tourists through arts, history and cultural amenities. Visit Florida shows figures in 2016 for out-or-state visitors spending in Florida reaching a record $112 billion, an increase of 2.7 percent over the previous year. Visitors generated $88 billion or roughly 10 percent of Florida's total Gross Domestic Product and $11.6 billion in state and local taxes.

A 2016 Florida African American Heritage Preservation Network (FAAHPN) economic impact activity report, generated as a result of the presence and functions of the FAAHPN across the state, with survey responses from 25 sites, representing 66 percent of the total FAAHPN membership of 38 sites, shows an impact of $38 million, with employment of 324, and income of greater than $14 million. When expanded to all the sites, revenue estimation was $58 million in output (sales/revenues), with 492 jobs and over $21.4 million in income impact. Including the impact of visitor spending, expectation was a grand total of over $117 million (or $178 million for 38 sites), 1,040 jobs (1,580 for 38 sites), and over $43 million (or $66.6 million for 38 sites). The John G. Riley Center/Museum, Tallahassee Florida, in January 1997, established the FAAHPN as a professional association of African American sites and museums.

This research documents the astronomical economic impact that can accrue as a result of art, heritage and cultural amenities and the generation of visitors and tourists from outside of Leon County. Simultaneously, such amenities help to strengthen ties, revitalize and energize historic communities as a place to live, work and play-generating new residents.

E3. Please describe the project's potential impact on Leon County's tourism industry and its attraction for out of county residents and how that will be marketed.

Cities, towns, neighborhoods and counties can have identities and characteristics as distinct as the people who inhabit them. A city's architecture can reference its history and/or culture and provide visitors a first impression of a particular locale. Like most historic neighborhoods, much of Frenchtown's original structures are physically gone. There were shotgun, saddlebags and bungalows; corner stores, small gas stations, a taxi stand and entertainment and nightlife venues. While several current redevelopment initiatives do not reflect the rich vibrancy of the area that once existed, the quality of life that defined the district in earlier days can be captured from oral histories, photography and artifacts. The heritage trail will capture this spirit in a way that will be enlightenment and intriguing to visitors. The trail will chronicle the evolution of Frenchtown as a

Lafayette land grant, to the Black independent community that it became, to the burst of 21st century development now in progress—while highlighting the generations of African Americans who lived, worked, matured there and made contributions to their community, the state and beyond.

The importance of African American historic places is clear; they provide Americans with a tangible experience of this history and opportunities to gain a more complete understanding of American History. Recognizing single sites is important, but the inclusion of historic communities makes a more encompassing connection, an experience that creates resonance. Historic preservation conveys the social conduct of communities, not merely the building. If there are few remaining community landmarks, the "spirit of the place" needs to be captured, thus enhancing the experience. Following are examples of the eco-tourism benefits of this proposed Frenchtown project to the city and county as new residents and businesses are attracted, and current ones remain:

- Increase in the tax base
- Increased loan demand and deposits with financial institutions
- Increased property values
- Generation of additional sales, goods and services to existing businesses in the community and in connecting communities
- Job creation
- Preservationists, visitors and tourists will stay longer, return more often to research, learn and take from as a model to recreate in their respective communities
- Preservationists, tourists and locals will visit twice as many places while in Tallahassee/Leon County
- Help to evidence research data that show preservationists and tourists spending twice the money as non-preservationists and other visitors, making longer stays profitable for all
- Stabilization and promotion of unique properties in targeted historic communities, which fosters "pride of ancestry" and cultivates a deeper appreciation and protection of neighborhoods
- The social, educational, physical and civic values of the residents are enhanced.

E4. Please discuss the need for this project and the unfilled demand.

As efforts are underway to redevelop Frenchtown as an economically sustainable area, simultaneously is the need to make it a more accessible and attractive mixed-use neighborhood that offers residents and visitors an eclectic mix of arts, culture and heritage complemented by a variety of housing options, safe transportation network, pedestrian connections and public space/recreation facilities in a manner that promotes a positive image. Such efforts should focus on creating an economically and environmentally sustainable residential neighborhood with supporting infrastructure and providing an adequate level of service and high quality of life within the Redevelopment and revitalized area. Currently, as new residential structures are constructed, the absence of grocery stores, retail shops, trendy and affordable cafes and restaurants and a viable art, entertainment and cultural presence is an ingredient that is needed to render the inhabitability sustainable and attractive to these amenities and entities that help to cement and anchor a community.

F. PROJECT DISCUSSION: Impact of project on adjacent uses and other Artistic, Cultural and Heritage Organizations

F1. Impact of location on adjacent uses, both positive and negative. ***Is the project located near other arts, cultural, heritage or entertainment uses? Does the project comply with zoning regulations?***

A part of the planning process funded by the Knight Foundation was to meet with appropriate City staff regarding the compatibility of the FT Heritage Trail with initiatives planned and in progress. This input has met with much support as to how the project adds to the city's agenda for revitalization and place making projects underway. The applicant intends to continue communicating in this manner

Also, per the grant, residents of Frenchtown will be key members of the Frenchtown Historical Group. It is critical to have the city staff participation to help ensure that locations, style and structure of markers, ordinances governing signage, matters pertaining to installation and code restrictions are adhered to.

Of concern, as has been over the past decade, is the continued presence of loitering, and elements of slum and blight in pockets of the defined areas in which the markers are to be placed. Though much reduced than 3-5 years ago, there is still work to be done in this regard, both residential and with businesses, as it relates to property upkeep. The hope is that these matters will be remedied, the good nature side of humanity will prevail, and more will get on board as it is noted that positive projects, like the trail, and other beautifying initiatives, are returning to Frenchtown as the norm.

F2. Impact of project on other Arts, Culture and Heritage organizations and uses. ***How will this proposal support other arts, cultural and heritage uses in our community?***

As noted in E1 there are several arts, heritage, culture and entertainment uses nearby and across the city that will be impacted. These will be invited to engage in the Frenchtown Heritage project such that this is a team effort and not one occurring in isolation of the greater universe of arts, cultural, heritage and entertainment venues.

G. PROJECT DISCUSSION: COST and DESIGN OF PROJECT, Design, construction and operations.

Creative Pool Design, Riley staff and Frenchtown residents and volunteers will collaborate on these components. Cost information is attached.

G1. If the facility is to be constructed, what is the estimated cost? NA
Please provide verification that facility is buildable for that price.

G2. Process/Design & Planning
Please discuss:

History marker project is sole source with information provided by the proposed contractor.

a. Process/Design Planning – project scope.

Creative Pool Design - information provided.

b. How have you addressed environmental features and sustainability? NA

c. Identify necessary components from consultants.

Dr. Aron Myers will consult and provide lead services on graphics; Althemese Barnes and Riley Museum staff will provide oral history and related photos and mementos; current FT residents Ann Roberts, Darryl Scott and Annie Harris will provide additional history. Creative Pool Design will interact with these sources to assure accuracy, timeliness and authenticity.

d. Programmatic square footage. NA

e. Demonstrate that you have a qualified project team and have taken all the necessary steps for project preparation.

Creative Pool Design Credentials; Aron Myers and Althemese Barnes resumes provided. Planning meetings are already in process with qualified city staff, consultants and residents.

f. A timeline of project milestones; include start and end date and key points in between.

Start Date: 30-45 days after award; End Date-one year from project initiation. Step 1 (one month)-Research and site preparation; content development and approval; Step 2 (2 months)-Design review and approval; Step 3 (9 months)-Fabrication and installation. Information Provided: Map with marker locations.

H. PROJECT DISCUSSION: Organizational Capability & Sustainability

H1. Required Attachments –*Upload each of the required documents in separate folder marked "Attachments"*: SEE ATTACHMENTS H1

a. **Minutes from the organization's board meeting *authorizing the project for which applicant is applying*.**
b. **Board of Directors, including officers**
c. **Project Team, including key staff *involved with project***
d. **What are the estimated staffing needs for programs, staff and/or proposed facility?**

H2. Describe the plans for revenue generation to pay ongoing operations and maintenance.

The project is not revenue generating. The Frenchtown Community groups will take responsibility for cleaning and general maintenance of the markers.

H3. Financial Readiness -- Forms & Financial Position. Please include in attached folder labeled "Attachments":

a. **Form A, Five (5)-year Operating Forecast**
b. **Form B, Project Readiness Checklist.**
c. **Form C: Certification from Professionals – Architect, Engineer and Contractor – IF no architect, engineer or contractor, provide 3 bids from vendors, OR explain)**

The Creative Pool Design is proposed contractor as "sole source" based on its documented successful projects with the City, including Cascades Park heritage trail markers and other historical markers and design projects with history and cultural institutions including the Museum of Florida and the Riley House Museum. Form C has been completed by this company and will move forward pending receipt of the grant.

d. **Form D: Project Budget – Summary (for proposed project/phase) – Indicate how funding and match will be spent. Include both revenue and expenses for the project, and in-kind**
e. **Form E: Matching Funds – Amount of funds contributed specifically for the proposed project (group documentation, 1 upload each for: cash, pledges, in-kind)**

i. **match (statement of value and service to be provided)**

Knight Foundation Grant attached $50,000.00

f. **Fundraising Plan: Please describe fund raising history and plan for future fundraising and provide documentation such as a bank statement.** NA

g. Financial Statements- Current year-to-date (if audit is more than 1 year old) -- both Balance Sheet and Statement of Income & Expenses from same reporting date.

SEE ATTACHMENT - H3.g

H4. Management

a. Please include a Care and Maintenance plan, your resources dedicated to maximizing the useful life, and the ability for the project to last into the future

Annual management and maintenance of the historic markers will be provided by the community-based Frenchtown partners Carolina Oaks Homeowners association (COHA) and the Frenchtown Neighborhood Improvement Association (FNIA). Both organizations are committed to advocacy, economic development, beautification and revitalization in the Frenchtown neighborhood and surrounding areas. (+ budget through member association fees collected from residents and adopt a marker program)

H5. Long-range or strategic plan (if for renovation, construction or acquisition, the plan should include facilities planning &/or implementation of proposed project).

a. **Proof of Ownership.** NA
b. **Description of existing restrictive covenants, if any.** NA
c. **Support Materials (photos, tables, studies, statistics, and documents) (Optional)**

Information provided: mapped locations and view of marker locations; copy of Knight Foundation Grant.

ATTACHMENT FOLDER
(Required)

H1 – A, B, C & D

H. PROJECT DISCUSSION: Organizational Capability & Sustainability

H1. Required Attachments- Upload each of the required documents in separate folder marked "Attachments":

a. Minutes:

John G. Riley Center / Museum Board Meeting Minutes -April 16, 2018

Call to Order: Chairman Annie S. Harris, Chairman called the meeting to order at 12 Noon

Board Members Present: Delmas Barber, Patricia Griffin, Henry Lewis, Katie McCormick, Nancy Miller, John Occhuizzo, Patricia Griffin, Maggie Lewis Butler and Kim Williams.

Excused: Alex Brickler, Mary Wellington, Darrell Furuseth, Emma Hill, William Jiles, Bernard Williams

Executives Present: Althemese Barnes, CEO, and Staff – Michael Johnson

Approval of minutes: Delmas Barber offered a motion to approve the minutes of the March 2018 Meeting; seconded by Dr. Henry Lewis. Motion passed.

Reports: Financial Update The treasurer, John Occhuizzo, announced that the next financial report will be presented at the June 18th 2018 retreat.

Old Business and Management Update:

- Those in attendance discussed the Smokey Hollow Grand opening - and its success. Staff and administration engaged with the Board in a discussion of tours and the expanded request by visitors for tours of Smokey Hollow Village and the barbershop. Given that both are under City of Parks and Recreation, it was agreed that government should be addressed about the possibility of incorporating and underwriting the cost of a part-time position to meet tourism demands and expectations.

- **Legislative Session** – A suggestion by Dr. Henry Lewis to draft a resolution to present as appropriate to the legislature in appreciation of the Florida African American Heritage Preservation Network refunding was reiterated; administration is pursuing. Dr. Lewis reminded of an earlier motion to the Board to give Mrs. Barnes authority to send a resolution to the Legislative in appreciation for the Network fund renewal.

- Board Member Katie McCormick announced a partner program with FSU in recognition of the 62nd anniversary of the bus boycott. Riley will present its

"Miles Stone Memories" exhibit and documentary, produced by Board member William Jiles.

- The Community Foundation of North Florida – Knight Foundation grant - for $50,000 was received by Riley to plan a Frenchtown Heritage Trail. Initial planning has begun as well as grant and other funding sources to fabricate and install the markers. There is a positive outlook pursuit for getting the City to partner with Riley on the project. Oral histories documenting the history is already in place. Discussion was to include the Celeste Brickler Hart proposal to include medical services that spanned Frenchtown and Southside during the days of segregation. Dr. Lewis and Delmas Barber addressed beginning to document the history of Bond Community. Dr. Lewis will explore/pursue leadership of former residents, of which he is one, to begin the process. The Board motioned and approved proceeding with the CRA May 2018 Grant.

- The COCA funded "Soul Voices" Oral History project will kick off on July 18th and 24th at TCC. The first pioneer oral history is that of Katherine Speights. The PR and program materials are being drafted and logistics handled by Dr. Aron Myers and Riley staff. The Board was asked to promote and plan to attend.

- Michael Johnson, Riley Education Coordinator, announced that the grant review team will be at Riley on June 4th at 8:00 am. It is important for Board members to be present for this review. At stake is the two (2) year renewed funding for the heritage education program; also the largest local grant that is received by the Riley Center/Museum. Success of the Spring Break Camp, "Design Thinking", was discussed. Mr. Johnson is now collaborating with City officials about the Riley – Lincoln 6 week summer camp that has been ongoing for the past 10 years.

- It was reported that the Riley/TCC IMLS Town and Gown partnership is moving along well. This is a two-year grant. Katie McCormick will be the Sunset Review Committee Member from Riley; join her thus far are Pamela Davis Greene, Cicero Hartsfield, Patsy Eccles and Marjorie Turnbull.

- Dr. Henry Lewis' birthday fundraiser was a success with $1,000 being raised on Facebook as a gift on his birthday. Other board members were admonished to follow this example.

* Board member Commissioner Nancy Miller expressed the possibility of placing a mural on a wall in the Visitor Center. Follow up will be forthcoming.
Meeting adjourned at 1:20 pm. Recorded by Althemese Barnes due to reported

Meeting adjourned at 1:20 pm. Recorded by Althemese Barnes due to reported absence of Secretary Emma Hill for personal travels.

b. BOARD OF DIRECTORS:
Chairman Annie S. Harris, Chairman
Maggie B. Lewis, Vice Chairman
Secretary: Emma Hill
Treasurer: John Occhuizzo
Parliamentarian: Delmas Barber
Board Members at Large:
Patricia Griffin, Henry Lewis, Katie McCormick, Nancy Miller, Kim Williams. Alex Brickler, Mary Wellington, Darrell Furuseth, William Jiles, Bernard Williams.

c. PROJECT TEAM: Althemese Barnes-Researcher, Riley CEO; Dr. Aron Myers-Content Development/Graphics; Pamela Saffo – Tourism/Event Planning and Coordination; Shaqueria Howard-PR/Communication; Devan Leavins-City Planning and Regulations Advisor; Christy Evans-Contractor; and the Frenchtown Historical Group up to two years after completion of the project.

d. ESTIMATED STAFFING NEEDS: The need is for John Gilmore Riley CEO to serve as Project Director and other designated Riley staff to assist; city staff will provide expertise as it relates to planning and compliance with city regulations and engage throughout the project; specialized consultants in the areas of research, content development, graphic design, videography, technology, photography and transcribing will be chosen and contracted as needed to successfully complete the project.

2018 Arts, Culture and heritage Funding Process **FORM A**

Organization Name: John G. Riley Center/Museum, Inc.
Project Name: SV - Frenchtown Heritage Trail

A 5-year operating forecast budget must not only show the ability to sustain the facility in the long term, but must also provide for reasonable reserves, and required staffing, realize savings for efficiencies in renovations or new systems, etc. If your operating budget will change (+ or -) after the project is completed, you should show this on your Five-year operating forecast budget. Use this format with the additional line items that best represents your operations. Your operating forecast budget may look like the example below. ***You may add or subtract line items--as appropriate to reflect your organization's budget.***

SAMPLE: Complete with your Projected Figures

5-year Operating Forecast Budget

Changes in Operation	A FYE2017	B FYE2018	C FYE2019	D FYE2020	E FYE2021	Amount of Change	% Change
EXAMPLE LINE ITEMS/AMOUNTS - ADJUST TO SHOW YOUR PROPOSAL	Projected 2017 expenses		(Example only: Facility Completed)				
EXPENDITURES							
General & Administration							
Artistic Personnel							
Contract Services							
Maintenance *(suggested line item)*							
Utilities *(suggested line item)*							
Maintenance Reserve *(suggested in item)*							
other							
other							
other							
Total Expenditures							
INCOME							
Admissions/Ticket Sales/Contract Rev.							
Contributed Income/grants							
Facilities Rental							
Other Revenue							
other							
other							
other							
Total Revenues							
Net Gain/Loss	Required to present a balanced budget - Year 2017						

Budget notes to explain significant spikes or decreases (optional):

*** This project is a one-time special construction project which the various neighborhood groups and other volunteers will coordinate as a cleaning program and/or adopt a marker program for maintenance as needed.

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

H3 – B

2018 Arts, Culture and Heritage Funding Process Form B - Project Readiness

Architectural Drawings completed? Yes ☐ No ☑
Explain/Details:
NA. Not a facility construction project.

Design Drawings completed? Yes ☑ No ☐
Explain/Details:
Provided by Creative Pool Design (attached)

Project Team status? Explain/Details:
In progress via Knight Fd grant; to expand with CRA grant approval.

Contracted with General Contractor? Explain Status:
NA. Not a facility construction project.

Historic Preservation Board release issued (if applicable)?
Yes ☐ No ☐ Not Applicable ☑
Explain/Details:
Not a historic facility project.

✔ Are the land use approvals completed? Ye S___ No_✔___
Explain/Details:
Will complete upon CRA grant approval.

✔ Permitting issued? Pre-permit meeting? (Or status) Ye S___ No_✔___
Explain/Details:
NA.

✔ Certificate of Occupancy issued? Yes ___ No_✔___
Explain/Details:
NA.

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

✔ Three bids solicited/received **OR** Explain Yes ☐ No_✔☐
Explain Status/Details:

Creative Pool Design is submitted as sole source, given prior highly success with city an d state projects (attachments verify).

✔ Site preparations Yes_ ☐ No ✔
Explain/Details:

NA.

✔ Is a (real estate) lawyer consulting on the project? Ye s☐ No_✔☐
Explain/Details:

NA.

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

✔ Are there any third-party restrictions or contingencies? Yes ☐ No ☑

Explain/Details:

NA. Most markers are proposed on city property/right-aways.

✔ Does the applicant have a maintenance fund established to support future maintenance and repairs for this facility/equipment?

Yes ☐ No ☑

Explain/Details:

NA.

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

2018 Arts, Culture and Heritage Funding Process **FORM C -- PROFESSIONAL CERTIFICATION**

Applicant name: John Gilmore Riley Center/Museum Inc.

Either or both the project architect/engineer and the contractor must sign the applicable statement certifying their review of this application and the project status. If none of these will be involved with the project, the applicant must submit three (3) vendor bids as alternative, OR explain.

PROFESSIONAL CERTIFICATION – PROJECT ARCHITECT/ENGINEER

NAME AND ADDRESS OF PROJECT ARCHITECT/ENGINEER:

Name: _____

Company: _____

Address: _____

City/ST/Zip: _____ Email: _____

The following preparatory documents for Project Planning have been completed:

☐ preliminary design and development documents complete

☐ construction documents complete

If not complete, give status: _____

I certify that I have reviewed this application and that the technical project information is correct as

_____

Signature of Architect/Engineer Date

PROFESSIONAL CERTIFICATION – PROJECT CONTRACTOR

NAME AND ADDRESS OF PROJECT CONTRACTOR:

Name: Charity Myers

Company: The Creative Pool Design

Address: 2003 E. Indianhead Drive

City/ST/Zip: Tallahassee, FL 32301 Email: thecreativepool@gmail.com

The following preparatory documents for Project Planning have been completed:

☐ preliminary design and development documents complete

☐ construction documents complete

If not complete, give status: To be provided pending approval of project. Proposal has been submitted and is attached.

I certify that I have reviewed this application and that the technical project information is correct as cited.

Charity Myers 5/17/2018

Signature: Project Contractor Date

ALTERNATE OPTION: THREE VENDOR BIDS HAVE BEEN SECURED & SUBMITTED

_____

Signature: Project Coordinator Date

Name/Title:

2018 Arts, Culture and Heritage Funding Process 2018 FORM D Project Budget

Organization Name: John G. Riley Center/Museum, Inc.
Project Name: Soul Voices – Frenchtown Heritage Trail

Request Amount: $325,000.00

Project Budget Summary

EXPENDITURES	Match + Remaining Project Expenditures	TDT/CRA	Total
Land Acquisition[1]			$ -
Building Acquisition[1]			$ -
Professional Services (Architectural/Design, Engineering)	$50,000		$ 50,000
General Requirements *		0	$ -
Construction (Site, concrete, masonry, metals, wood & plastic, thermal and moisture protection, doors and windows, finishes)			$ -
Specialties			$ -
Equipment			$ -
Furnishings			$ -
Special Construction			$275,000
Conveying Systems		$275,000	$ -
Mechanical			$ -
Electrical			$ -
A. SUBTOTALS OF EXPENDITURES (at least 1:1)	$ $50,000 -		$ -
B. CONTINGENCY (suggested: 5% of total expenses)		$275,000	$ -
C. TOTAL PROJECT EXPENDITURES (line A MATCH + TDT +CONTINGENCY)			$325,000

INCOME	Match + Remaining Project Inc.			TDT/CRA	Total
	Cash/Pledges				
D. TOTAL ACH FUNDING REQUEST fr. TDT				$ -	$ -
Private Support					$ -
Corporate Support	$50,000				$50,000-
Government Support - Local				$275,000	$275,000
Government Support - State					$ -
Government Support - Federal					$ -
Applicant Cash					$ -
E. TOTAL MATCH (Cash & Irrevocable Pledges)	$ 50,000	$ 0 -	$ -	$275,000	$ -
F. TOTAL PROJECT INCOME (TDT line D + MATCH line E)					$325,000

NOTES: Indicate cost of total project if this represents only one part of a larger facilities project. $325,000

Present a balanced budget - Line C equals Line F.

[1]See Guidelines & Glossaries for definitions/terms/restrictions.
* Budget must include required insurance coverages, Payment and Performance Bonds (typically 1-2% of total project), and Builders All-Risk (see Guidelines for details).Include within General Requirements line item.

Budget notes (optional):

Application for Tourist Development Tax
Art, Culture & Heritage Funding

Florida Litfest, Inc. /d/b/a Word of [South]

and

Tallahassee Symphony Orchestra

as participated in by

Tallahassee Community College

and

LeMoyne Art Foundation, Inc.

A. Application Details

A1. Name of Applicant/Organization

Florida Litfest, Inc. d/b/a Word of South Festival and Tallahassee Symphony Orchestra, as participated in by LeMoyne and Tallahassee Community College

A2. Address:

1500 Mahan Drive, Suite 200

A3.City, State, Zip Code:

Tallahassee, FL 32308

A4. Project Contact Person:

Mark Mustian

Title/Position Contact:

President Florida Litfest, Inc.

A5. Phone Number:

850-224-4070

A6. Fax Number:

850-224-4073

A7. Email Address:

mmustian@ngnlaw.com

A8. Organization type or Classification:

Florida LitFest, Inc.: Non-profit
Tallahassee Symphony Orchestra: Non-profit

A9. Organization Incorporation Date:

Florida LitFest, Inc. January 28, 2013

Tallahassee Symphony Orchestra October 1, 1981

A10. Number of years continuous operation in Leon County:

Florida LitFest Inc., 5 years
Tallahassee Symphony Orchestra, 37 years

A11. Federal ID#

Florida LitFest Inc., 46-3527772
Tallahassee Symphony Orchestra, 59-1952984

Phase One - Eligibility Review

Statutory and Interlocal Agreement Compliance: To be considered for this funding, the proposed project/program must be consistent with the requirements of Florida Statute Chapter 125 (Attachment 1) and The City/County/CRA Interlocal Agreement (Attachment 2). Please provide the following information to determine eligibility.

B1. Project/ Proposal Title:

Significant Concert Funding at Cascades Park Amphitheater

B2. Brief Description of Project:

The proposed project is to create a source of funding, similar to the "BP Funding," made available by Leon County over the past several years, to assist in funding significant ticketed event concerts at the Cascades Park Amphitheater. Word of South (WOS) and Tallahassee Symphony Orchestra (TSO) propose to utilize the proposed funding to provide "backstop" financial support in order to secure contracts with large touring acts or other events capable of selling out the Amphitheater for an outdoor performance, either in connection with the annual Word of South Festival or as part of a separate TSO performance at the Amphitheater, with the goal of producing at least one such show annually and focusing on trying to bring in acts which attract as diverse an audience as possible. Any unused funds in connection with a given show would be rolled into future shows. The applicants estimate this will provide up to ten years of tourist-driven, enhanced large shows to help connect the Amphitheater as a destination facility for tourists, and as the Cultural Plan encourages, continue our focus on "destination defining events." As part of this effort, Word of South is teaming up with LeMoyne, given that the LeMoyne Chain of Parks Art Festival and the Word of South Festival typically occur on consecutive weekends, to co-promote the events, including innovative usage of significant ticketed events at the amphitheater and by extension the greater Word of South festival. This would include (i) promotion of Chain of Parks at Word of South amphitheater significant concert events, (ii) working to include artists with a visual art component and/or visual art components themselves at significant concert events, and (iii) making LeMoyne and Chain of Parks a presence at the Word of South Festival itself. This will enable us to co-promote these two festivals as a part of our area's "Month of Festivals," by continuing to present national-level, tourist-friendly events that bring diverse people and money to our community.

B3. Location/Address of Project: The facility or project must be located in the Downtown or Frenchtown Southside Community Redevelopment Agency District. Please confirm before completing entire application.

Cascades Park Amphitheater; 1001 S. Gadsden St.; Tallahassee, Fl 32301

Any text which overflows the boxes **will not be included in printed copies**. If you require more space, please attach additional pages with text.

B4. Eligibility: Application must be for one of the following (please circle one):

a. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote the following:
   i. An auditorium that is owned and operated by a government entity.
   ii. An auditorium that is owned by a government entity, but is operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s 501(c)(3).
   iii. A museum that is owned and operated by a government entity.
   iv. A museum that is owned & operated by a not-for-profit organization & open to the public.

b. Projects, programs and expenses that will attract visitors from outside of Leon County related to:
   i. Culture, visual arts and heritage programs, projects or space.
   ii. Performing arts space or projects.

B5. Project and/or Programs Purpose:
(Check all that apply)

a. Acquisitions: ☐

b. Construction: ☐

c. Renovation: ☐

d. Maintenance ☐

e. Operation ☑

f. Promotion: ☑

g. Program Development and/or Creation: ☐

B6. Project Start Date: 10/2/18

B7. Project End Date: 9/30/27

B8. Amount Requested: $ 350,000.00

B9. Total Project Budget: $ 1,550,000.00

B10. What percentage of this project would be funded by this request?

23.00%

B11. What is the source of other funding for this project?

Ticket sales, sponsorships, grant funding, contributions by Word of South and/or TSO

Phase Two: Funding Review

If this application is for the construction, renovation or maintenance of a facility, please provide the following:

C1. Facility Information

a. Age of the Building (for existing structures)

No facility funding needed for this project

b. Is the building subject to historical preservation requirements? If yes, please describe. (for existing structures)

N/A

c. Is the building owned or leased? If leased, the property owner must co-sign the application or provide a letter agreeing to proposed activities and/or physical changes to the property.

N/A

d. Who owns the building?

N/A

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

e. Who owns the land? (Please include name and address. If leased, the property owner must co-sign the application or provide a letter agreeing to proposed activities and/or physical changes to the property.)

N/A

f. If building is leased to Applicant, when does the lease expire? Please note a restrictive covenant may be required.

N/A

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

For the following sections: Attach your written response to this application. Please be sure to label each answer with the corresponding identifier; "D2, G2a" etc.

D. PROJECT DISCUSSION: Cultural Plan Compliance

D1. Compliance with the Cultural Plan goal for Economic Development; Please describe how the proposed project helps to position and market the arts, culture and heritage as a strategic partner of Tallahassee/Leon County economic development efforts, through public and private funding for arts, arts organizations and cultural assets.

D2. Compliance with the Cultural Plan goal for Education; Capitalize on the area's art, cultural and heritage attributes in order to strengthen art, culture and heritage opportunities in schools and the community.

D3. Compliance with the Cultural Plan goal for Funding and Facilities; Provide sustainable public and private funding to preserve and improve arts, cultural and heritage organizations and experiences. This effort acknowledges the importance of growing new and emerging projects and facilities, but will give priority to existing organizations.

E. PROJECT DISCUSSION: Need For Project Within Community, Impact on Tourism

E1. Please describe the estimated number of arts/cultural/heritage entities that will be supported by the proposed project.

E2. Please discuss the potential number of citizens and visitors from outside of Leon County who will be served by the proposed project.

E3. Please describe the project's potential impact on Leon County's tourism industry and its attraction for out of county residents and how that will be marketed.

E4. Please discuss the need for this project and the unfilled demand.

F. PROJECT DISCUSSION: Impact of project on adjacent uses and other Artistic, Cultural and Heritage Organizations

F1. Impact of location on adjacent uses, both positive and negative. *Is the project located near other arts, cultural, heritage or entertainment uses? Does the project comply with zoning regulations?*

F2. Impact of project on other Arts, Culture and Heritage organizations and uses. *How will this proposal support other arts, cultural and heritage uses in our community?*

G. PROJECT DISCUSSION: COST and DESIGN OF PROJECT, Design, construction and operations.

G1. If the facility is to be constructed, what is the estimated cost?
Please provide verification that facility is buildable for that price.

G2. Process/Design & Planning

Please discuss:

a. Process/Design Planning – project scope.
b. How have you addressed environmental features and sustainability?
c. Identify necessary components from consultants.
d. Programmatic square footage.
e. Demonstrate that you have a qualified project team and have taken all the necessary steps for project preparation.
f. A timeline of project milestones; include start and end date and key points in between.

H. PROJECT DISCUSSION: Organizational Capability & Sustainability

H1. Required Attachments –*Upload each of the required documents in separate folder marked "Attachments":*

a. Minutes from the organization's board meeting *authorizing the project for which applicant is applying.*
b. Board of Directors, including officers
c. Project Team, including key staff *involved with project*
d. What are the estimated staffing needs for programs, staff and/or proposed facility?

H2. Describe the plans for revenue generation to pay ongoing operations and maintenance.

H3. Financial Readiness -- Forms & Financial Position. Please include in attached folder labeled "Attachments":

a. **Form A, Five (5)-year Operating Forecast**

b. **Form B, Project Readiness Checklist.**

c. **Form C: Certification from Professionals** – Architect, Engineer and Contractor – IF no architect, engineer or contractor, provide 3 bids from vendors, OR explain)

d. **Form D: Project Budget** – Summary (for proposed project/phase) – Indicate how funding and match will be spent. Include both revenue and expenses for the project, and in-kind

e. **Form E: Matching Funds** – *Amount of funds contributed specifically for the proposed project* (group documentation, 1 upload each for: cash, pledges, in-kind)

i. match (statement of value and service to be provided)

f. Fundraising Plan: Please describe fund raising history and plan for future fundraising and provide documentation such as a bank statement.

g. Financial Statements- Current year-to-date (if audit is more than 1 year old) -- both Balance Sheet and Statement of Income & Expenses from same reporting date.

H4. Management

a. Please include a Care and Maintenance plan, your resources dedicated to maximizing the useful life, and the ability for the project to last into the future

H5. Long-range or strategic plan (if for renovation, construction or acquisition, the plan should include facilities planning &/or implementation of proposed project).

a. *Proof of Ownership.*

b. Description of existing restrictive covenants, if any.

c. *Support Materials (photos, tables, studies, statistics, and documents) (Optional)*

D. Project Discussion: Cultural Plan Compliance

D1. The Capitol Cascades Amphitheater is a significant contributor to the Cultural Plan's goal to brand and market our community as a cultural destination and a "cultural hub" of the Southeast. In operation now since 2014, the Amphitheater has hosted significant shows, including large touring acts such as The Avett Brothers, Alabama Shakes, Jason Isbell and the Tedeschi Trucks Band, a number of these in connection with the annual Word of South Festival. Overall, however, the Amphitheater is underutilized (see our response to E4 below), and there exists an opportunity to increase both the number of performances annually and the quality of artists we invite to perform.

Economic development is a combination of many things: the public and private sectors pulling in the same direction, a shared vision of what can be accomplished, and a commitment to make it happen even if barriers stand in the way. Our community has committed via the Cultural Plan to showcase Tallahassee as an arts community, including specifically with respect to the performing arts. If we want to truly be a cultural hub, we need to hold national-level events that draw people to Tallahassee on a more consistent basis. Word of South and the Tallahassee Symphony Orchestra each have proven track records of bring private sector dollars to the table to compliment public funds to do this, and of being able to put on national-level events that draw people and their money to our community. (The report recently completed by Downs & St. Germaine for Visit Tallahassee showed the fourth consecutive increase in Word of South's—and its 2018 significant concert event's—economic impact, now over $1.1 million). And if you've been to a successful large show at the Amphitheater, it truly can be a magical event.

D2. The mission of Tallahassee Community College, the presenting sponsor of Word of South, is education. TCC students and faculty participate in all aspects of the festival, including the significant concert events, to promote literacy, awareness of different cultures and an appreciation of the arts tat can last a lifetime. In addition, throughout its four-year history, Word of South has engaged area schools and children through its focus on reading and literature and the connection between the two. This has included children's reading and music events at every festival, bringing national-level authors and musicians to Tallahassee, a songwriting workshop for area teens, and author/illustrator visits to area schools. As indicated in our response to F2 below, every child attending Word of South receives a free book. Leon County Schools has also partnered with us in establishing our "Books and Beats" program for kids. A large part of our effort has been in conjunction with our intention to achieve cultural diversity and we have featured in festivals to date the African-America writers and children's artists Ramona King, Laura Freeman, and others, as well as the nationally-known actor, Tallahassee native and children's book author, Tony Hale. Further, the Tallahassee Symphony Orchestra has a long-established commitment to music education, and each October utilizes the Amphitheater to present a free Halloween Spooktacular concert that exposes over 4,000 children and families to orchestral music and the instruments of the orchestra.

Funding the grant helps to allocate resources to continue these successful efforts.

D3. Our community has put numerous resources into Cascades Park, and the results have been spectacular, with usage of the park as a whole exceeding what was originally expected. It is one of the jewels of Tallahassee. The Word of South festival and Amphitheater performances by TSO are opportunities to continue to showcase the park, and given the park's size there is ample room for festival and concert attendance to continue to grow within its bounds. The Amphitheater itself is a wonderful facility, but presents challenges in putting on performances, as described below. Both Word of South and TSO have substantial experience now in presenting events at the Amphitheater, and a history of success (Word of South has now completed eleven events there, four of them ticketed, and TSO has hosted six events at the Amphitheater: three Halloween concerts and three TSO Jazz events). All public funding put toward Word of South ticketed shows to date has been matched 4:1 by private funding.

Facilities are only as great as the events that utilize them, and one of the benefits of the grant is to continue to support the efforts of Word of South and the Tallahassee Symphony Orchestra, two of our most dynamic arts organizations. In only four years, Word of South has managed to achieve regional and even national attention, with articles in 2018 in *Garden & Gun* and *Sky* magazine, and the Tallahassee Symphony Orchestra has increased its attendance and shows to where it now has over 900 subscribers and consistently sells out its concerts, and annually serves over 15,000 through its various concert events, which includes Classics, Holiday, Family, Pops and Young Peoples' concerts.

Significant Concert Funding at Capitol Cascades Amphitheater will enhance the ability to provide sustainable private funding to preserve and improve these organizations and the experiences they offer, including their commitment to diversity in performers and performances, and help us achieve the "greatness" we all want.

E. Project Discussion: Need for Project within Community, Impact on Tourism

E1. Arts/cultural/heritage entities that will be supported by the proposed project include :
(1) Word of South Festival;
(2) Tallahassee Symphony Orchestra and its musicians;
(3) LeMoyne and the Chain of Parks Art Festival;
(4) Tallahassee Community College, the presenting sponsor of Word of South, and its faculty, staff and students;
(5) Artists participating in Word of South and with TSO performances, which number approximately 150 each year, some of them local;
(6) Vendors participating in the festival, most of which are arts or music-related;
(7) The adapted and reused Electric Building housing the Edison Restaurant, which is used extensively throughout the festival;
(8) Visit Tallahassee;
(9) Florida State University, which partners with Word of South on specific shows at the festival;
(10) Florida A&M University, whose students and programs have participated in the festival;
(11) Leon County Schools, a partner in the festival; and
(12) Other entities that WOS and TSO may partner with on significant concerts at the amphitheater.

E2. Based on the to-date growth data, it's estimated that including a significant headliner as part of the Word of South Festival line-up will add 7,000 attendees per year to the festival, or 70,000 over ten years. In a similar manner, stand-alone performances at the Amphitheater, including TSO concerts,

are estimated to attract 700 out-of-area visitors per show, or 7,000 over ten years. See E3 for further explanation.

E3. The project provides substantial, verifiable impact on Leon County's tourism industry and its attraction of out of county residents. Research has shown that attendees are more likely to travel from out of town to see larger musical shows at the Amphitheater, and more likely to spend the night when they do. Part of the reason for this is that ordinarily a "block" is put on to prohibit the same show from appearing in a nearby town for a period before and after a Cascades park show, so that if a resident of Panama City or Valdosta or Gainesville or Destin wants to see a particular artist live, their only choice is to come to Tallahassee to see them.

Research indicates that for every 3000-seat show held at the Amphitheater, an estimated 700 attendees will be from out-of-town, and an estimated 500 room nights will result. In addition to this, and perhaps equally important, the continued, regular programming of significant shows at the Amphitheater and positive experiences in seeing one there make it a place visitors begin to look at in determining their spring or fall schedules, which reaches beyond marketing efforts in luring people to a particular show. The partnership with LeMoyne mentioned above should assist in helping those outside our community to think of April as "festival month" and time to come to Tallahassee. Having said that, Word of South and the TSO intend to aggressively market the proposed significant shows in the same manner we have marketed past shows for the Avett Brothers, Jason Isbell, Tedeschi Trucks Band and others, via billboard, print ads, TV, radio and aggressive social media (the latter aimed particularly at out-of-town potential attendees). Word of South and TSO intend to spend at least 10% of project funding on marketing.

E4. As indicated above, there are challenges to putting on events in the Cascades Park Amphitheater, beautiful as it is. Our area is currently recognized as second or third-tier status amongst promoters and agents who book acts. This can make it difficult to attract talent to come to our area. Lighting, touring-class sound, security, ushers, food, beverages, etc. all have to be imported into the park, which raises the cost of shows there. In addition, the configuration of the Amphitheater, with its 1500 seats and "blanket space" for another 1700, makes selling some shows a challenge, particularly to sell the grass-area seating. Some large shows at the Amphitheater have sold out the reserved seating but not the general admission tickets. The Amphitheater seating is not covered, and weather plays a factor in all events (including the difficulty in doing shows in the summer). Finally, given Tallahassee's geographic location, there is not a large population immediately adjacent from which to draw to enhance show attendance. The exit by the Tallahassee Centre from their efforts at concert funding serves only to verify this.

Compared to, for example, the St. Augustine amphitheater, the number of ticketed shows held at the Cascades Park Amphitheater has been low. Of the ticketed shows done thus far at the Amphitheater, diversity of acts and performances has been lacking. Being able to provide certainty for regular, diverse events serves to enhance the Amphitheater as a venue in the eyes of the public and surrounding tourist areas. Use of the "BP funds" (funds paid to Leon County as a result of the BP oil spill and allocated by the County to large events at the Amphitheater, on a similar basis to that requested in this proposal), resulted in our being able to bring the Tedeschi Trucks Band and Shovels

and Rope to our community. Based on our experience to date , access to funding to cover the cost of production and the fees that will attract top-flight artists is necessary to establish Tallahassee as a market more performers will consider. Without it, they simply won't come to Tallahassee on a regular basis. Being assured of such resources enables a level of certainty from a tourist and economic development standpoint, as visitors begin to "think of" the Amphitheater as a destination for shows, and to consider the schedule for future events.

F. Project Discussion: Impact of project on adjacent uses and other Artistic, Cultural and Heritage Organizations

F1. The expected impact of the project on adjacent users is known, as the Amphitheater, Word of South and TSO have previously hosted significant concert events at Cascades Park. As the ticketed events are generally held in the evening, the use of state parking garages around the park for parking has lessened what otherwise might have been a large impact on area neighborhoods. Likewise, noise issues associated with large-scale concerts have at this point been worked out with area residents, with curfews, maximum noise levels and a maximum number of shows per year in place. The project is located near downtown and the state capitol, the emerging SoMo area, the Riley House Museum and LeMoyne, and is a place where our community desires to draw people, particularly those from out-of-town. The project complies with all current regulations.

F2. The project will support other arts, heritage and cultural organizations and uses through its connection to literature and music partners via Word of South, the TSO, TCC and LeMoyne. As referenced above, Tallahassee Community College is the presenting sponsor of Word of South, facilitating a two-way cultural relationship in promoting literacy, education, and an appreciation for the arts. For the past several years, Word of South has partnered with the Leon County School System and the Early Learning Coalition to provide free books to every child who attends Word of South, and the opportunity to have some of their books signed by the author. Word of South has partnered in the past with Southern Shakespeare in sharing artist costs and providing free vendor space, with the FAMU Choir in providing programming, and with the Lyric Stage, Goodwood Museum and Opening Nights in presenting artists. As described above, it intends to partner with LeMoyne with respect to this particular request. The Tallahassee Writers Association has had a booth at the festival each year. The TSO has partnered with area arts, heritage and cultural organizations as varied as the Holocaust Education Resource Council, the FAMU Choir, Boys & Girls Club, Big Brother/Big Sisters, Florida State University, Leon County and Leon County Schools. Funding the project will provide the ability to expand and continue to develop these partnerships. In addition, as stated in B2 above, our commitment with respect to the Significant Concert Event Funding is to strive to achieve more diversity on programming at the Amphitheater. The project will thus support other arts, heritage and culture uses by broadening the appeal and usage of our facilities, and our image in doing so.

G. Project Discussion: COST and DESIGN OF PROJECT, Design, construction and operations

N/A

H. Project Discussion: Organization Capability & Sustainability

H1a-c. Attachments below

H1d. No additional staff is required, all positions currently filled.

H2. The proposed project funding is intended to provide only a portion of the funding necessary to put on significant event concerts in the Amphitheater. All such events are expected to have ticket sales as a substantial part of the funding matrix, as well as funding from sponsors, sustaining members of both Word of South and the TSO, and revenues presented by Word of South, the TSO or both, as well as grant funds and other sources. Past performances indicate that with the "backstop" funding the project would provide, significant ticketed shows are financially feasible to do at the Amphitheater.

H3. Financial Readiness Forms included below.

H3f. Both Word of South and the TSO are actively engaged in ongoing fundraising, with the goal of both organizations to be sustainable for the long term, with adequate resources and reserves. With respect to significant concert events at the Cascades Park amphitheater, the hope is that after 10 years of successful significant event programming, sufficient resources can be built up so that additional governmental resources are not necessary. Both TSO and Word of South are attempting to build endowments, in an effort to move away from simply fundraising on a year-to-year basis, by accepting bequests and seeking long-term donors in the ways larger charitable institutions do. With respect to Word of South, the goal is to have by the year 2028 an endowment of $500,000, of which an annual amount can be available solely to backstop ticketed shows in the same manner that this grant requests. The plan for achieving this is as follows:

By year 3: endowment of $100,000
By year 5: endowment of $200,000
By year 8: endowment of $350,000
By year 10: endowment of $500,000

The Tallahassee Symphony Orchestra has recently established an endowment at the Community Foundation of North Florida, which contains over $400,000 in reserves, much of it invested and drawing interest. The TSO maintains a very complete endowment policy that lays out how it accepts gifts. The TSO raises over $200,000 each year through individual contributions and garners over $150,000 in corporate sponsorships each year.

Along the way, each of Word of South and the Tallahassee Symphony Orchestra will continue to seek annual donations to defer the match costs of putting on the significant shows, and attempt to book shows that have the largest potential of covering their costs, while at the same time achieving our goals of providing more diversity in programming and providing a certain "wow" factor that draws tourists and attendees.

H4a. Our care and maintenance plan is to spend the funding wisely and make it last as long as possible. One current opportunity is to engage university students more, as they have revenues available for concerts, and as such Word of South and the Tallahassee Symphony Orchestra plan to be in regular dialogue to secure artists that appeal both to students and a larger audience. Another part of this plan is to minimize costs—wherever these can be shared we intend to do so, and to partner with other organizations that could provide in-kind or financial support in return for enhanced visibility or

sales. All of our bookings are data-driven, utilizing resources such as Pollstar to gauge artist cost and projected attendance, and to ensure that concert events are "right-sized" for the Amphitheater. As we have with the BP funding, we will be judicious in spending the grant dollars.

Finally, we want to showcase our community's uniqueness, including that of our Amphitheater. When Jason Isbell appeared on a glorious night in 2016, among his first remarks to the audience were: "I like this place. Somebody did a good job here." We don't want to be just like anyone else. We want to be Tallahassee. We want to keep doing what we're doing and do it well. We want to be a community that fully supports the arts.

H5. Our goal is that at the expiration of the Significant Concert Funding requested herein, several things have occurred:

(1) The Word of South Festival has cemented its reputation as one of the cultural touchstones of the South, with continued innovative programming, financial stability and additional crowds and tourists every year;
(2) The Tallahassee Symphony Orchestra will have built an increasingly more diverse audience, serving an even larger swath of the Tallahassee community and surrounding areas; and
(3) The number of ticketed events held at Cascades Park increases from an average of a two or three per year to ten, with increased visibility and crowds and an audience from Ocala to Atlanta to Birmingham to Baton Rouge checking the lineup every year.

2018 Arts, Culture and heritage Funding Process

FORM A

Organization Name: Florida LitFest
Project Name: Significant Concert Funding at Ca

A 5-year operating forecast budget must not only show the ability to sustain the facility in the long term, but must also provide for reasonable reserves, and required staffing, realize savings for efficiencies in renovations or new systems, etc. If your operating budget will change (+ or -) after the project is completed, you should show this on your Five-year operating forecast budget. Use this format with the additional line items that best represents your operations. Your operating forecast budget may look like the example below. ***You may add or subtract line items--as appropriate to reflect your organization's budget.***

~~SAMPLE: Complete with your Projected Figures~~

5-year Operating Forecast Budget

Changes in Operation	A FYE2017	B FYE2018	C FYE2019	D FYE2020	E FYE2021	Amount of Change	% Change
EXAMPLE LINE ITEMS/AMOUNTS - ADJUST TO SHOW YOUR PROPOSAL	Projected 2017 expenses		(Example only: Facility Completed)				
EXPENDITURES							
General & Administration		0	0	0	0	0	0
Artistic Personnel	90,000	90,000	90,000	90,000	90,000	0	0
Contract Services	60,000	60,000	60,000	60,000	60,000	0	0
Maintenance *(suggested line item)*	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Utilities *(suggested line item)*	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Maintenance Reserve *(suggested ln item)*	N/A	N/A	N/A	N/A	N/A	N/A	N/A
other	5,000	5,000	5,000	5,000	5,000	0	0
other	N/A	N/A	N/A	N/A	N/A	N/A	N/A
other	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Total Expenditures	155,000	155,000	155,000	155,000	155,000	0	0
INCOME							
Admissions/Ticket Sales/Contract Rev	90,000	90,000	90,000	90,000	90,000	0	0
Contributed Income/grants	60,000	60,000	60,000	60,000	60,000	0	0
Facilities Rental	0	0	0	0	0	0	0
Other Revenue	5,000	5,000	5,000	5,000	5,000	0	0
other	N/A	N/A	N/A	N/A	N/A	N/A	N/A
other	N/A	N/A	N/A	N/A	N/A	N/A	N/A
other	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Total Revenues	155,000	155,000	155,000	155,000	155,000	0	0
Net Gain/Loss	Required to present a balanced budget - Year 2017						0

Budget notes to explain significant spikes or decreases (optional):

Based on an average of expected significant ticketed shows in the Amphitheater.

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

2018 Arts, Culture and Heritage Funding Process
Form B - Project Readiness

❑ Architectural Drawings completed? Yes___ No ___
Explain/Details:
N/A

❑ Design Drawings completed? Yes___ No ___
Explain/Details:
N/A

❑ Project Team status?
Explain/Details:
N/A

❑ Contracted with General Contractor?
Explain Status:
N/A

❑ Historic Preservation Board release issued (if applicable)?
Yes___ No ___ Not Applicable___
Explain/Details:
N/A

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

❑ Are the land use approvals completed? Yes ☐ No ☐

Explain/Details:

N/A

❑ Permitting issued? Pre-permit meeting? (Or status) Yes ☐ No ☐

Explain/Details:

N/A

❑ Certificate of Occupancy issued? Yes ☐ No ☐

Explain/Details:

N/A

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

❑ Three bids solicited/received **OR** Explain Yes ☐ No ☐
Explain Status/Details:

N/A

❑ Site preparations Yes ☐ No ☐
Explain/Details:

N/A

❑ Is a (real estate) lawyer consulting on the project? Yes ☐ No ☐
Explain/Details:

N/A

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

❑ Are there any third-party restrictions or contingencies? Yes ☐ No ☐

Explain/Details:

N/A

❑ Does the applicant have a maintenance fund established to support future maintenance and repairs for this facility/equipment?
Yes ☐ No ☐

Explain/Details:

N/A

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

2018 Arts, Culture and Heritage Funding Process FORM C -- PROFESSIONAL CERTIFICATION

Applicant name: Florida LitFest

Either or both the project architect/engineer and the contractor must sign the applicable statement certifying their review of this application and the project status. If none of these will be involved with the project, the applicant must submit three (3) vendor bids as alternative, OR explain.

PROFESSIONAL CERTIFICATION – PROJECT ARCHITECT/ENGINEER

NAME AND ADDRESS OF PROJECT ARCHITECT/ENGINEER:

Name: N/A
Company: N/A
Address: N/A
City/ST/Zip: N/A Email:

The following preparatory documents for Project Planning have been completed:

___ preliminary design and development documents complete
___ construction documents complete

If not complete, give status:

I certify that I have reviewed this application and that the technical project information is correct as

Signature of Architect/Engineer Date

PROFESSIONAL CERTIFICATION – PROJECT CONTRACTOR

NAME AND ADDRESS OF PROJECT CONTRACTOR:

Name: N/A
Company: N/A
Address:
City/ST/Zip: Email:

The following preparatory documents for Project Planning have been completed:

___ preliminary design and development documents complete
___ construction documents complete

If not complete, give status:

I certify that I have reviewed this application and that the technical project information is correct as cited.

Signature: Project Contractor Date

ALTERNATE OPTION: THREE VENDOR BIDS HAVE BEEN SECURED & SUBMITTED

Signature: Project Coordinator Date
Name/Title:

2018 Arts, Culture and Heritage Funding Process 2018 FORM D Project Budget

Organization Name: Florida LitFest
Project Name: Significant Concert Funding at Ca

Request Amount 350,000

Project Budget Summary

EXPENDITURES	Match + Remaining Project Expenditures	TDT/CRA	Total
Land Acquisition	N/A	N/A	$ N/A -
Building Acquisition	N/A	N/A	$ N/A -
Professional Services (Architectural/Design, Engineering)	N/A	N/A	$ N/A -
General Requirements *	1,200,000	350,000	$ 1,550,000 -
Construction (Site, concrete, masonry, metals, wood & plastic, thermal and moisture protection, doors and windows, finishes)	N/A	N/A	$ N/A -
Specialties	N/A	N/A	$ N/A -
Equipment	N/A	N/A	$ N/A -
Furnishings	N/A	N/A	$ N/A -
Special Construction	N/A	N/A	$ N/A -
Conveying Systems	N/A	N/A	$ N/A -
Mechanical	N/A	N/A	$ N/A -
Electrical	N/A	N/A	$ N/A -
A. SUBTOTALS OF EXPENDITURES (at least 1:1)	$ 1,200,000 -	$ 350,000 -	$ 1,550,000 -
B. CONTINGENCY (suggested: 5% of total expenses)			$ 0 -
C. TOTAL PROJECT EXPENDITURES (line A MATCH + TDT +CONTINGENCY)			$ 1,550,000 -

INCOME	Match + Remaining Project Inc.	TDT/CRA	Total
	Cash/Pledges		
D. TOTAL ACH FUNDING REQUEST fr. TDT		$ 350,000 -	$ 350,000 -
Private Support	900,000		$ 900,000 -
Corporate Support	100,000		$ 100,000 -
Government Support - Local	100,000		$ 100,000 -
Government Support - State	0		$ 0 -
Government Support - Federal	0		$ 0 -
Applicant Cash	100,000		$ 100,000 -
E. TOTAL MATCH (Cash & Irrevocable Pledges)	$ 1,200,000 -	$ 350,000 -	$ 1,550,000 -
F. TOTAL PROJECT INCOME (TDT line D + MATCH line E)			$ 1,550,000 -

NOTES: Indicate cost of total project if this represents only one part of a larger facilities project.

Present a balanced budget - Line C equals Line F.

* Budget must include required insurance coverages, Payment and Performance Bonds (typically 1-2% of total project), and Builders All-Risk (see Guidelines for details).Include within General Requirements line item.

Budget notes (optional):

This represents the 10-year significant ticketed concert event budget over the project period. Word of South and the Tallahassee Symphony Orchestra each have larger overall budgets based upon their other activities.

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

2018 Arts, Culture and Heritage Funding FORM E

Organization Name:	Florida LitFest, Inc. and Tallahassee Symphony Orchestra
Project Name:	Significant Concert Funding at Cascades Park Amphitheater

Funding Request	350,000
Matching Funds	1,200,000

✓ Record your matching funds into the "Matching Funds - Categories" below. **You must document 100% of your Match.**

✓ Submit as Excel form, or PDF. Upload supporting documentation in groups by cash, irrevocable pledges,

Match Summary

	Match Categories	Match Amounts	% of Total Match (E)
A	Cash-On-Hand	$1,000,000	100
B	Irrevocable Pledges	0	0
C	Portion of Land Value*	N/A	N/A
D	Prior Expenditures**	0	0
E	TOTAL Documented Match***	$1,000,000	
F	Funding Request	350,000	
G	Project Total	$ 1,350,000	

**Prior expenditures directly related to the project may be counted towards the match if made within two years prior to application date

***100% of TOTAL Documented Match MUST BE COMPLETE AND CONFIRMED AT THE TIME OF APPLICATION

Matching Funds - Categories & Documentation

Cash-on-Hand

A You may add or subtract rows from this chart. Documentation for Match funding *must be attached to the application*. May include copies of government appropriations, foundation or corporate award/grant notice, municipality or bank loan, applicant cash, bank statement, minutes, letter from Board/Executive Director, etc.

	Name/contact information of funding source	Amount	Description of funding (type)	What Documentation Provided
1	Existing dollars projected over ten-year grant period: 400,000	$ ✓ -	Applicant cash on hand, based on historical actual amounts	Bank statements, letter from director
2	Ticket sales based on 5-years experience: 600,000	$ ✓ -	Ticket sales based on prior experiences	Copy of Talmadd Tracks and Jazzar bank s
3		$ -	Total = $1,000,000	
4		$ -		
5		$ -		
6		$ -		
7		$ -		
8		$ -		
9		$ -		
10		$ -		
		$ -		

Irrevocable Pledges

B Only pledges that are auditable are acceptable. Donations must be received and obligated by the time the first installment of the grant funding is released. You may add or subtract rows from this chart. Documentation for Match funding *must be attached to the application.*

	Name/contact of donor (person or organization)	Date & Description of goods and services donated	Amount of Pledge	What Documentation Provided
1	N/A		$ -	
2			$ -	
3			$ -	
4			$ -	
5			$ -	
6			$ -	
7			$ -	
8			$ -	
9			$ -	
10			$ -	
			$ 0 -	

Portion of Land/Building Value

C Cost of appraisal does not count as a matching expense. Documentation for appraisal *must be attached to the application.*

Name of Appraiser		
N/A	Total Amount of value of land or building used for project	10% of total value allowable towards match
		$ -

Prior Expenditures

D Only expenses directly related to the project are acceptable. Previous expenses must have been completed prior to May 24, 2016. Documentation for all Matching funding *must be attached to the application.*

	Name of Vendor		
		Amount	Description of Expense
1	N/A	$ -	
2		$ -	
3		$ -	
4		$ -	
5		$ -	
6		$ -	
7		$ -	
8		$ -	
9		$ -	
10		$ -	
		$ -	

CRA Call2Arts Application
Florida LitFest and Tallahassee Symphony Orchestra
Significant Concert Funding at Cascades Park Amphitheater

May 22, 2018

Tallahassee/Leon County Community Redevelopment Agency
Tallahassee, Florida

Re: Art, Culture and Heritage Funding Application for Florida Litfest, Inc. and the Tallahassee Symphony Orchestra

Dear Sir or Madam:

Please accept this letter in connection with respect to backup documentation for match funding for Form E of the above-referenced application. The application references the match for the requested grant as coming from cash-on-hand, reflecting historical revenues generated for ticketed shows held in the Cascades Park Amphitheater. As indicated in the form, the bulk of these amounts will be ticket sales for the respective concerts. Although these amounts are not currently held in the bank (since the show hasn't been booked), the numbers provided are conservative based on our experience in connection with ticketed shows to date in the amphitheater. As indicated on the attached spreadsheets, both the Jason Isbell show and the Tedeschi Trucks show generated revenues in excess of the annual amount ($60,000) reflected in Form E ($60,000 over ten years =$600,000).

The remainder of the match will be generated from a combination of other revenues, again based on experience with past shows. These include sponsorship contributions, other grants received, etc. Although those may vary from year to year, they have been consistent since year one of Word of South. Having said that, to be extra conservative we have allocated that portion of the match to existing funds on hand with Word of South and the Tallahassee Symphony. As indicated, Word of South will have sufficient funds on hand to cover $40,000 of the annual cost of a significant ticketed show even if <u>no</u> other funds are received. ($40,000 over ten years equals $400,000). The TSO's funds on hand are in excess of this.

Respectfully,

Sara J. Marchessault

Sara Marchesssault
Festival Director

Final Settlement
Jason Isbell WOS, Saturday, April 9, 2016
Capital City Amphitheater at Cascades Park
Settlement Prepared by Scott Carswell Presents LLC

Income:			
Ticket Sales		Net of Taxes	
General Admission	426	$26	$11,076
General Admission DOS	113	$32	$3,616
Reserved	1146	$40	$45,840
Reserved DOS	21	$47	$987
Net Sold by SCP	1706		$61,519
Add WOS Support			$40,000
Promotional			
Radio, winners			
Super Lube Promotion			
Other WOS	60		
Total Attendance & Revenue	1766		$101,519
Ancillary Income:			
Net of Sales Taxes			
Food Concessions			
$270/2		$135	
Artist Merch			
$583/2		$292	
Beverage			
Per attached detail - Net		$6,293	
Sponsor Fees, Net of Taxes		$0	
Tri-Eagle $750 was reduced from invoice			
Sub-Total Ancillary Income			$6,720
Total Income			$108,239
Expenses:			
Artist Fees			
Jason Isbell	$75,000		
Amanda Shires	$2,500		
Contractor Fee	$7,750		
Total Artist & Contractor Fees		$85,250	
Hotel/Amanda Shires		$322	
Marketing	$1,750		
iHeart Radio	$325		
Cumulus	$500		
Facebook	$5		
Sub-Total		$2,580	
Production-PSG	$7,454		
Stage Hands	$2,556		
Truss Curtain System	$915		
Security	$0		
Total Production		$10,925	
Total Marketing		$0	
SCP, Security Staff, Ushers, Runners, Management, Dressing Room Set-up, Furniture		$5,046	
Hospitality		$1,878	
Talquin Portable Restroom		$564	
Cancellation Insurance		$1,923	
Liquor and GL		$1,781	
Police Department		$4,004	
City of Tallahassee			
Rental Fees, TPD Permit		$25	
Staff, Restrooms, Electric & Waste		$829	
Total Expense and City Fees			$115,127
Net Income (Loss)			**($6,888)**

Settlement Draft 1.0 - 5.2.18
Capital City Amphitheater at Cascades Park
Settlement Prepared by Scott Carswell Presents LLC

Tedeschi Trucks Band, Friday, April 13, 2018

Income:				
Ticket Sales				
General Admission	1141	49.00		$55,909
P2	608	60.00		$36,480
P1	751	75.00		$56,325
Ticket Exchange refund		-22.00		($22)
Net Sold by SCP				$148,692
Total Attendance & Revenue		2,500		$148,692
Ancillary Income:				
Food Concessions				
$721/2			$361	
Beverage				
Per attached detail - Net			$7,140	
Sub-Total Ancillary Income				$7,500
Total Income				$156,192
Expenses:				
Artist Fees				
Band		$125,000		
Support		$2,500		
Contractor Fee		$12,750		
Total Artist & Contractor Fees			$140,250	
Marketing:				
Moon		$3,000		
Total Marketing			$3,000	
Production-Normal:				
Band Production per contract		$5,000		
Production-PSG		$5,939		
Stage Hands		$2,696		
Truss Curtain System		$1,865		
Tent rental		$672		
Arch load engineering		$535		
Giddens Security		$315		
Total Production			$17,022	
Expenses due to Construction:				
Verizon-internet rental		$215		
Green Room/Prod Temp Ofc		$2,485		
VIP Restrooms for artists		$3,225		
2-transport vehicles & drivers		$783		
Generator		$262		
Moon parking lot & Patio for lunch and dinner		n/c		
			$6,970	
SCP, Security Staff, Ushers, Runners, Management, Dressing			$6,240	
Hospitality			$2,604	
Talquin Portable Restroom			$507	
Cancellation Insurance			$3,146	
Liquor and GL Insurance			$890	
Police Department			$1,629	
City of Tallahassee:				
Rental Fees, TPD Permit				
Staff, Restrooms, Electric & Waste			$1,369	
Total Expenses				$183,627
Net Income (Loss)				($27,434)

Capital City Bank

e|statement

Capital City Bank OnLine

FLORIDA LITFEST INC
D/B/A WORD OF SOUTH
PO BOX 861
TALLAHASSEE FL 32302

Date 4/30/18 Page 1
Primary Account XXXXXXX5501

CHECKING ACCOUNT

ABSOLUTELY FREE BUSINESS CKING		Images	101
Account Number	XXXXXXX5501	Statement Dates 4/02/18 thru	4/30/18
Previous Balance	68,106.55	Days in this Statement Period	29
7 Deposits/Credits	180,365.88	Avg Ledger Balance	124,146.79
116 Checks/Debits	150,063.00	Avg Collected Balance	111,090.72
Service Charges	.00		
Interest Paid	.00		
Ending Balance	98,409.43		

DEPOSITS AND OTHER CREDITS

Date	Description		Amount
4/03	TALLAHASSEE COMMAPTPANS PPD		44,130.00
4/06	DEPOSIT		1,000.00
4/13	DEPOSIT	4529791	125,916.00
4/13	DEPOSIT		7,500.00
4/18	CREDIT 0146 04/18/18 00095815 RYDER - TALLAHASSE 850-576-7123 FL		243.88
4/26	DEPOSIT	4586983	876.00
4/26	DEPOSIT	4586984	700.00

TALLAHASSEE SYMPHONY ORCHESTRA

Your Capital City Orchestra.

The attached show the reserves of the Tallahassee Symphony Orchestra as of March 31, 2018 totaling $380,760.

tallahasseesymphony.org

515 Park Avenue East | Tallahassee, FL 32301

SNAPSHOT

THE TALLAHASSEE SYMPHONY
ORCHESTRA INC.
BRD DESIGNATED ATTN A STRINGER

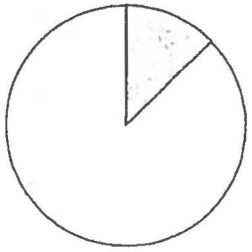
MARCH 1, 2018 - MARCH 31, 2018
ACCOUNT NUMBER: 7069-0122

Progress summary

	THIS PERIOD	THIS YEAR
Opening value	**$142,048.63**	**$142,320.61**
Cash deposited	0.00	0.00
Securities deposited	0.00	0.00
Cash withdrawn	0.00	-358.73
Securities withdrawn	0.00	0.00
Change in value	-3,398.80	-3,312.05
Closing value	**$138,649.83**	**$138,649.83**

Portfolio summary

CURRENT



	ASSET TYPE	PREVIOUS VALUE ON FEB 28	%	CURRENT VALUE ON MAR 31	%	ESTIMATED ANN. INCOME
ASSETS	Cash and sweep balances	16,912.28	11.91	17,406.53	12.55	22
	Stocks, options & ETFs	125,136.35	88.09	121,243.30	87.45	3,439
	Fixed income securities	0.00	0.00	0.00	0.00	0
	Mutual funds	0.00	0.00	0.00	0.00	0
	Asset value	**$142,048.63**	**100%**	**$138,649.83**	**100%**	**$3,461**

FIRST COMMERCE CREDIT UNION

P.O. Box 6416 • Tallahassee, FL 32314 • 850.488.0035 • 800.533.5772

Statement of Account

Member Number xxxxxxx251
Statement For 03/01/2018 - 03/31/2018

ADDRESS SERVICE REQUESTED

621002852 1 AV 0.378 1/1 C11 04-01-18 SD

TALLAHASSEE SYMPHONY ORCHESTRA INC
515 E PARK AVE
TALLAHASSEE FL 32301-2524

Committed to Convenience:
Extended Hours: Did you know that we offer extended hours at all of our financial centers with a drive-thru? For faster service and easier access we're open Monday - Friday from 7:30 a.m. to 6:30 p.m. and on Saturday from 9 a.m. to 1 p.m. Stop by one of our convenient drive-thrus today.

Your Account Balances as of 03/31

Business Savings ID 00	$5.00
iBiz Free Business Checking ID 20	75,095.22
Account Balance Total	$75,100.22
Total Dividends Paid Year-To-Date	$0.00
Total Penalties Assessed Year-To-Date	$344.85

Need a Loan?

Call 850.488.0035
or apply online www.firstcommercecu.org

Business Savings ID 00

Beginning Balance	$5.00
0 Deposits for	0.00
0 Withdrawals for	0.00
Ending Balance	$5.00

iBiz Free Business Checking ID 20

Beginning Balance	$75,095.22
0 Deposits for	0.00
0 Withdrawals for	0.00
Ending Balance	$75,095.22

Posting	Transaction	Balance	Transaction Description
03/31			Courtesy Pay Limit $ 750.00.
03/31			Limit Not For Use by Payday Lenders.

Fees Paid	M-T-D	Y-T-D	Last Year
Share-20 NSF Item	$0.00	$0.00	$0.00
Share-20 Overdraft	$0.00	$0.00	$0.00

Common Account Fees

Stop Payment Fee (funds are available to cover item)	$10.00	Non-Sufficient Funds Fee	$35.00 per item
Stop Payment Fee (funds are not available to cover item)	$35.00	Overdraft Fee	$32.00 per item
Returned Deposit Item (from you or your family)	$35.00	Courtesy Pay Limit is subject to change without further notice.	
Returned Deposit Item (from anyone else)	$5.00		

YOUR BILLING RIGHTS
KEEP THIS NOTICE FOR FUTURE USE

This notice contains important information about your rights and our responsibilities under the Fair Credit Billing Act.

NOTICE - IN CASE OF ERRORS OR QUESTIONS CONTACT US AT:
First Commerce Credit Union • P.O. Box 6416 • Tallahassee, FL 32314
If you think your statement is wrong, or if you need more information about a transaction on your statement, write us (on a separate sheet) at the address listed on your statement. Write to us as soon as possible. We must hear from you no later than 60 days after we sent you the first statement on which the error or problem appeared. You can telephone us, but doing so will not preserve your rights.

In your letter, give the Credit Union the following information:
- Your name, member number and account suffix,
- The dollar amount of the suspected error,
- Describe the error and explain, if you can, why you believe there is an error. If you need more information, describe the item you are not sure about.

If you have authorized us to make your loan payment automatically from your share or share/draft account, you can stop the payment on any amount you think is wrong. To stop the payment, your letter must reach us three business days before the automatic payment is scheduled to occur.

YOUR RIGHTS AND OUR RESPONSIBILITIES AFTER WE RECEIVE YOUR WRITTEN NOTICE
We must acknowledge your letter within 30 days, unless we have corrected the error by then. Within 90 days, we must either correct the error or explain why we believe the statement was correct.

After we receive your letter, we cannot try to collect any amount you question, or report you as delinquent. We can continue to bill you for the amount you question, including finance charges, and we can apply any unpaid amount against your credit limit. You do not have to pay any questioned amount while we are investigating, but you are still obligated to pay the parts of your obligation that are not in question.

If we find that we made a mistake on your statement, you will not have to pay any finance charges related to any questioned amount. If we didn't make a mistake, you may have to pay finance charges, and you will have to make up any missed payments on the questioned amount. In either case, we will send you a statement of the amount you owe and the date that it is due.

Continued on next page.

H1a.

Minutes of Meeting of the Board of Directors of Florida Litfest, Inc.

Held May 2, 2018

2308 Charles Ct. 5PM

Directors present:

Mark Mustian

Scott Balog

Angie Sipple

Paige Twyman

Berneice Cox

Lamar Taylor

Chrys Ivey Goodwyne

On motion made to submit a grant application for Art, Cultural and Heritage Grant Funding, passed without objection of all directors present.

In witness whereof, certified as of this 22nd day of May, 2018.

Mark Mustian, President

TALLAHASSEE SYMPHONY ORCHESTRA

Your Capital City Orchestra

Board of Directors

Tuesday April 23rd 2018 5 : 30 pm COCA Offices,
816 S. MLK Jr. Blvd., 32301

Called to order 5:31

I. Mission Moment (The road to understanding) Mandy

Sold 32 tables for Pops!

II. Call to Order and Approval of Agenda

Lance motioned, Major seconded.

III. Consent Agenda Items — David

A. Minutes from Mar 19 th Board Meeting

IV. Financial Report — Julian

- Motion to approve last years financials, Martha motioned, Major seconded. Comfortable closing out the year, all in understanding of where it stands.
- Beverly motioned for approval of March, Major seconded.

V. CEO Report — Mandy10

- Busy, busy time! Wrapped up Jazz concert, on to Pops- looking for volunteers. 4:30-8:30 volunteers, golf cart, tickets, handicapped, seat movers, traffic directors. Big rush before 7.
- Will have cheese boards, wine and beer sold by Amanda Morrison.
- Table decorating contest! $100 gift card
- Week after is the May 5. Betsy to be honored, moving with her husband; Brian Geoff to be honored as well. Sustain the stage will be debuted, video will be rolled out. Mark Webb, David ashburn, Martha olive hall, Inga Fahs, Kathy Guilday.
- Additional volunteers needed for afterglow set up and clean up, musicians will be there, wear name tags, important event! Barrett tree representative will be there.
- 8 days later, annual meeting! Capital city country club.
- 3rd week in May, link up!
- Renewals coming in at a great pace!
- Ode to understanding did not get NEA grant for $10,000. More pressure to raise more money than thought of before. Need increased fundraising.
- TSO is submitting a joint proposal with Word of South requesting part of the CRA $3 million. This will be to support large ticketed shows in Cascades Amphitheater with a bent towards attracting cultural tourists to town
- League of American Orchestras in June, Mary, Mandy, and Martha attending.

VI. Presentation of the 2018 /19 Budget for Approval — Julian

- See TSO project and budget
- Things are in a strong position, but not strong enough to forge ahead for the young people's projects without giving more thought to how we will accomplish this.
- Two options, net difference, 2ypc no family vs hm ypc, $10,000 difference, but important difference.
- Part one of the ypc concert is to use local talent, make it more interactive/educational with the

children (this will happen regardless) there is not a budget item for link up in either scenario due to budgetary constraints. Hope for the future for more consistent scheduling and more buy in from Leon county schools.

1. Option 1: keep Friday 3rd week in September date, have Ypc concert (no family due to $10,000 marketing budget) Mandy feels hesitant based on date and teachers needing me time to prepare. Benefit: could stake our claim on the date so it will be consistent the next year. This would maintain the ypc separate event ($4-5,000 deficit)
2. Option 2: 2 ypc concerts during the holiday magic concert, historically a good time for schools, teachers favor this. Would be the same program, slight modifications to make it educational. Would maintain a ypc concert but not as a separate event. Will offer partnerships with kids groups. This would not be a separate event, but would maintain ypc brand ($4-5,000 surplus)

Discussion:

- Emphasis difficulty with teachers in September. Counterpoint, felt ypc was intended to replace link up, want more educational aspects. Comment to refocus our "why" for doing this, is Ruby Diamond scheduling the issue? Initially the focus was not the curriculum, it getting children to hear orchestral music and the experience. How much do we need to focus on the curriculum and how much is the experience. Because of how Darko conducts, heavy curriculum not as necessary. Students will still learn and benefit. Ruby diamond has not given us a Sunday date for ypc- so must be done at other times. Discussion over importance of ypc concert. Must have additional money coming in to keep the momentum for these concerts, as they will never pay for themselves due to intentionally low ticket prices. Request for a copy of the written fundraising plan.
- Consensus: seems holiday magic ypc is the straw poll strong lead. Strong Majority in favor.

VII. Endowment ProposalsDavid10

A. Establish the Tallahassee Symphony Orchestra Endowment Fund at the Community Foundation of North Florida
   - Julian moved, Majorie seconded.
   - Discussion: why would you want to restrict it to future boards. (Explanation to what the restriction means, endowment vs. Thaler fund) point brought up the preset requirements cfnf places on funds, including the time constraints due to access the funds. Counter point: using restricted funds to start a (also) restricted fund to make a secure and easily managed account to remove our liability. Supporting point, this is a legally secure way to start an account for major gifts to remove liability from our staff and board and give security to our donors. Governance integrity required to manage an endowment is an important consideration. This is a secondary avenue for our fundraising goals- annual fund is always primary. The alternative is there is no gift, as we do not have the ability to accept such donations.
   - This has been an 8 year discussion.
   - Motion to adopt first two, endowment and transfer of funds, remove the rest from a vote. Steve motioned, Marjorie second. Majority in favor.

B. Transfer the Manley Thaler portion of our restricted Funds to the new Foundation to function as an initial investment

C. In our fundraising activities, and on our Web Site, for planned gifts offer the Community Foundation as the primary method of planned major gifts. (Amend to strike the word primary)

D. Continue to manage our Board Restricted Funds, and Cash Reserve as we do now, using investment managers appointed by the TSO board, and subject to Finance Committee oversight

E. Offer a secondary method of making large donations to Board Restricted Funds. (Amend to strike the word secondary)

VIII. Fundraising Committee report Pam

- As board members, take the time to speak to people at the tables and build relationships. Close to getting huge donors- keep the love going.

IX. Governance committee report

- Fabulous list of new board members to come on board!

X. TSS Report Bobbie

- 7 years as President! Way to serve, Bobbie Frye! TSS 130 members strong!
- Bobbie remarked on the support the board has provided, the love- and having her back for all these year. She will be around and still part of fundraising!

XI. Adjourn 6:46!

H1b.

FLORIDA LITFEST INC. d/b/a WORD OF SOUTH FESTIVAL

Officers and Board of Directors

Mark Mustian, President

Berneice Cox, Vice-President

Scott Balog, Secretary-Treasurer

Board Members:

Laura Rogers

Lamar Taylor

Patti Graganella

David Killeen

Chrys Ivey Goodwyne

Angie Sipple

Paige Twyman

Steve Dollar

Nan Nagy

Calynne Hill

TALLAHASSEE SYMPHONY ORCHESTRA BOARD OF DIRECTORS

H1c.

Project Team –

Significant Concert Funding at Cascades Park Amphitheater

Dr. Amanda Stringer, CEO of Tallahassee Symphony Orchestra and Word of South Managing Director

Sara Marchessault, Word of South Festival Director

Mark Mustian, Word of South President

Mark Striffler, Word of South Program Director

Scott Carswell, Moon Events, Cascades Park Amphitheater Concert Promoter

Scott Balog, Tallahassee Community College Assistant to the President, Word of South Officer

Byron Greene, Tallahassee Symphony Orchestra Board Member

Tourist Development Tax
ART, CULTURE & HERITAGE FUNDING APPLICATION

March 2018

Administered on behalf of:

Submit an original-signed application with supporting documentation and nine (9) copies. Completed applications should be submitted to the CRA Office located on the 3rd floor of City Hall, 300 S. Adams Street, Mailbox A-17, Tallahassee, FL 32301

Playhouse TLH *Entertainment / Collaboration / Education*

Dear Committee,

Hi! Thanks for taking a look at our grant application. I think you'll see quickly that Playhouse Tallahassee is the real deal. We've got an amazing team of savvy business professionals in place. We've done our homework. And, most importantly, we are passionate about the arts and this city – and showing the arts in our city to as many people as possible.

We've completed this application thoughtfully and painstakingly, but we ask you to review our supplemental materials first (back of packet). We want to make sure you understand the vision here. It's big. It's fresh. And it's just what our town is looking for.

We welcome any questions and suggestions as to how we can create even bigger. We look forward to working with you.

All the best,

Chryssy Moor

Chryssy Moor, *Chairman of the Board*
Playhouse Tallahassee

P.S. Breaking News! Within the next week, our team will be talking with the founders of South by Southwest (SxSW), a premiere music festival in the nation and the model for what we'll be bringing to Tallahassee. Great things lie ahead!

Statement of Certification and Compliance

I hereby attest to all the information in this application being factual, including all attachments and supporting materials. I attest that my organization meets the eligibility criteria and will abide by all legal, financial, and reporting requirements, such as interim and final reports, for all grants received on behalf of the City of Tallahassee and/or Leon County.

By applying for the Tourist Development Tax (TDT) Art, Culture and Heritage funding, my organization consents to the examination and audit of our financial records by the review committee. My organization understands and agrees to the payment schedule and reporting requirements for funding.

To the best of my knowledge, I certify that my organization's facilities are accessible to persons with disabilities as required by all applicable sections of the Americans with Disabilities Act.

False Statements shall be punishable in accordance with the applicable provisions of Florida Statute **837.**

Signature of Presiding Officer or Agency Head,

Chryssy Moor

(please sign original in blue ink)

Printed Name: Chryssy Moor

Title : Chairman of the Board

Date: 5/23/18

Application prepared by: Chryssy Moor

Title: Chairman of the Board

A. Application Details:

A1. Name of Applicant/Organization
Playhouse Tallahassee, Inc.

A2. Address:
4298 Park Crossing Trail

A3. City, State, Zip Code:
Tallahassee, FL 32311

A4. Project Contact Person:
Title/Position
Chryssy Moor, Chairman

A5. Phone Number:
(850) 590-5641
A6. Fax Number:
(850) 765-6290
A7. Email Address:
chryssymoor@gmail.com

A8. Organization Type or Classification:
501(c)(3)

A9. Organization Incorporation Date:
05/21/2018

A10. Number of years of continuous operation in Leon County:
0

A11. Federal ID# 83-0619474

Any text which overflows the boxes **will not be included in printed copies**. If you require more space, please attach additional pages with text.

Phase One - Eligibility Review

Statutory and Interlocal Agreement Compliance: To be considered for this funding, the proposed project/program must be consistent with the requirements of Florida Statute Chapter 125 (Attachment 1) and The City/County/CRA Interlocal Agreement (Attachment 2). Please provide the following information to determine eligibility.

B1. Project/ Proposal Title:

Playhouse Tallahassee

B2. Brief Description of Project:

See Attached

B3. Location/Address of Project: The facility or project must be located in the Downtown or Frenchtown Southside Community Redevelopment Agency District. Please confirm before completing entire application.

We are located within the CRA at the Washington Square Complex, 226 S. Calhoun Street, Tallahassee, FL 32301

Any text which overflows the boxes **will not be included in printed copies**. If you require more space, please attach additional pages with text.

B4. Eligibility: Application must be for one of the following (please circle one):

a. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote the following:
   i. An auditorium that is owned and operated by a government entity.
   ii. An auditorium that is owned by a government entity, but is operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s 501(c)(3).
   iii. A museum that is owned and operated by a government entity.
   iv. A museum that is owned & operated by a not-for-profit organization & open to the public.

b. Projects, programs and expenses that will attract visitors from outside of Leon County related to:
   i. Culture, visual arts and heritage programs, projects or space.
   ii. Performing arts space or projects.

B5. Project and/or Programs Purpose:
(Check all that apply)

a. Acquisitions: ☐

b. Construction: ☐

c. Renovation: ☑

d. Maintenance ☐

e. Operation ☑

f. Promotion: ☑

g. Program Development and/or Creation: ☑

B6. Project Start Date: 7/1/18

B7. Project End Date: 12/31/23

B8. Amount Requested: $ 3,000,000.00

B9. Total Project Budget: $ 3,000,000.00

B10. What percentage of this project would be funded by this request?

100.00%

B11. What is the source of other funding for this project?

In-kind space / reduced rent and sponsorships. See attached Potential Sponsors & In-Kind Gifts.

Phase Two: Funding Review

If this application is for the construction, renovation or maintenance of a facility, please provide the following:

C1. Facility Information

a. Age of the Building (for existing structures)

N/A new construction

b. Is the building subject to historical preservation requirements? If yes, please describe. (for existing structures)

N/A new construction

c. Is the building owned or leased? If leased, the property owner must co-sign the application or provide a letter agreeing to proposed activities and/or physical changes to the property.

See attached lease letter which also agrees to proposed activity and/or physical changes to the property.

d. Who owns the building?

Fairmont Development, LLC., P.O. Box 10092, Tallahassee, FL 32302.

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

e. Who owns the land? (Please include name and address. If leased, the property owner must co-sign the application or provide a letter agreeing to proposed activities and/or physical changes to the property.)

Fairmont Development, LLC., P.O. Box 10092, Tallahassee, FL 32302. See attached lease letter which also agrees to proposed activity and/or physical changes to the property.

f. If building is leased to Applicant, when does the lease expire? Please note a restrictive covenant may be required.

20 year lease option contingent on grant funding. Lease includes "community space" for use of grand ballroom, rooftop bar venue, outdoor 9000 square feet venue and other multi-use spaces. Lease is "full-service."

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

For the following sections: Attach your written response to this application. Please be sure to label each answer with the corresponding identifier; "D2, G2a" etc.

D. PROJECT DISCUSSION: Cultural Plan Compliance

D1. Compliance with the Cultural Plan goal for Economic Development; Please describe how the proposed project helps to position and market the arts, culture and heritage as a strategic partner of Tallahassee/Leon County economic development efforts, through public and private funding for arts, arts organizations and cultural assets.

D2. Compliance with the Cultural Plan goal for Education; Capitalize on the area's art, cultural and heritage attributes in order to strengthen art, culture and heritage opportunities in schools and the community.

D3. Compliance with the Cultural Plan goal for Funding and Facilities; Provide sustainable public and private funding to preserve and improve arts, cultural and heritage organizations and experiences. This effort acknowledges the importance of growing new and emerging projects and facilities, but will give priority to existing organizations.

E. PROJECT DISCUSSION: Need For Project Within Community, Impact on Tourism

E1. Please describe the estimated number of arts/cultural/heritage entities that will be supported by the proposed project.

E2. Please discuss the potential number of citizens and visitors from outside of Leon County who will be served by the proposed project.

E3. Please describe the project's potential impact on Leon County's tourism industry and its attraction for out of county residents and how that will be marketed.

E4. Please discuss the need for this project and the unfilled demand.

F. PROJECT DISCUSSION: Impact of project on adjacent uses and other Artistic, Cultural and Heritage Organizations

F1. Impact of location on adjacent uses, both positive and negative. *Is the project located near other arts, cultural, heritage or entertainment uses? Does the project comply with zoning regulations?*

F2. Impact of project on other Arts, Culture and Heritage organizations and uses. *How will this proposal support other arts, cultural and heritage uses in our community?*

G. PROJECT DISCUSSION: COST and DESIGN OF PROJECT, Design, construction and operations.

G1. If the facility is to be constructed, what is the estimated cost?
Please provide verification that facility is buildable for that price.

G2. Process/Design & Planning
Please discuss:

a. Process/Design Planning – project scope.
b. How have you addressed environmental features and sustainability?
c. Identify necessary components from consultants.
d. Programmatic square footage.
e. Demonstrate that you have a qualified project team and have taken all the necessary steps for project preparation.
f. A timeline of project milestones; include start and end date and key points in between.

H. PROJECT DISCUSSION: Organizational Capability & Sustainability

H1. Required Attachments –*Upload each of the required documents in separate folder marked "Attachments":*

a. Minutes from the organization's board meeting *authorizing the project for which applicant is applying.*
b. Board of Directors, including officers
c. Project Team, including key staff *involved with project*
d. What are the estimated staffing needs for programs, staff and/or proposed facility?

H2. Describe the plans for revenue generation to pay ongoing operations and maintenance.

H3. Financial Readiness -- Forms & Financial Position. Please include in attached folder labeled "Attachments":

a. Form A, Five (5)-year Operating Forecast

b. **Form B, Project Readiness Checklist.**

c. **Form C: Certification from Professionals** – Architect, Engineer and Contractor – IF no architect, engineer or contractor, provide 3 bids from vendors, OR explain)

d. **Form D: Project Budget** – Summary (for proposed project/phase) – Indicate how funding and match will be spent. Include both revenue and expenses for the project, and in-kind

e. **Form E: Matching Funds** – *Amount of funds contributed specifically for the proposed project* (group documentation, 1 upload each for: cash, pledges, in-kind)

i. match (statement of value and service to be provided)

f. Fundraising Plan: Please describe fund raising history and plan for future fundraising and provide documentation such as a bank statement.

g. Financial Statements- Current year-to-date (if audit is more than 1 year old) -- both Balance Sheet and Statement of Income & Expenses from same reporting date.

H4. Management

a. Please include a Care and Maintenance plan, your resources dedicated to maximizing the useful life, and the ability for the project to last into the future

H5. Long-range or strategic plan (if for renovation, construction or acquisition, the plan should include facilities planning &/or implementation of proposed project).

a. *Proof of Ownership.*
b. Description of existing restrictive covenants, if any.
c. *Support Materials (photos, tables, studies, statistics, and documents) (Optional)*

B2. Brief Description of Project:

Imagine walking down Calhoun to grab a local coffee. Your kid is in a guitar lesson. You hear music wafting from a rehearsal space. You pop into the hotel lobby. Someone plays away at the grand piano. You wander through the gallery exhibit on display. You pick up your child, and see a band recording their rehearsal in a studio. You stop and pick up your tickets for Friday's dinner theater and see that a popular comedian will be in next month. You think to yourself, "this was a vacant block for so long . . ."

Playhouse Tallahassee is equal parts a place for the residents of our community and a way to expose others to this great city. Through partnerships with local hotels (and being housed in the Washington Square project), restaurants, museums and shops, Playhouse will drive visitors to explore the city beyond the Playhouse walls.

Playhouse will provide culture and arts opportunities as follows:

Our classroom space is available for rent and utilized by local groups looking for a home, such as Tallahassee Writer's Association. Arts workshops are available periodically.

Our rehearsal / practice space is rented by local artists who teach lessons. Colleen Nixon (local artist), Russ Pangratz (owner of Junction at Monroe), Jania Kadar (independent visual art instructor) and other local performers and friends help us tie into the community of bands, musicians, and artists that call our city home.

Being fortunate enough to live in the Loews hotel complex, we will fill their existing space with shows. Nearly every day, we run a dinner theater. Our dinner theater crowds are made up mainly of passersby on the 32 bus tours who currently drive past the city of Tallahassee without pause. With an overnight stay package arranged with local hotels and discounts on cocktails at area restaurants, as well as by partnering with local museums and attractions, we encourage these buses to spend a day in town.

During the daytime, area schools and other groups who have expressed need may use the facility for a school performance. Or you may find children's theater or a special needs production going on.

Sometimes you may find a great regional band, comedy troupe, solo act, or local requests from other groups (such as Opening Nights, or a rain contingency at Cascades) at Playhouse. Our shows will be diverse, and appealing to many different population segments.

Once a year, we host Playhouse Fest, a 3-day, multi-stage music event modeled after South by Southwest, where musicians from different genres perform on stages

across the city. Playhouse coordinates this event with the other local performance venues. Arts and non-arts vendors alike have opportunities to set up around the festival and access the visitors coming in for show weekend.

In summary, Playhouse will provide programming and educational opportunities for the community, as well as fuel tourism and foster arts partnerships. We will further enhance and strengthen the art, heritage, and cultural community in Tallahassee.

B11. What is the source of other funding for this project? This grant fully funds the start up of Playhouse Tallahassee. Post-award, we seek to be financially independent and self-sufficient. Fairmont Development is funding construction and maintenance of the facility in which we will be housed and gives Playhouse access to their common spaces (grand ballroom, rooftop lounge, outdoor space) for bookings. Fairmont benefits from heads in beds, food service via dinner theater, and increased traffic on their block. Additionally, several local sponsors have committed to show or annual event sponsorships, and Playhouse will continue to build this list. Currently we have commitments from Tallahassee Dodge Chrysler Jeep Ram (Chuck Urban), B & T Fencing, Suskey Consulting, Inspired Technologies, Plantation Partners, LLC, and McDonald's. Playhouse will also be utilizing asks for free PR and other in-kind services from our friends in the community. While these in-kind contributions may be small, they are worth recognition as help in funding.

C1. Facility Information

Please see next page.

Fairmont Development, LLC

May 23, 2018

Playhouse Tallahassee
Chryssy Moor, Chairman of the Board
4298 Park Crossing Trail
Tallahassee, FL 32311

Re: Washington Square Office Lease – Proposal To Lease

Dear Chryssy,

On behalf of Fairmont Development, LLC, this letter is submitted as a Proposal of the general terms we would enter into an agreement to lease. Should your TDT Art, Culture, and Heritage funding grant be approved, we would be delighted to move forward with a lease agreement to include the following terms:

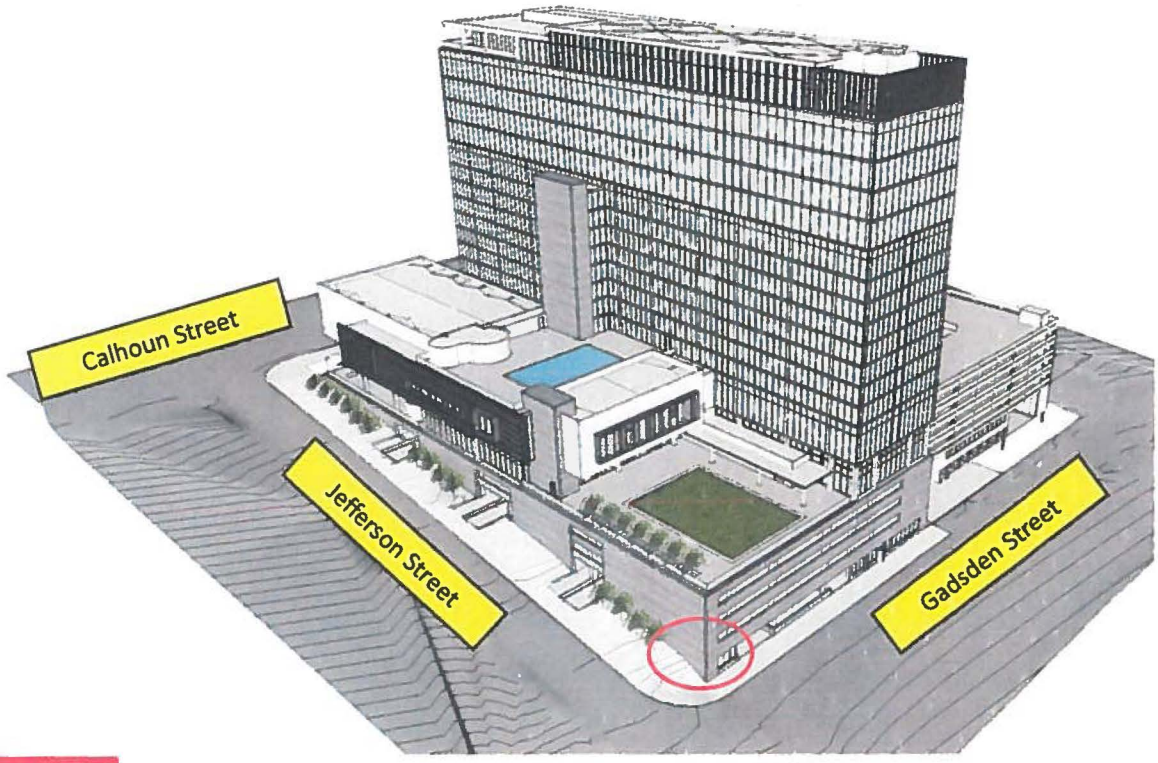
1. **Lessee:** PlayhouseTLH, a Florida Non-Profit Organization
2. **Property:** Washington Square Tallahassee - 226 S. Calhoun Street
3. **Description:** Level 1: Gadsden Street, approximately 1,100 s.f. of office space. (See Exhibit "A") Rate range $20-$25 per s.f., actual based upon tenant improvement allowance TBD.
   Office Location TBD: Approximately 1,000 s.f. administration office space. Rate range $25-$35 per s.f., actual based upon office location and tenant allowance TBD.
4. **Use:** Level 1: Music Lessons, rehearsals, training room, or as needed.
   Office Location TBD: General office, administration
5. **Commencement:** Commencement shall be July 2020
6. **Lease Type:** Full Service
7. **Term:** 10-Year initial period, with two additional 5-Year options

We are delighted to have the opportunity to support an organization like yours that will have a long-term and meaningful impact to the community.

Sincerely,

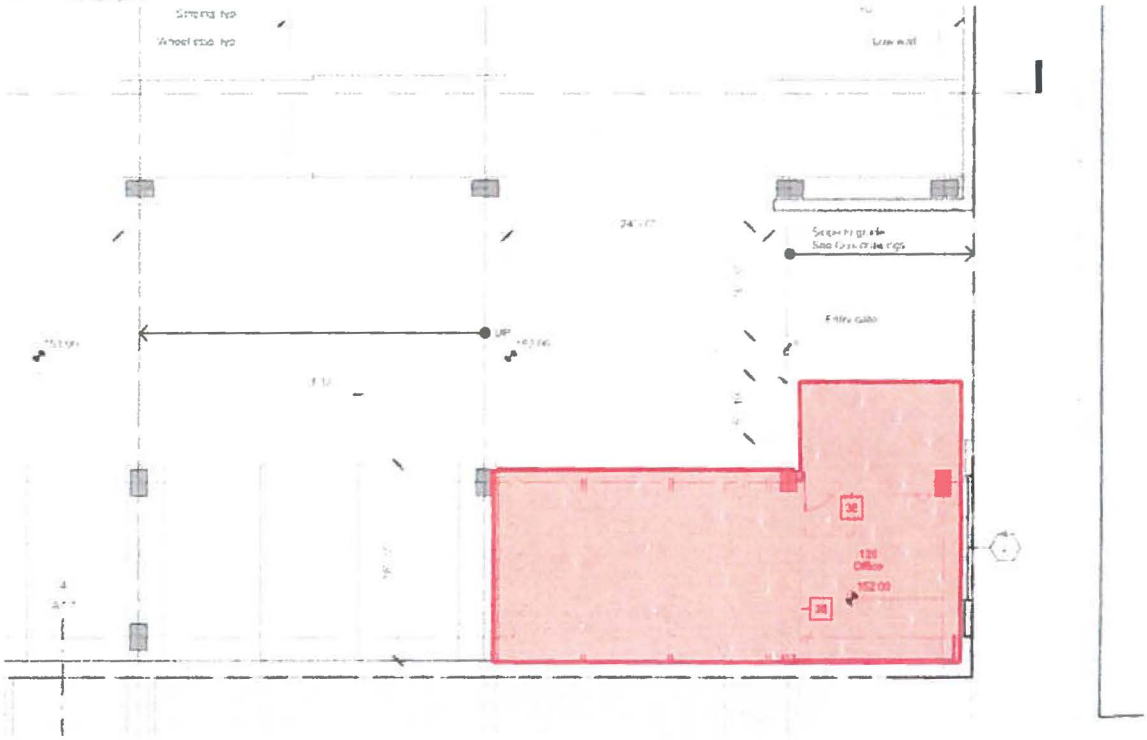
Walter Hall, Principal

Exhibit "A"



ALFONSO

Southeast Corner - Aerial



D. PROJECT DISCUSSION: Cultural Plan Compliance

D1. While Playhouse Tallahassee is a non-profit entity with a mission and vision for our role in the community, our team is no stranger to business. Each of our programs and services are revenue producing or occasionally revenue neutral. Playhouse will market to Tallahassee feeder markets, tour bus companies, and travel groups. We will freely coordinate with other venues, events and organizations. Playhouse is not a competitive group, it's a collaborative group. We believe that teaming up with the best strengthens the collective.

D2. Playhouse will meet the community's educational needs through workshops, masterclasses, and purely via exposure to the arts. We plan to increase access to the arts to children and special needs populations by creating modified versions of shows to meet these needs (differences in lighting, "break" areas from the show, differences in sound, etc. - our team has extensive background and education working with special needs populations and a heart for accommodating these individuals). Our Children's Theater and Special Needs Theater productions will aim to tie in other local organizations already serving these populations, as well.

Providing a place for lessons and rehearsals provides both practice being a teacher / trainer as well as opportunities for students to learn. Local college and university students will be able to receive production credits and experience via our shows, as well as gain experience in running equipment and more.

D3. Playhouse plans to produce revenue through our space and ticket sales. We have several sponsors lined up who are eager to help with our first shows, and we have a dedicated and intelligent marketing team that knows our community and will solicit more sales. Additionally, Playhouse is knowledgeable about local grant money that can further supplement our activities.

E. PROJECT DISCUSSION: Need For Project Within Community, Impact on Tourism

E1. Please describe the estimated number of arts/ cultural / heritage entities that will be supported by the proposed project.

It is likely that a dozen or more groups will benefit directly and indirectly from Playhouse initially, though we will actively seek to find more ways to pair with and support other arts establishments.

Our annual Playhouse Fest will offer the entire arts community and City of Tallahassee the ability to showcase the place we call home. Events will take place on stages across town, including Playhouse, Junction at Monroe, and possibly even Doak Campbell Stadium. Vendor booths showcasing local art will be available at

each venue. Playhouse will also coordinate a map / guide for the event weekend directing visitors to other shops, artisans, restaurants, etc. that would like to serve them. Walking tours, ghost tours, and our downtown Trolley will be used, as well.

Day to day, we will employ contractors from other arts groups. From art curation to lighting set up to equipment procurement, Playhouse will rely on established professionals around town for contracted advice.

Our practice spaces and classrooms will serve many local artists who have asked for an affordable place to provide lessons, practice with their groups, or teach, learn and collaborate. When we are not booked, rooms will be available free of charge. We will make this known through COCA and direct contact with the many arts, cultural, and heritage organizations who call Tallahassee home.

E2. Please discuss the potential number of citizens and visitors from outside of Leon County who will be served by the proposed project.

Our annual festival should draw 10,000 in its first year. Day to day, our facility should host 30 to 45 actors, musicians, students, and staff. Most will be local, but a small percentage are likely to come from outlying counties. Our dinner theater program has the potential to bring approximately 200 out of town guests per show. With seven shows per week, 6 week runs, and 4 to 6 shows per year, That is potential for 8400 subscribers to come into town 4 to 6 times annually (or roughly 50,000 unique visits).

E3. Please describe the project's potential impact on Leon County's tourism industry and its attraction for out of county residents and how that will be marketed.

Again, this project has potential to bring a total of more than 60,000 unique visitors annually to Tallahassee. This number will grow as out annual festival develops. Marketing will occur through several different avenues, including traditional television, radio and billboard ads in feeder markets, social media, and grassroots marketing via promoting our festivals and events at similar theaters and venues in other cities. We will team up with other local events and organizations (Springtime Tallahassee, Opening Nights, etc.) to promote to their guests another opportunity to have fun in our great town. We will also market directly to the tour buses that currently run on I-10 and fail to stop in Tallahassee. We have good reason for these operators to be stopping in town, and we just need to educate them about what we have to offer! Our marketing approach will be more targeted to music and arts lovers than broadcast to all sectors. However, Seminoles games, legislative session, the beginning and end of the college school years, etc., we will market to those segments who may be in town for a certain event or activity, but may like to come back for a special performance or event. Our focus will be on events and reasons for tourism May to August and during the holiday season, as these are out slowest times in town (no football, session, etc.). We feel that our marketing will only be as good as

what we produce, so we plan to select high interest shows for a wide variety of ages and interests. Our skew will likely be toward the 30 – 55 set, who we feel are somewhat underserved currently in terms of music performances locally. Our dinner theater program will be targeted more so at seasoned citizens passing by on bus tours.

E4. Please discuss the need for this project and the unfilled demand.

This project is necessary toward the coordination and cooperation of arts groups in our community. At times, as in all industries, we see an "us against them" approach. Playhouse seeks to bridge gaps and help the arts' players in the community work together for the greater success of all.

Serving our community through lessons to help breed more quality artists, hosting classes and events in promotion of arts education, and performance opportunities for aspiring professionals will help to grow and retain some of the talent from our universities and area venues.

Being the state capital, Tallahassee is uniquely positioned to provide a professional arts experience. The projected popularity for our program will hopefully be a step in paving the way to an even larger arts project in the future.

Projects such as our recording space have been touted by other area groups as a selling point to their recruitment of performers. Gus Corbella, chair of Opening Nights, noted that the ability to tell a performer such as Patti LaBelle that there is space to work may keep her local an extra day and provide more cultural (and revenue) opportunities by selling special passes to see her record/ rehearse. This is one example of how this project will help bolster other existing and successful arts endeavors locally. Space to record is appealing both to artists and the community, as it provides "behind the scenes" access to true fans and something extra for artists to do while they visit our city. We will work with TMH Foundation, Opening Nights, Junction at Monroe, Doak Campbell Stadium, and others to offer these opportunities to the stars they are already bringing in to our community.

Our signature festival is a need in this city. It is something the entire community can be proud of and it gives us a chance to show off our town. We believe this event has the potential to make Tallahassee a premiere concert destination, and we aim to do it right.

F. PROJECT DISCUSSION: Impact of project on adjacent uses and other Artistic, Cultural and Heritage Organizations

F1. Impact of location on adjacent uses, both positive and negative. Is the project located near other arts, cultural, heritage or entertainment uses? Does the project comply with zoning regulations?

This project will not be directly adjacent to any other performance arts venues. It will be near restaurants, lodging, etc., and is expected to have a positive financial and entertainment impact on these spaces. The venue will also pull locals and tourists alike into the area as they wait for their children to receive lessons, take in a show, take a class, or otherwise visit our space.

Other community arts programs should not be negatively affected by our presence. The attitude of Playhouse is inclusion, and we firmly feel that groups will do better in collaboration than competition. Our festival will host a variety of types of acts, and all venues whom would like to participate will be able. We hope to fill every stage in the city on festival weekend. Since much of our programming (e.g. dinner theater, recording space) are currently not operational in town, these should be positive additions and not detract from other programs. Of course there is always the minor risk that a Playhouse event pulls customers who would have utilized a different venue on a given day (and vice versa), but this risk is no greater or lesser with the addition of Playhouse to the community as any other venue.

The project complies with all zoning regulations and is being managed by Fairmont Properties, LLC.

F2. Impact of project on other Arts, Culture and Heritage organizations and uses. How will this proposal support other arts, cultural and heritage uses in the community.

As mentioned previously, Playhouse Fest will be fully inclusive of other venues in town. We will also be procuring art from local visual artists for our lobby space. We hope to support local performers and artists staying in Tallahassee post-graduation with the inclusion of on-going acting opportunities and ways to receive their "acting credits." By offering lessons and recording opportunities, we provide educational opportunities for college students to learn how and teach and produce, and for young learners to benefit from these older groups experiences. We hope that our actors, performers, and musicians will also take their talents to other venues in the city.

G. PROJECT DISCUSSION: COST and DESIGN of PROJECT; Design Construction and operations.

G1. If the facility is to be constructed, what is the estimated cost?

Only interior finishing is needed for the Playhouse project's 2100 square feet of space. The approximate cost of this is $350,000. Please see letter justifying build cost, next page.

4M Design Group PA
Architecture Preservation Sustainability

May 23, 2018

Ms. Chryssy Moor, Chairman
Playhouse Tallahassee
4298 Park Crossing Trail
Tallahassee, FL 32311

RE: Build out of Commercial Space for Playhouse Tallahassee

Dear Ms. Moor,

This correspondence is prepared to provide you with the necessary evidence that the square footage cost for the build out of Playhouse Tallahassee is more than adequate to compete the rehearsal, classroom and executive office spaces necessary for your proposed business model.

Based on your budget of $350,000 for the anticipated 2,100 square feet of space to be provided in the Washington Square Hotel, both your executive office spaces and the proposed rehearsal, and classroom space to be accommodated on two levels of the hotel structure.

The calculated values, on a per square foot basis, are consistent with the tenant profile and finishes that we feel is necessary to be a contributing partner with the Washington Square Hotel/Loews brand and to actualize our first convention capable hotel facility in Tallahassee!

We wish you the best of luck in your proposal to the City.

Sincerely,

STATE OF FLORIDA
MARK A. TARMEY
AR0015641
REGISTERED ARCHITECT

Mark A. Tarmey, A.I.A. | NCARB
Managing Principal Architect

322 Beard Street, Tallahassee, FL 32303
850.422.3676 850.421.3676 fax
Architecture Reg. AA26001466 www.4mdesigngroup.com

G2. Process/Design & Planning
Please discuss:

a. Process/Design Planning – project scope

Playhouse is fortunate in that we will live in a beautifully designed, brand new space. All planning and development has been handled by Fairmont. As such, our building / renovation needs are minimal and are limited to high end furnishing and equipment for our 2100 square feet of daily use space. We will also have the equipment necessary to convert the common spaces included in our lease into performance area.

Our local architectural and design firm works closely with us in the design of our spaces and are knowledgeable about the needs of a theater from past professional performance experience.

In the design and planning of our programming, we carefully assessed holes and weaknesses in our community arts scene. There is some performance space, but no collaboration. There is not enough rehearsal and recording space. There are not enough tourism generating musical opportunities. After finding these holes in the arts, and asking friends and artists alike what they would like to see in town, we came up with a plan to fill the gaps.

b. How have you addressed environmental features and sustainability?

These factors have been addressed through the developer for our space.

c. Identify necessary components from consultants.

Our local architect and designer have spoken with Fairmont and coordinated efforts. Since Playhouse is not building this building, we have minimal need for consultants at this time, from a construction standpoint.

Programmatically, Playhouse will contract with consultants who are established experts in the types of work we want to become experts in. We will work with organizers from other festivals, most notably.

d. Programmatic square footage.

Our daily use programming space will be approximately 2100 square feet. Additionally, we have included access to an 8000 square foot indoor space, a 9000 square foot outdoor space, and a rooftop lounge area that can seat over 150 (a good space for comedians, local music, and other small acts).

e. Demonstrate that you have a qualified project team and have taken all the necessary steps for project preparation.

Our team includes a designer, a developer, professionals from the arts community, business professionals, and consultants with a wide variety of backgrounds and expertise. We have worked diligently as a team on all aspects of this proposal.

Our interim Executive Director has experience building a company from the ground up, and with far less starting funding than available for Playhouse. Chryssy Moor is the founder and former Executive Director of the Florida Autism Center, a 15-million dollar per year business expanding into three states and with partners nationally. Additionally, our Artistic Director has worked on broadway and appeared in over 80 films. We have a former professional touring musician on our board, as well as employees who are rising stars in the local arts and cultural communities. We have a brilliant financial mind as our accountant. We have the contacts and talents in place to do this project right.

We are very fortunate to have other local professionals who have committed to help move us forward via our steering committee after funding is awarded. Included are former Rep. Alan Williams, Opening Nights Chair Gus Corbella, Jason Dennard (who has been responsible for the concert performances at Doak Campbell Stadium) and others. Please see our attached steering committee list in supplemental materials.

f. A timeline of project milestones; include start and end date and key points in between.

Construction on the hotel / square is currently underway. Anticipated open is July 2020.

We should be operational in our 2100 square feet by October 1, 2020.

Our first Playhouse Fest will commence in March 2021.

Our first Patriotic Showcase will be July 2021.

Out first Holiday Spectacular with be November 2021 - January 1, 2022.

Full-time dinner theater will begin January 2022.

Regularly scheduled (likely quarterly) regional acts (comedians, bands, etc.) will begin by summer 2022.

PLEASE NOTE: Playhouse is willing to rent temporary space within the CRA immediately in order to begin sales and marketing. We could potentially hold our first Playhouse Fest in 2020 with this accommodation.

H. PROJECT DISCUSSION: Organizational Capability and Sustainability

H1. Required Attachments - Upload each of the required documents in a separate folder marked "attachments. N/A as application materials are printed

a. Minutes from the organization's board meeting authorizing the project for which the applicant is applying. See attached.
b. Board of Directors, including officers. See attached.
c. Project Team, including key staff members involved in the project. See attached.
d. What are the estimated staffing needs for programs, staff, and / or proposed facility. See attached.

H1.

Required Attachments

H1.a – Minutes

May 21, 2018

A meeting of the Board of Directors of the newly formed Playhouse Tallahassee took place at the University Center Club at Doak Campbell Stadium at 2:30PM.

At this meeting, the organization was incorporated. A website domain was purchased. The Board of Directors was created, to include Chryssy Moor, Chairman of the Board; James Hughes, Director; and Mark Marple, Director. Additional Board Members will be added from our steering committee and recommendations from the community. Our board will consist of a minimum of 6 members once complete.

The BOD approved a project to seek funding through the Tourist Development Tax Art, Culture, and Heritage grant at this meeting. A unanimous vote of approval was received. Details of the application were given and final tasks distributed. The group discussed its programming, financial strategy, and other key factors of future operations.

Also present were future Playhouse employees Meghan Tarmey and Jania Kadar, as well as contracted accountant James Hartman.

H1.b – Board of Directors

Chryssy Moor, Chairman of the Board

James Hughes (Joms Hus), Director / Member at Large

Mark Marple, Director / Member at Large

--

*Three (or more) additional members TBD from steering committee and community post-award

*Please see our bios, steering committee, and organizational chart in Supplemental Materials

H1.c – Project Team

Chryssy Moor, Interim Executive Director

Jania Kadar, Director of Operations

Mark Marple, Artistic Director

Meghan Tarmey, Director of Event Planning and Fundraising

James Hartman, contracted accountant

Brinda Pamulapati, contracted art curator

TBD, Production / Maintenance Specialist

TBD, Administrative Assistant

*Please see attached bios and organizational chart (in supplemental materials)

H1.d – Staffing Needs

Playhouse anticipates a full-time staff of 6 people at open. Our team will likely grow to a dozen within 5 years. We will also have 3 to 5 part-time contracted positions (some impacting budget and some not) and a host of volunteers. Please see our organizational chart for more information (found in supplemental materials).

H2. Describe the plans for revenue generation to pay ongoing operations and maintenance.

Revenue will be generated by rental of lesson space, classroom space, and recording / rehearsal space. Revenue will be generated by individual ticket and groups sales to our running dinner theater program as well as through the food and beverage sales associated with this program. We will create a program in which the organizations listed in our businesses and activities guide give a small portion of their sales back to our group. Our festivals and special performances will be expensive to produce, but have huge revenue potential for both Playhouse and the greater community. We recently heard of the local ROI study in which each $1 spent on sponsorship of a large concert brought $18 into the community. This is good business for all, and we anticipate that over the first few years of our Fest, we will achieve this kind of return for our community.

Playhouse also has the good fortune of not being responsible for the maintenance costs of the spaces that host shows and programs, as these are common space to be maintained by Loews / Fairmont or other facilities in which our events are held.

Our team is very savvy both in collecting in-kind items and sponsorships as well as producing revenue. We are confident in our ability to maximize the use of these funds toward creating quality arts activities in the Capital City and being financially sound and viable.

H3. Financial Readiness - Forms & Financial Position. Please include in attached folder labeled "Attachments"

a. Form A, Five (5)-year Operating Forecast - Attached
b. Form B, Project Readiness Checklist - Attached
c. Form C, Certification from Professionals, architect - Attached
d. Form D, Project Budget - Attached.
e. Form E, Matching Funds - Attached.
f. Fundraising Plan – Attached.
g. Financial Statements – Attached.

H3.

Required Attachments

H3.a. – Form A, 5 year operating forecast

2018 Arts, Culture and heritage Funding Process

FORM A

Organization Name: Playhouse Tallahassee Inc
Project Name: Playhouse Tallahassee

A 5-year operating forecast budget must not only show the ability to sustain the facility in the long term, but must also provide for reasonable reserves, and required staffing, realize savings for efficiencies in renovations or new systems, etc. If your operating budget will change (+ or -) after the project is completed, you should show this on your Five-year operating forecast budget. Use this format with the additional line items that best represents your operations. Your operating forecast budget may look like the example below. ***You may add or subtract line items--as appropriate to reflect your organization's budget.***

SAMPLE: Complete with your Projected Figures

5-year Operating Forecast Budget

Changes in Operation	A FYE2017	B FYE2018	C FYE2019	D FYE2020	E FYE2021	Amount of Change	% Change
EXAMPLE LINE ITEMS/AMOUNTS - ADJUST TO SHOW YOUR PROPOSAL	Projected 2017 expenses		(Example only: Facility Completed)				
EXPENDITURES							
General & Administration							
Artistic Personnel							
Contract Services							
Maintenance *(suggested line item)*							
Utilities *(suggested line item)*							
Maintenance Reserve *(suggested ln item)*							
other							
other							
other							
Total Expenditures							
INCOME							
Admissions/Ticket Sales/Contract Rev.							
Contributed Income/grants							
Facilities Rental							
Other Revenue							
other							
other							
other							
Total Revenues							
Net Gain/Loss	Required to present a balanced budget - Year 2017						

Budget notes to explain significant spikes or decreases (optional):

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

Playhouse Tallahassee Inc
5 Year Forecast Overview

	Jul - Dec 18	Jan - Dec 19	Jan - Dec 20	Jan - Dec 21	Jan -Dec 22	Total
Ordinary Income/Expense						
Income						
44500 · Government Grants						
44530 · Local Government Grants	478,700.04	857,250.06	1,209,025.04	455,024.86	0.00	3,000,000.00
Total 44500 · Government Grants	478,700.04	857,250.06	1,209,025.04	455,024.86	0.00	3,000,000.00
45000 · Program Revenue Income			250,000.00	500,000.00	750,000.00	1,500,000.00
46000 · Sponsorship / Contributions			200,000.00	400,000.00	600,000.00	1,200,000.00
Total Income	478,700.04	857,250.06	1,659,025.04	1,355,024.86	1,350,000.00	5,700,000.00
Expense						0.00
60900 · Business Expenses						0.00
60920 · Business Registration Fees	150.00	150.00	150.00	150.00	150.00	750.00
Total 60900 · Business Expenses	150.00	150.00	150.00	150.00	150.00	750.00
62100 · Contract Services						0.00
62110 · Accounting Fees	6,000.00	12,000.00	24,000.00	24,000.00	24,000.00	90,000.00
62140 · Legal Fees	3,000.00	6,000.00	7,500.00	7,500.00	7,500.00	31,500.00
62150 · Outside Contract Services	12,000.00	24,000.00	36,000.00	36,000.00	24,000.00	132,000.00
Total 62100 · Contract Services	21,000.00	42,000.00	67,500.00	67,500.00	55,500.00	253,500.00
62800 · Facilities and Equipment						0.00
62840 · Equip Rental and Maintenance	12,000.00	24,000.00	30,000.00	30,000.00	30,000.00	126,000.00
62850 · Janitorial Services	1,500.00	3,000.00	4,500.00	4,500.00	4,500.00	18,000.00
62870 · Property Insurance	900.00	1,800.00	4,500.00	4,500.00	4,500.00	16,200.00
62890 · Rent, Parking, Utilities	9,000.00	18,000.00	49,237.50	80,475.00	80,475.00	237,187.50
Total 62800 · Facilities and Equipment	23,400.00	46,800.00	88,237.50	119,475.00	119,475.00	397,387.50
65000 · Operations						0.00
65010 · Books, Subscriptions, Reference	3,000.00	6,000.00	6,000.00	6,000.00	6,000.00	27,000.00
65020 · Postage, Mailing Service	1,500.00	3,000.00	3,000.00	3,000.00	3,000.00	13,500.00
65030 · Printing and Copying	1,200.00	2,400.00	2,400.00	2,400.00	2,400.00	10,800.00
65040 · Supplies	3,000.00	6,000.00	6,000.00	6,000.00	6,000.00	27,000.00
65050 · Telephone, Telecommunications	3,000.00	6,000.00	6,000.00	6,000.00	6,000.00	27,000.00
Total 65000 · Operations	11,700.00	23,400.00	23,400.00	23,400.00	23,400.00	105,300.00
65100 · Other Types of Expenses						0.00
65110 · Advertising Expenses	60,000.00	120,000.00	120,000.00	120,000.00	120,000.00	540,000.00

Playhouse Tallahassee Inc
5 Year Forecast Overview

	Jul - Dec 18	Jan - Dec 19	Jan - Dec 20	Jan - Dec 21	Jan -Dec 22	Total
65120 · Insurance - Liability, D and O	3,000.00	6,000.00	12,000.00	12,000.00	12,000.00	45,000.00
65150 · Memberships and Dues	1,500.00	3,000.00	5,000.00	5,000.00	5,000.00	19,500.00
65160 · Other Costs	3,000.00	6,000.00	6,000.00	6,000.00	6,000.00	27,000.00
65170 · Staff Development	1,200.00	2,400.00	48,000.00	48,000.00	48,000.00	147,600.00
Total 65100 · Other Types of Expenses	68,700.00	137,400.00	191,000.00	191,000.00	191,000.00	779,100.00
66000 · Payroll Expenses	253,750.02	507,500.04	807,500.04	807,500.04	807,500.04	3,183,750.18
68300 · Travel and Meetings						0.00
68310 · Conference, Convention, Meeting	0.00	0.00	0.00	0.00	0.00	0.00
68320 · Travel	0.00	0.00	0.00	0.00	0.00	0.00
Total 68300 · Travel and Meetings	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	378,700.02	757,250.04	1,177,787.54	1,209,025.04	1,197,025.04	4,719,787.68
Net Ordinary Income	100,000.02	100,000.02	481,237.50	145,999.82	152,974.96	980,212.32
Other Income/Expense						0.00
Other Expense						0.00
80100 · Capital Purchases						0.00
80120 · Grant Capital Purchase - Bldg	0.00	0.00	350,000.00	50,000.00	50,000.00	450,000.00
80130 · Grant Capital Purchase - Equip	100,000.02	100,000.02	100,000.00	50,000.00	50,000.00	400,000.04
Total 80100 · Capital Purchases	100,000.02	100,000.02	450,000.00	100,000.00	100,000.00	850,000.04
Total Other Expense	100,000.02	100,000.02	450,000.00	100,000.00	100,000.00	850,000.04
Net Other Income	-100,000.02	-100,000.02	-450,000.00	-100,000.00	-100,000.00	-850,000.04
Net Income	**0.00**	**0.00**	**31,237.50**	**45,999.82**	**52,974.96**	**130,212.28**

Note 1: 2018 is for a 6 month period only; July - Dec 2018.

Note 2: Variation of budget is due to timing of expected facility completion date in calendar year 2020 as outlined in the application.

H3.b – Form B, Project Readiness Checklist

2018 Arts, Culture and Heritage Funding Process
Form B - Project Readiness

❑ Architectural Drawings completed? Yes ☑ No ☐

Explain/Details:

New construction building currently.

❑ Design Drawings completed? Yes ☐ No ☑

Explain/Details:

35% complete, architect will finalize upon grant approval.

❑ Project Team status?

Explain/Details:

Team assembled, architect engaged

❑ Contracted with General Contractor?

Explain Status:

No, will determine contractor with architect once project approved. Will solicit 3 bids.

❑ Historic Preservation Board release issued (if applicable)?

Yes ☐ No ☐ Not Applicable ☑

Explain/Details:

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

❑ Are the land use approvals completed? Yes ☑ No ☐

Explain/Details:

Lease within a larger, approved project.

❑ Permitting issued? Pre-permit meeting? (Or status) Yes ☑ No ☐

Explain/Details:

Build permit for building underway, our build out permit will not be issued until building is complete.

❑ Certificate of Occupancy issued? Yes ☐ No ☑

Explain/Details:

New construction

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

❑ Three bids solicited/received **OR** Explain Yes ☐ No ☑

Explain Status/Details:

Lease within new construction. Architect engaged.

❑ Site preparations Yes ☑ No ☐

Explain/Details:

N/A - lease within new construction

❑ Is a (real estate) lawyer consulting on the project? Yes ☑ No ☐

Explain/Details:

We will engage a real estate attorney for final lease negotiations, etc. once the project is approved.

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

❑ Are there any third-party restrictions or contingencies? Yes ☐ No ☑

Explain/Details:

❑ Does the applicant have a maintenance fund established to support future maintenance and repairs for this facility/equipment?
Yes ☐ No ☑
Explain/Details:

Full service lease, landlord responsible for property maintenance.

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

H3.c – Certification from Professionals

2018 Arts, Culture and Heritage Funding Process **FORM C -- PROFESSIONAL CERTIFICATION**

Applicant name: Playhouse Tallahassee

Either or both the project architect/engineer and the contractor must sign the applicable statement certifying their review of this application and the project status. If none of these will be involved with the project, the applicant must submit three (3) vendor bids as alternative, OR explain.

PROFESSIONAL CERTIFICATION – PROJECT ARCHITECT/ENGINEER

NAME AND ADDRESS OF PROJECT ARCHITECT/ENGINEER:

Name: Mark Tarmey
Company: 4M Design Group
Address: Beard Street, Second Floor
City/ST/Zip: Tallahassee, FL 32303 Email: mark@4mdesigngroup.com

The following preparatory documents for Project Planning have been completed:

☐ preliminary design and development documents complete
☑ construction documents complete

If not complete, give status: design underway, will be completed once funding approved

I certify that I have reviewed this application and that the technical project information is correct as

Signature of Architect/Engineer 05-23-2018 Date

PROFESSIONAL CERTIFICATION – PROJECT CONTRACTOR

NAME AND ADDRESS OF PROJECT CONTRACTOR:

Name: TBD with architect once funding approved
Company:
Address:
City/ST/Zip: Email:

The following preparatory documents for Project Planning have been completed:

☐ preliminary design and development documents complete
☐ construction documents complete

If not complete, give status: To be completed once project funding is approved, currently no building

I certify that I have reviewed this application and that the technical project information is correct as cited.

Signature: Project Contractor Date

ALTERNATE OPTION: THREE VENDOR BIDS HAVE BEEN SECURED & SUBMITTED

Signature: Project Coordinator Date
Name/Title:

H3.d – Form D, Project Budget

2018 Arts, Culture and Heritage Funding Process 2018 **FORM D** **Project Budget**

Organization Name: Playhouse Tallahassee Inc
Project Name: Playhouse Tallahassee

Request Amount 650,000

Project Budget Summary

EXPENDITURES	Match + Remaining Project Expenditures	TDT/CRA	Total
Land Acquisition			$ -
Building Acquisition			$ -
Professional Services (Architectural/Design, Engineering)			$ -
General Requirements *			$ -
Construction (Site, concrete, masonry, metals, wood & plastic, thermal and moisture protection, doors and windows, finishes)			$ -
Specialties			$ -
Equipment		250,000	$ 250,000 -
Furnishings		50,000	$ 50,000 -
Special Construction		350,000	$ 350,000 -
Conveying Systems			$ -
Mechanical			$ -
Electrical			$ -
A. SUBTOTALS OF EXPENDITURES (at least 1:1)	$ -	$ -	$ -
B. CONTINGENCY (suggested: 5% of total expenses)			$ -
C. TOTAL PROJECT EXPENDITURES (line A MATCH + TDT +CONTINGENCY)			$ -

INCOME	Match + Remaining Project Inc.	TDT/CRA	Total
	Cash/Pledges		
D. TOTAL ACH FUNDING REQUEST fr. TDT		$ 650,000 -	$ 650,000 -
Private Support			$ -
Corporate Support			$ -
Government Support - Local			$ -
Government Support - State			$ -
Government Support - Federal			$ -
Applicant Cash			$ -
E. TOTAL MATCH (Cash & Irrevocable Pledges)	$ -	$ -	$ -
F. TOTAL PROJECT INCOME (TDT line D + MATCH line E)			$ -

NOTES: Indicate cost of total project if this represents only one part of a larger facilities project.

Present a balanced budget - Line C equals Line F.

* Budget must include required insurance coverages, Payment and Performance Bonds (typically 1-2% of total project), and Builders All-Risk (see Guidelines for details).Include within General Requirements line item.

Budget notes (optional):

This budget is only for capital assets which include the build out of what will be new "vanilla box" rental space which is shown as specialty construction, office equipment, black box equipment and mobile equipment.

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

H3.e – Form E, Matching Funds

2018 Arts, Culture and Heritage Funding **FORM E**

Organization Name:	Playhouse Tallahassee, Inc
Project Name:	Playhouse Tallahassee

Funding Request	
Matching Funds	N/A

✓ Record your matching funds into the "Matching Funds - Categories" below. **You must document 100% of your Match.**

✓ Submit as Excel form, or PDF. Upload supporting documentation in groups by cash, irrevocable pledges,

Match Summary

	Match Categories	Match Amounts	% of Total Match (E)
A	Cash-On-Hand		
B	Irrevocable Pledges		
C	Portion of Land Value*		
D	Prior Expenditures**		
E	TOTAL Documented Match***		
F	Funding Request		
G	Project Total	$	

**Prior expenditures directly related to the project may be counted towards the match if made within two years prior to application date.

***100% of TOTAL Documented Match MUST BE COMPLETE AND CONFIRMED AT THE TIME OF APPLICATION

Matching Funds - Categories & Documentation

Cash-on-Hand

A You may add or subtract rows from this chart. Documentation for Match funding *must be attached to the application*. May include copies of government appropriations, foundation or corporate award/grant notice, municipality or bank loan, applicant cash, bank statement, minutes, letter from Board/Executive Director, etc.

	Name/contact information of funding source	Amount	Description of funding (type)	What Documentation Provided
1		$ -		
2		$ -		
3		$ -		
4		$ -		
5		$ -		
6		$ -		
7		$ -		
8		$ -		
9		$ -		
10		$ -		
		$ -		

Irrevocable Pledges

B Only pledges that are auditable are acceptable. Donations must be received and obligated by the time the first installment of the grant funding is released. You may add or subtract rows from this chart. Documentation for Match funding *must be attached to the application.*

	Name/contact of donor (person or organization)	Date & Description of goods and services donated	Amount of Pledge	What Documentation Provided
1			$ -	
2			$ -	
3			$ -	
4			$ -	
5			$ -	
6			$ -	
7			$ -	
8			$ -	
9			$ -	
10			$ -	
			$ -	

Portion of Land/Building Value

C Cost of appraisal does not count as a matching expense. Documentation for appraisal *must be attached to the application.*

Name of Appraiser	Total Amount of value of land or building used for project	10% of total value allowable towards match
		$ -

Prior Expenditures

D Only expenses directly related to the project are acceptable. Previous expenses must have been completed prior to May 24, 2016. Documentation for all Matching funding *must be attached to the application.*

	Name of Vendor	Amount	Description of Expense
1		$ -	
2		$ -	
3		$ -	
4		$ -	
5		$ -	
6		$ -	
7		$ -	
8		$ -	
9		$ -	
10		$ -	
		$ -	

H3.f – Fundraising Plan

Playhouse is a bit unique in that the three million dollar grant award will set us up for on-going success. When we achieve the revenue results we expect from this seed, we will continue to flower for many years. We will actively fundraise through sponsorships in our community and group sales, and will comfortably fund future festivals, events, and shows from the revenue produced from our initial round of productions. Additionally, once we qualify, we will apply for matching grants and other available funding through local arts and tourism entities.

H3.g – Financial Statements

Being a new group, Playhouse cannot demonstrate current financial statements. We have opened a bank account and are fully ready to be operational. While Playhouse is new, our team is not. Our personal finances and professional organizations clearly show our strength in financial management. Our Executive Director is the largest private shareholder of the Florida Autism Center (FAC), an organization with a solid financial record and huge growth trajectory that has attracted capital investment and will triple in size again within the next 24 months. FAC was started with a $1000 loan and is now produces approximately $15 million dollars in annual revenue. Mark Marple has demonstrated time and time again his ability to produce shows that create solid profit. James Hughes, a board member, has owned and operated his own company. James Hartman, our contracted accountant, is meticulous and collaborative, and will faithfully keep our budget in order and flag any potential missteps.

H4. Management

a. Please include a Care and Maintenance plan, your resources dedicated to maximizing the useful life, and the ability for the project to last into the future.

Playhouse is only responsible for the care and maintenance of our 3000 square feet. Of course, we will employ a maintenance contractor and cleaning team. Our production and maintenance professional will be responsible for keeping an eye on our facility and correcting any issues. We plan to contract some of our electronics, etc. for one year at a time, such that we can keep our technology always up to date. We will establish a capital improvements fund or campaign as needed, however, being housed in a brand new build limits our immediate need for this.

If we make quality choices in materials and design at initial build we will have the ability for our project space to last into the future. We will employ high end, classic design rather than fad choices. Members of our team have strong space design experience for both functionality and form. We will also employ design professionals, if necessary.

Having the right team is critical to the success or our programs and events being replicable and sustainable. Each year of operation, we will further hone our skills in this space and grow bigger and bigger. We are fortunate to have both young excited professionals and seasoned veterans as a part of Playhouse.

H5. Long range or strategic plan (if for renovation, construction or acquisition, the plan should include facilities planning and / or implementation of proposed project).

2018 - Receive grant approval

2019 - Complete pre-planning and begin sales / marketing

2020 - Open doors

2021 - first full year of operations

2022 - all planned programming operational

2023 - 2027 - create replicable success, phase younger leaders into new roles

2028 - 2035 - 2028 - revise strategic plan (re-evaluate stages / spaces in town, their utilization, and what is lacking / excess); expand festival based on feedback from community, begin booking larger acts

2038 - revise strategic plan

a. Proof of ownership - Attached.
b. Description of restrictive covenants, if any. None at this time.
c. Support Materials (photos tables, studies, statistics and documents) - Attached.

20070001490 RECORDED IN PUBLIC RECORDS LEON COUNTY FL BK: 3639 PG: 1724, 01/08/2007 at 10:39 AM, D DOCUMENTARY TAX PD $29400.00 BOB INZER, CLERK OF COURTS

This instrument was prepared by
or under the supervision of and
AFTER RECORDING, RETURN TO
Gerry Thomas, Esq.
AUSLEY & McMULLEN
Post Office Box 391
Tallahassee, Florida 32302

WARRANTY DEED

THIS WARRANTY DEED, made this 5th day of January, 2007, by and between **WASHINGTON SQUARE PARTNERSHIP**, a Florida general partnership, whose mailing address is 227 South Calhoun Street, Tallahassee, Florida 32301, (hereinafter referred to as the "Grantor"), and **COMMERCE PARK AT STONEHOUSE, LLC**, a Virginia limited liability company, whose mailing address is 15 Mendham Road, Post Office Box 61, Gladstone, New Jersey 07934, and **FAIRMONT INVESTMENT, LLC**, a Virginia limited liability company, 15 Mendham Road, Post Office Box 61, Gladstone, New Jersey 07934, as tenants in common. (hereinafter referred to as the "Grantees");

(Wherever the context hereof so requires or admits, the terms "Grantor" and "Grantees" shall include singular and plural, and use of any gender shall be applicable to all genders, and this instrument shall be binding upon all parties hereto and their legal representatives, successors, and assigns.)

WITNESSETH: That the Grantor, for and in consideration of the sum of Ten and 00/100 Dollars ($10.00) and other valuable considerations, the receipt whereof is hereby acknowledged, hereby grants, bargains, sells, and conveys unto the Grantees, its heirs and assigns forever, all that certain land situate in Leon County, Florida, to wit:

SEE EXHIBIT "A" ATTACHED HERETO AND MADE A PART HEREOF;

Property Appraiser's Parcel Identification No. 2136250711210.

TOGETHER WITH all tenements, hereditaments, and appurtenances and all right, title, interest, and estate, thereto belonging or in anywise appertaining.

AND the Grantor does hereby fully warrant the title to the said land, and will defend the same against the lawful claims of all persons whomsoever, SUBJECT HOWEVER, to any easements, reservations, and restrictive covenants of record, which are specifically not reimposed or extended hereby, to taxes for the year 2007 and subsequent years, and to any rights, interest or claims affecting the land which a correct survey would disclose and which are not shown by the public records.

IN WITNESS WHEREOF, the said Grantor has signed and sealed these presents the day and year first above written.

Signed, sealed, and delivered in the presence of:

(1st Witness-Signature)

(1st Witness-Printed Name)

(2nd Witness-Signature)

(2nd Witness-Printed Name)

WASHINGTON SQUARE PARTNERSHIP, a Florida general partnership

By: _____
Kenneth R. Hart, Managing Partner

STATE OF FLORIDA
COUNTY OF LEON

The foregoing instrument was acknowledged before me this 5th day of January, 2007, by **KENNETH R. HART**, as Managing Partner of **WASHINGTON SQUARE PARTNERSHIP**, a Florida general partnership, on behalf of said partnership. Such person: (✓) is personally known to me; ( ) produced a current driver's license as identification; or ( ) produced _____ as identification.

(Signature of Notary Public)

(Notarial Seal)

(Typed or Printed Name of Notary Public)

KATHRYN T. MAY
MY COMMISSION # DD 179868
EXPIRES: January 23, 2007
Bonded Thru Notary Public Underwriters

EXHIBIT "A"
LEGAL DESCRIPTION

(WEBB PROPERTY -- APARTMENT BUILDING)

ALL THAT PART OF LOT NUMBERED 72 ACCORDING TO THE OLD PLAN OF THE SAID CITY OF TALLAHASSEE DESCRIBED AS FOLLOWS, TO-WIT: BEGIN AT THE NORTHEAST CORNER OF SAID LOT NUMBERED 72 AND FROM SAID POINT OF BEGINNING THENCE RUN SOUTH ALONG THE EASTERN BOUNDARY LINE OF SAID LOT NUMBERED 72 FOR A DISTANCE OF SIXTY (60) FEET, THEN RUN IN A WESTERLY DIRECTION ALONG A LINE PARALLEL TO THE NORTHERN BOUNDARY OF SAID LOT FOR A DISTANCE OF EIGHTY-FIVE (85) FEET, THENCE RUN IN A NORTHERLY DIRECTION PARALLEL TO THE EASTERN BOUNDARY LINE OF SAID LOT FOR A DISTANCE OF SIXTY (60) FEET, THENCE RUN IN AN EASTERLY DIRECTION ALONG THE NORTHERN BOUNDARY LINE OF SAID LOT TO THE POINT OF BEGINNING AS DESCRIBED IN DEED BOOK 164, PAGE 447 IN THE OFFICE OF THE CLERK OF THE CIRCUIT COURT IN LEON COUNTY, FLORIDA.

(TITLE BUILDING)

BEGIN AT THE SOUTHWEST CORNER OF LOT 71 OF THE OFFICIAL PLAT OF THE CITY OF TALLAHASSEE, FLORIDA, THENCE RUN NORTH 82 FEET TO THE POINT OR PLACE OF BEGINNING. FROM SAID POINT OR PLACE OF BEGINNING THENCE RUN NORTH 30 FEET PARALLEL WITH CALHOUN STREET TO A POINT, THENCE EAST 100 FEET TO A POINT, THENCE SOUTH 30 FEET TO A POINT, THENCE WEST 100 FEET TO THE POINT OR PLACE OF BEGINNING.

(FLYNN PARKING LOT -- MAIN BUILDING)

BEGIN AT THE SOUTHWEST CORNER OF LOT 71 OF THE OFFICIAL PLAT OF THE CITY OF TALLAHASSEE, FLORIDA, THENCE RUN NORTH ALONG THE EAST PROPERTY LINE OF CALHOUN STREET FOR A DISTANCE OF 112 FEET TO THE POINT OF BEGINNING. FROM SAID POINT OF BEGINNING RUN NORTH 58 FEET, THENCE EAST 170 FEET, THENCE SOUTH 170 FEET, THENCE WEST 70 FEET ALONG THE NORTH BOUNDARY OF JEFFERSON STREET, THENCE NORTH 112 FEET, THENCE WEST 100 FEET TO THE POINT OF BEGINNING.

(MAIN BUILDING, ANNEX AND PARKING LOT):

PARCEL 1

BEGIN AT THE SOUTHWEST CORNER OF LOT 71, OF THE OLD PLAN OF THE CITY OF TALLAHASSEE, AND RUN THENCE NORTH 82 FEET, THENCE EAST 100 FEET, THENCE SOUTH 82 FEET TO THE NORTH BOUNDARY OF JEFFERSON STREET, THENCE WEST 100 FEET TO THE POINT OF BEGINNING.

PARCEL 2

THE WEST HALF OF LOT NUMBERED 72 IN THE ORIGINAL PLAN OF THE CITY OF TALLAHASSEE, LEON COUNTY, FLORIDA.

PARCEL 3

ALL THAT PART OF LOT 72, OF THE ORIGINAL PLAN OF THE CITY OF TALLAHASSEE, DESCRIBED AS FOLLOWS, TO-WIT: BEGIN AT THE SOUTHEAST CORNER OF SAID LOT 72, AND FROM SAID POINT OF BEGINNING RUN THENCE NORTH ALONG THE EASTERN BOUNDARY LINE OF SAID LOT NO. 72, FOR A DISTANCE. OF 110 FEET, THENCE RUN IN A WESTERLY DIRECTION ALONG A LINE PARALLEL TO THE NORTH BOUNDARY OF SAID LOT FOR A DISTANCE OF 85 FEET, THENCE RUN IN A SOUTHERLY DIRECTION PARALLEL TO THE WESTERN BOUNDARY LINE OF SAID LOT FOR A DISTANCE OF 110 FEET, THENCE RUN IN AN EASTERLY DIRECTION ALONG THE SOUTHERN BOUNDARY LINE OF SAID LOT TO THE POINT OF BEGINNING.

20110000712 RECORDED IN PUBLIC RECORDS LEON COUNTY FL BK: 4203 PG: 296, 01/05/2011 at 11:35 AM, D DOCUMENTARY TAX PD $0.70 BOB INZER, CLERK OF COURTS

This instrument was prepared under the supervision of ROBERT A. PIERCE, Attorney at Law, of the AUSLEY & McMULLEN LAW FIRM, Post Office Box 391, Tallahassee, Florida 32302, who certifies ONLY that he prepared the same from information furnished to him and that the accuracy of the description and marketability of title are NOT guaranteed.
WHEN RECORDED, RETURN TO:
Robert A. Pierce
AUSLEY & McMULLEN
Post Office Box 391
Tallahassee, Florida 32302

QUIT CLAIM DEED

THIS INDENTURE, made this 22 day of DECEMBER, 2010, between **Commerce Park at Stonehouse, LLC**, a Virginia limited liability company, whose mailing address is Suite 108-314, 6753 Thomasville Road, Tallahassee, Florida 32312 and **Fairmont Investment, LLC**, a Virginia limited liability company, whose mailing address is Suite 108-314, 6753 Thomasville Road, Tallahassee, Florida 32312 (hereinafter called Grantors), and **Fairmont Investment, LLC**, a Virginia limited liability company, whose mailing address is Suite 108-314, 6753 Thomasville Road, Tallahassee, Florida 32312 (hereinafter called Grantee);

WITNESSETH, that the Grantors, for and in consideration of the sum of Ten Dollars ($10.00), in hand paid by the Grantee, the receipt whereof is hereby acknowledged, has remised, released, and quitclaimed, and by these presents does remise, release, and quitclaim unto the Grantee, its successors, and assigns forever, all the right, title, interest, claim, and demand which the Grantors have in and to the following described parcel of land, situate, lying, and being in the County of Leon, State of Florida, to wit:

(WEBB PROPERTY – APARTMENT BUILDING)

ALL THAT PART OF LOT NUMBERED 72 ACCORDING TO THE OLD PLAN OF THE SAID CITY OF TALLAHASSEE DESCRIBED AS FOLLOWS, TO-WIT: BEGIN AT THE NORTHEAST CORNER OF SAID LOT NUMBERED 72 AND FROM SAID POINT OF BEGINNING THENCE RUN SOUTH ALONG THE EASTERN BOUNDARY LINE OF SAID LOT NUMBERED 72 FOR A DISTANCE OF SIXTY (60) FEET, THEN RUN IN A WESTERLY DIRECTION ALONG A LINE PARALLEL TO THE NORTHERN BOUNDARY OF SAID LOT FOR A DISTANCE OF EIGHTY-FIVE (85) FEET, THENCE RUN IN A NORTHERLY DIRECTION PARALLEL TO THE EASTERN BOUNDARY LINE OF SAID LOT FOR A DISTANCE OF SIXTY (60) FEET, THENCE RUN IN AN EASTERLY DIRECTION ALONG THE NORTHERN BOUNDARY LINE OF SAID LOT TO THE POINT OF BEGINNING AS DESCRIBED IN DEED BOOK 164,

PAGE 447 IN THE OFFICE OF THE CLERK OF THE CIRCUIT COURT IN LEON COUNTY, FLORIDA.

(TITLE BUILDING)

BEGIN AT THE SOUTHWEST CORNER OF LOT 71 OF THE OFFICIAL PLAT OF THE CITY OF TALLAHASSEE, FLORIDA, THENCE RUN NORTH 82 FEET TO THE POINT OR PLACE OF BEGINNING. FROM SAID POINT OR PLACE OF BEGINNING THENCE RUN NORTH 30 FEET PARALLEL WITH CALHOUN STREET TO A POINT, THENCE EAST 100 FEET TO A POINT, THENCE SOUTH 30 FEET TO A POINT, THENCE WEST 100 FEET TO THE POINT OR PLACE OF BEGINNING.

(FLYNN PARKING LOT – MAIN BUILDING)

BEGIN AT THE SOUTHWEST CORNER OF LOT 71 OF THE OFFICIAL PLAT OF THE CITY OF TALLAHASSEE, FLORIDA, THENCE RUN NORTH ALONG THE EAST PROPERTY LINE OF CALHOUN STREET FOR A DISTANCE OF 112 FEET TO THE POINT OF BEGINNING. FROM SAID POINT OF BEGINNING RUN NORTH 58 FEET, THENCE EAST 170 FEET, THENCE SOUTH 170 FEET, THENCE WEST 70 FEET ALONG THE NORTH BOUNDARY OF JEFFERSON STREET, THENCE NORTH 112 FEET, THENCE WEST 100 FEET TO THE POINT OF BEGINNING.

(MAIN BUILDING, ANNEX AND PARKING LOT):

PARCEL 1

BEGIN AT THE SOUTHWEST CORNER OF LOT 71, OF THE OLD PLAN OF THE CITY OF TALLAHASSEE, AND RUN THENCE NORTH 82 FEET, THENCE EAST 100 FEET, THENCE SOUTH 82 FEET TO THE NORTH BOUNDARY OF JEFFERSON STREET, THENCE WEST 100 FEET TO THE POINT OF BEGINNING.

PARCEL 2

THE WEST HALF OF LOT NUMBERED 72 IN THE ORIGINAL PLAN OF THE CITY OF TALLAHASSEE, LEON COUNTY, FLORIDA.

PARCEL 3

ALL THAT PART OF LOT 72, OF THE ORIGINAL PLAN OF THE CITY OF TALLAHASSEE, DESCRIBED AS FOLLOWS, TO-WIT: BEGIN AT THE SOUTHEAST CORNER OF SAID LOT 72, AND FROM SAID POINT OF BEGINNING RUN THENCE NORTH ALONG THE EASTERN

BOUNDARY LINE OF SAID LOT NO. 72, FOR A DISTANCE. OF 110 FEET, THENCE RUN IN A WESTERLY DIRECTION ALONG A LINE PARALLEL TO THE NORTH BOUNDARY OF SAID LOT FOR A DISTANCE OF 85 FEET, THENCE RUN IN A SOUTHERLY DIRECTION PARALLEL TO THE WESTERN BOUNDARY LINE OF SAID LOT FOR A DISTANCE OF 110 FEET, THENCE RUN IN AN EASTERLY DIRECTION ALONG THE SOUTHERN BOUNDARY LINE OF SAID LOT TO THE POINT OF BEGINNING.

Property Appraiser's Parcel Identification No.: 2136250711210.

TO HAVE AND TO HOLD the same, together with all and singular the hereditaments and appurtenances thereunto belonging or in anywise appertaining, to the Grantee and his heirs, successors, and assigns forever.

IN WITNESS WHEREOF, the Grantors have caused this instrument to be executed the day and year first above written.

Signed, sealed, and delivered in the presence of:

Print: VOLKER MARQUARDT

Print: Victoria Hewitt

Commerce Park at Stonehouse, LLC

Kenneth G. McDermott
Its: MANAGING MEMBER

Print: VOLKER MARQUARDT

Print: Victoria Hewitt

Kathleen McDermott
Its: MEMBER

Fairmont Investment, LLC

Print: VOLKER MARQUARDT

Print: Victoria Hewitt

Kenneth G. McDermott
Its: Member

Print: VOLKER MARQUARDT

Print: Victoria Hewitt

Kathleen McDermott
Its: Member

STATE OF NEW JERSEY
COUNTY OF SOMERSET

The foregoing instrument was acknowledged before me this 22 day of DECEMBER, 2010, by **Kenneth G. McDermott,** as a member of Commerce Park at Stonehouse, LLC and Fairmont Investment, LLC. Such person is: (X) personally known to me; ( ) produced a current State of _____ driver's license as identification.

(Signature of Notary Public)

(Notarial Seal)

(Typed or Printed Name of Notary Public)

Victoria C Hewitt
Notary Public
New Jersey
My Commission Expires 9-19-2013

STATE OF NEW JERSEY
COUNTY OF SOMERSET

The foregoing instrument was acknowledged before me this 22 day of DECEMBER, 2010, by **Kathleen McDermott,** as a member of Commerce Park at Stonehouse, LLC and Fairmont Investment, LLC. Such person is: (x) personally known to me; ( ) produced a current State of _____ driver's license as identification.

(Signature of Notary Public)

(Notarial Seal)

(Typed or Printed Name of Notary Public)

Victoria C Hewitt
Notary Public
New Jersey
My Commission Expires 9-19-2013

20150081390 RECORDED IN PUBLIC RECORDS LEON COUNTY FL BK: 4863 PG: 196, 11/06/2015 at 11:38 AM, D DOCUMENTARY TAX PD $0.70 BOB INZER, CLERK OF COURTS

This instrument was prepared under the supervision of ROBERT A. PIERCE, Attorney at Law, of the AUSLEY & McMULLEN LAW FIRM, Post Office Box 391, Tallahassee, Florida 32302, who certifies ONLY that he prepared the same from information furnished to him and that the accuracy of the description and marketability of title are NOT guaranteed.
WHEN RECORDED, RETURN TO:
Robert A. Pierce
AUSLEY & McMULLEN
Post Office Box 391
Tallahassee, Florida 32302

WARRANTY DEED

THIS WARRANTY DEED is made this 30 day of OCTOBER, 2015, between **Fairmont Investment, LLC**, a Virginia limited liability company, whose mailing address is Post Office Box 61, Gladstone, New Jersey 07934-0061 (hereinafter called ***Grantor***), and **Fairmont Tallahassee, LLC**, a Florida limited liability company, whose mailing address is 123 South Calhoun Street, Tallahassee, Florida 32301-1517 (hereinafter called ***Grantee***).

WITNESSETH, that the Grantor, for and in consideration of the sum of Ten Dollars ($10.00) and other valuable considerations, the receipt whereof is hereby acknowledged, hereby grants, bargains, sells, and conveys unto the Grantee, its successors and assigns forever, all that certain land situate, lying, and being in the County of Leon, State of Florida, to wit:

ALL THAT PART OF LOT NUMBERED 72 ACCORDING TO THE OLD PLAN OF THE SAID CITY OF TALLAHASSEE DESCRIBED AS FOLLOWS, TO-WIT: BEGIN AT THE NORTHEAST CORNER OF SAID LOT NUMBERED 72 AND FROM SAID POINT OF BEGINNING THENCE RUN SOUTH ALONG THE EASTERN BOUNDARY LINE OF SAID LOT NUMBERED 72 FOR A DISTANCE OF SIXTY (60) FEET, THEN RUN IN A WESTERLY DIRECTION ALONG A LINE PARALLEL TO THE NORTHERN BOUNDARY OF SAID LOT FOR A DISTANCE OF EIGHTY-FIVE (85) FEET, THENCE RUN IN A NORTHERLY DIRECTION PARALLEL TO THE EASTERN BOUNDARY LINE OF SAID LOT FOR A DISTANCE OF SIXTY (60) FEET, THENCE RUN IN AN EASTERLY DIRECTION ALONG THE NORTHERN BOUNDARY LINE OF SAID LOT TO THE POINT OF BEGINNING AS DESCRIBED IN DEED BOOK 164, PAGE 447 IN THE OFFICE OF THE CLERK OF THE CIRCUIT COURT IN LEON COUNTY, FLORIDA.

AND ALSO

BEGIN AT THE SOUTHWEST CORNER OF LOT 71 OF THE OFFICIAL PLAT OF THE CITY OF TALLAHASSEE, FLORIDA, THENCE RUN NORTH 82 FEET TO THE POINT OR PLACE OF BEGINNING. FROM SAID POINT OR PLACE OF BEGINNING THENCE RUN NORTH 30 FEET PARALLEL

WITH CALHOUN STREET TO A POINT, THENCE EAST 100 FEET TO A POINT, THENCE SOUTH 30 FEET TO A POINT, THENCE WEST 100 FEET TO THE POINT OR PLACE OF BEGINNING.

AND ALSO

BEGIN AT THE SOUTHWEST CORNER OF LOT 71 OF THE OFFICIAL PLAT OF THE CITY OF TALLAHASSEE, FLORIDA, THENCE RUN NORTH ALONG THE EAST PROPERTY LINE OF CALHOUN STREET FOR A DISTANCE OF 112 FEET TO THE POINT OF BEGINNING. FROM SAID POINT OF BEGINNING RUN NORTH 58 FEET, THENCE EAST 170 FEET, THENCE SOUTH 170 FEET, THENCE WEST 70 FEET ALONG THE NORTH BOUNDARY OF JEFFERSON STREET, THENCE NORTH 112 FEET, THENCE WEST 100 FEET TO THE POINT OF BEGINNING.

AND ALSO

PARCEL 1

BEGIN AT THE SOUTHWEST CORNER OF LOT 71, OF THE OLD PLAN OF THE CITY OF TALLAHASSEE, AND RUN THENCE NORTH 82 FEET, THENCE EAST 100 FEET, THENCE SOUTH 82 FEET TO THE NORTH BOUNDARY OF JEFFERSON STREET, THENCE WEST 100 FEET TO THE POINT OF BEGINNING.

PARCEL 2

THE WEST HALF OF LOT NUMBERED 72 IN THE ORIGINAL PLAN OF THE CITY OF TALLAHASSEE, LEON COUNTY, FLORIDA.

PARCEL 3

ALL THAT PART OF LOT 72, OF THE ORIGINAL PLAN OF THE CITY OF TALLAHASSEE, DESCRIBED AS FOLLOWS, TO-WIT: BEGIN AT THE SOUTHEAST CORNER OF SAID LOT 72, AND FROM SAID POINT OF BEGINNING RUN THENCE NORTH ALONG THE EASTERN BOUNDARY LINE OF SAID LOT NO. 72, FOR A DISTANCE. OF 110 FEET, THENCE RUN IN A WESTERLY DIRECTION ALONG A LINE PARALLEL TO THE NORTH BOUNDARY OF SAID LOT FOR A DISTANCE OF 85 FEET, THENCE RUN IN A SOUTHERLY DIRECTION PARALLEL TO THE WESTERN BOUNDARY LINE OF SAID LOT FOR A DISTANCE OF 110 FEET, THENCE RUN IN AN EASTERLY DIRECTION ALONG THE SOUTHERN BOUNDARY LINE OF SAID LOT TO THE POINT OF BEGINNING.

Property Appraiser's Parcel Identification No. 2136250711210

TOGETHER WITH all tenements, hereditaments, and appurtenances and all right, title, interest, and estate thereto belonging or in anywise appertaining.

The Grantor does hereby fully warrant the title to the said land and will defend the same against the lawful claims of all persons whomsoever. SUBJECT, HOWEVER, to any easements, reservations, and restrictive covenants of record, which are specifically not reimposed or extended hereby, to taxes for the year 2015 and subsequent years, and to any rights, interest, or claims affecting the land that a correct survey would disclose and that are not shown by the public records.

IN WITNESS WHEREOF, the Grantor has caused this instrument to be executed the day and year first above written.

Signed, sealed, and delivered in the presence of:

Kathleen McDermott
Print KATHLEEN McDERMOTT

U. Marquardt
Print VOLKER MARQUARDT

FAIRMONT INVESTMENT, LLC

By: Kenneth G. McDermott
Kenneth G. McDermott
Its Manager

STATE OF NEW JERSEY
COUNTY OF SOMERSET

The foregoing instrument was acknowledged before me this 30 day of OCTOBER, 2015, by **Kenneth G. McDermott**, as a Manager of **Fairmont Investment, LLC**, a Virginia limited liability company. Such person is ☒ personally known to me, ☐ produced a current State of _____ driver's license as identification.

(Signature of Notary Public)

(Notarial Seal)

(Typed or Printed Name of Notary Public)

GLORIA LaSTELLA
NOTARY PUBLIC
STATE OF NEW JERSEY
MY COMMISSION EXPIRES FEBRUARY 29, 2020

2242258

Electronic Articles of Incorporation For

N18000005688
FILED
May 22, 2018
Sec. Of State
tscott

PLAYHOUSE TALLAHASSEE INC

The undersigned incorporator, for the purpose of forming a Florida not-for-profit corporation, hereby adopts the following Articles of Incorporation:

Article I

The name of the corporation is:

PLAYHOUSE TALLAHASSEE INC

Article II

The principal place of business address:

4298 PARK CROSSING TRAIL
TALLAHASSEE, FL. 32311

The mailing address of the corporation is:

4298 PARK CROSSING TRAIL
TALLAHASSEE, FL. 32311

Article III

The specific purpose for which this corporation is organized is:

THE ORGANIZATION IS ORGANIZED EXCLUSIVELY FOR EDUCATIONAL AND CHARITABLE PURPOSES WITHIN THE MEANING OF SECTION 50L(C)(3) OF THE INTERNAL REVENUE CODE OF 1986, OR THE CORRESPONDING SECTION OF ANY FUTURE FEDERAL TAX CODE.

Article IV

The manner in which directors are elected or appointed is:

AS PROVIDED FOR IN THE BYLAWS.

Article V

The name and Florida street address of the registered agent is:

CHRYSSY MOOR
4298 PARK CROSSING TRAIL
TALLAHASSEE, FL. 32311

I certify that I am familiar with and accept the responsibilities of registered agent.

Registered Agent Signature: CHRYSSY MOOR

N18000005688
FILED
May 22, 2018
Sec. Of State
tscott

Article VI

The name and address of the incorporator is:

JAMES HARTMAN PA
1608 W PLAZA BLVD

TALLAHASSEE, FL 32308

Electronic Signature of Incorporator: JAMES HARTMAN

I am the incorporator submitting these Articles of Incorporation and affirm that the facts stated herein are true. I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S. I understand the requirement to file an annual report between January 1st and May 1st in the calendar year following formation of this corporation and every year thereafter to maintain "active" status.

Article VII

The initial officer(s) and/or director(s) of the corporation is/are:

Title: P
CHRYSSY MOOR
4298 PARK CROSSING TRAIL
TALLAHASSEE, FL. 32311

Title: D
JAMES HUGHES
4298 PARK CROSSING TRAIL
TALLAHASSEE, FL. 32311

Title: D
MARK MARPLE
4298 PARK CROSSING TRAIL
TALLAHASSEE, FL. 32311

Article VIII

The effective date for this corporation shall be:

05/21/2018

BIG BEND CDC

CRA Proposal

FRAGILE

frenchtown revitalization:

art/glassworks/

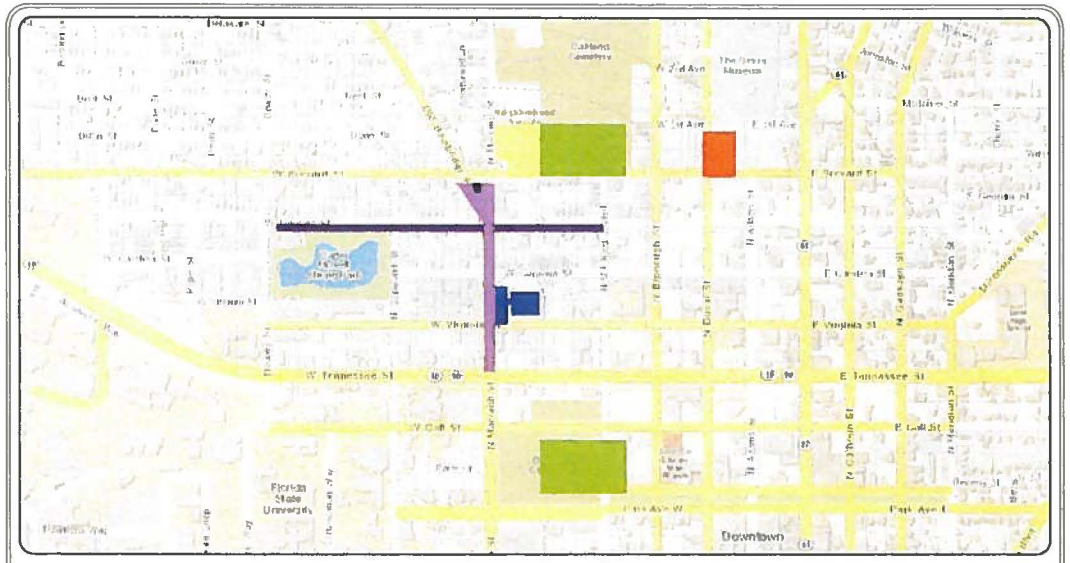
interactive /learning /events

505/507/509 Brevard Street
TALLAHASSEE, FLORIDA 32301

"WE ARE SMALL BUT WE HAVE IT ALL"

ASHMORE'S

BI-CENTENNIAL COUNTDOWN 2019-2024



3308190000070

Legend

Township	Lot	Building
Section	Access Easement	Park
Subdivision	River	City Limit
Tax Parcel	Waterbody	Imagery 1/2015

N

0 700 1,400 2,800

ft

Akin Akinyemi, R.A.
Leon County Property Appraiser

315 S. Calhoun St, Third Floor
Tallahassee, FL 32301

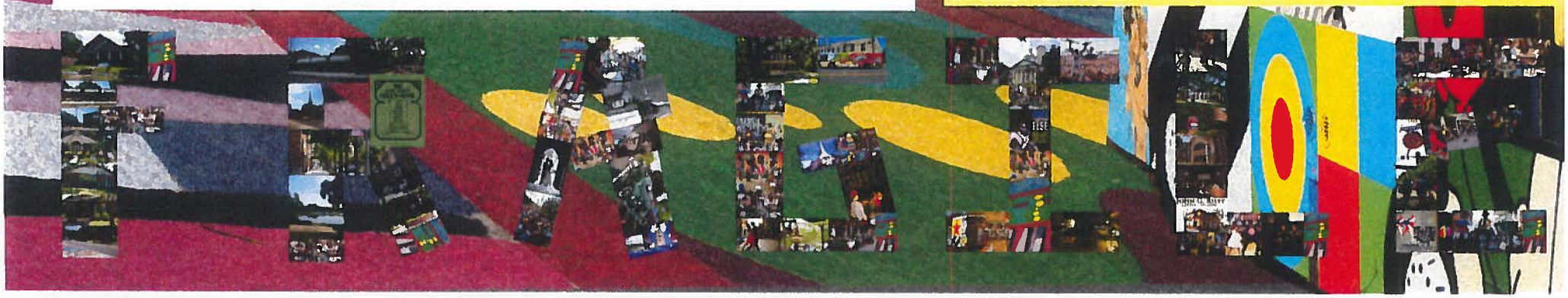
Phone: (850) 606-5200
Fax: (850) 606-5201

Email: admin@leonpa.org
Website: leonpa.org

 Date Drawn: May 18, 2018

5 YEAR PLAN OF INVOLVEMENT AND COMMUNITY ENGAGEMENT

1 BREVARD / MACOMB/ GEORGIA STREET AREA
2 1 + Renaissance Center/Lincoln Center/St Marys/Carter Strong
3 2+ FSU/TCC/City Hall/Grove Museum/ JAZZ FEST/MARDI GRAS PARADE/ FRENCH QUARTER FEST
4 3+John G. Riley Center/Smoky Hollow/John Martin House/TANGO FEST
5 4+Capitol/State and National focuse/Old Spanish Trail, The Old Dixie Highway and Old Chitlin' Circuit



The curator

Longtime friends James Miller, left, and Rob Roy Ashmore visit recently in front of Ashmore's Antiques on West Brevard Street. "Rob Roy is a No. 1 guy," Miller said.

Tourist Development Tax

ART, CULTURE & HERITAGE

FUNDING APPLICATION

March 2018

Statement of Certification and Compliance

I hereby attest to all the information in this application being factual, including all attachments and supporting materials. I attest that my organization meets the eligibility criteria and will abide by all legal, financial, and reporting requirements, such as interim and final reports, for all grants received on behalf of the City of Tallahassee and/or Leon County.

By applying for the Tourist Development Tax (TDT) Art, Culture and Heritage funding, my organization consents to the examination and audit of our financial records by the review committee. My organization understands and agrees to the payment schedule and reporting requirements for funding.

To the best of my knowledge, I certify that my organization's facilities that are the focus of this application will be accessible to persons with disabilities as required by all applicable sections of the Americans with Disabilities Act.

False Statements shall be punishable in accordance with the applicable provisions of Florida Statute **837.**

Signature of Presiding Officer or Agency Head,

(please sign original in blue ink)

Printed Name: Regina M. Davis

Title: President

Date: May 10, 2018

Application prepared by: Thomas H. Lewis

Title: Chief Financial Officer/Treasurer

A. Application Details:

A1. Name of Applicant Organization: The Big Bend Community Development Corporation (formerly known as) The Frenchtown Community Development Corporation

A2. Address: 421 W. Georgia Street

A3. City: Tallahassee, **State:** Florida **Zip Code:** 32301

A4. Project Contact Person: Thomas H. Lewis
Title/Position: Chief Financial Officer

A5. Phone Number: 850-228-9756 or 850-893-0991

A6. Fax Number: N/A

A**7. Email Address:** nupe1963@aol.com

A8. Organization Type or Classification: IRS 501c3 Organization

A9. Organization Incorporation: November 8, 2000

A10. Number of years of continuous operation in Leon County: 17 Years

A11: Federal ID#: 59-3686332

SECTION B

Phase One - Eligibility Review

Statutory and Inter-local Agreement Compliance: To be considered for this funding, the proposed project/program must be consistent with the requirements of Florida Statute Chapter 125 (Attachment 1) and The City/County/CRA Inter-local Agreement (Attachment 2). Please provide the following information to determine eligibility.

B1. Project/ Proposal Title:

Ashmore's Museum: A Community-driven Arts, Culture, Heritage and Education Catalyst Project

B2. Brief Description of Project:

The Big Bend Community Development Corporation (Big Bend CDC) has partnered with the Jane and John Marx Foundation and Tallahassee Glassworks LLC to create a unique Museum. Ashmore's, a locally designated historic site in Frenchtown, will serve as the "catalyst of change". Ashmore's will become the "Little Red Engine that ***WILL"*** *be the economic generator with regional impact and attract tourists to Frenchtown, Tallahassee and Leon County. Ashmore's Museum will build upon the legacy of art, history, culture and heritage in our community,*

Located at the corner of Macomb and Brevard Streets, visitors will be able to step back in time to a newly restored Ashmore's. Antiques, art and oddities will again be prominently displayed in this 4000 square foot Museum. Adding to the excitement of the museum is Tallahassee Glassworks Hot Glass Studio/Gallery; the Jane and John Marks Foundation's STEAM (Science Technology Engineering ARTS and Mathematics) Learning Labs and the Red Rooster Café (an Ice Cream Parlor & Soda Fountain) with its Outdoor patio and stage for entertainment.

Led by the Big Bend CDC, a 501c3 organization, this community-driven project will through partnerships and relationships (i.e. Tallahassee Glassworks, Jane and John Marks Foundation, Casañas Village at Frenchtown Square, ASH Gallery, Frenchtown Heritage Market, Frenchtown Art-Walk, etc.) will support and sponsor community and region-wide events. Through this newly created venue with regional attraction, Ashmore's will use the arts, history, culture, and entertainment as economic generators and become a strategic partner of Tallahassee/Leon County's economic development efforts. The impact of this Museum will be made possible through public and private investment in the arts, art organizations and cultural assets.

B3. Location/Address of Project:

Historic Frenchtown:

505, West Brevard Street
507 West Brevard Street
508 West Brevard Street

B4. Eligibility: Application must be for one of the following (please circle one):

a) **To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote the following:**
   i. An auditorium that is owned and operated by a government entity.
   ii. An auditorium that is owned by a government entity but is operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C.s 501(c)(3).
   iii. A museum that is owned and operated by a government entity.
   iv. A museum that is owned & operated by a not-for-profit organization & open to the public.

b) **Projects, programs and expenses that will attract visitors from outside of Leon County related to:**
   i. Culture, visual arts and heritage programs, projects or space.
   ii. *Performing arts space or projects.*

B5. Project and/or Programs Purpose: (Check all that apply)

Acquisitions
✓ *Construction*
✓ *Renovation*
✓ *Maintenance*
✓ *Operation*
✓ *Promotion*
✓ *Program Development and/or Creation*

B6. **Project Start Date:**

The project would commence within one month of the signing of the funding agreement

B7. Project End Date:

The renovation construction phase of the project would be complete within 180 days from the project Start Date.

B8. Amount Requested:

$1,233,655.00

B9. Total Project Budget:

$1,333,655.00

B10. What percentage of this project would be funded by this request?

93%

B11. What is the source of other funding for this project?

1. *Other funding for this project is the Big Bend CDC's earned Developer's Fee it will receive for being the non-profit sponsor and minority owner of the Casañas Village at Frenchtown Square. Additional funding for operating expenses for the Project will be available from the Big Bend CDC's share of the net rental income from the Casañas Village's 88-unit development. Also, the renovation of the façade of the building will make the project eligible for the CRA's Façade Grant Program.*

   Tallahassee Glassworks LLC. is providing $50,000 in capital equipment investment and $50,000 in operating capital

SECTION C

Phase Two: Funding Review

If this application is for the construction, renovation or maintenance of a facility, please provide the following:

C1. Facility Information

a. **Age of the Building:**

Built in 1933, 85 years old

b. **Is the building subject to historical preservation requirements?**

Yes, the building is an individually listed property on the Tallahassee Leon County register of Historic Places list of properties with historic preservation overlay zoning as of April 26, 2018. (See Attachment C1 b.)

c. **Is the building owned or leased? If leased, the property owner must co-sign the application or provide a letter agreeing to proposed activities and/or physical changes to the property:**

Owned

d. **Who owns the building?**

Big Bend Community Development Corporation Inc.

e. **Who owns the land?**

Big Bend Community Development Corporation Inc.

f. **If building is leased to Applicant,**

NA

SECTION D

For the following sections: Attach your written response to this application. Please be sure to label each answer with the corresponding identifier; "D2, G2a" etc.

D. PROJECT DISCUSSION: Cultural Plan Compliance

D1. Compliance with the Cultural Plan goal for Economic Development. Please describe how the proposed project helps to position and market the arts, culture and heritage as a strategic partner of Tallahassee/Leon County economic development efforts, through public and private funding for arts, arts organizations and cultural assets.

The preservation, restoration and development of Ashmore's (a technology-based Intergenerational Museum) will house Tallahassee Glassworks, the "Red Rooster" Café and an Outdoor Deck and Stage for entertainment. The Museum will introduce the center of Tallahassee/Leon County and the Frenchtown community with a newly created economic engine. The focus will be to market history, culture, the creation of beautiful pieces of art and entertainment. This Museum with its sponsorship of community and region wide events is a clear demonstration of a Project using the arts, history, culture, and entertainment as economic generator. As a strategic partner of Tallahassee/Leon County's economic development efforts, this significant economic impact will be made possible through public and private investment in the arts, art organizations and cultural assets.

THE COMPONENTS

The Museum

The Big Bend Community Development Corporation, owner of Ashmore's and the Jane and John Marks Foundation will join in partnership to preserve, enhance and display the historic and cultural legacy of Ashmore's Antiques and Old Drug Store. Using the physical displays of memorabilia of this Tallahassee/Frenchtown cultural icon the Partnership will renovate and convert the space into a Museum and STEAM Technology Learning Center.

Rob Roy Ashmore, from the day he opened the store in 1946 till the day he closed the doors in 2009 (63 years in businesses in Frenchtown) amassed an eclectic collection of artifacts, memorabilia, and just plain interesting 'stuff". Our focus and objective are the restoration, categorization and curating of these treasures. We will preserve and display these artistic and cultural items for generations to come. To accomplish this goal, we will draw upon the expertise and technical know-how of the Jane and John Marks Foundation. By making use of modern technology, with a focus on augmented and virtual reality, the Museum will capture and present the history of Ashmore's and the Historic Frenchtown community.

Ashmore's will be alive with the excitement of learning about the past through the use of the technology of the present and the future. Our display of the Ashmore Collection brings to the Frenchtown community/Tallahassee-Leon County market an exciting new venue for visitors to not only view art, but to also participate in its creation. Visitors from across the State of Florida and the nation will enjoy art and entertainment. They will experience, both physically and virtually, the legacy of over 60 years of Tallahassee/Frenchtown's history, heritage, and culture.

Tallahassee Glassworks. LLC

Within a two-hour radius of Tallahassee, Florida, there is only one traditional hot glass studio, Tallahassee Glassworks LLC. Tallahassee Glasswork's mission is to share their passion for the creation of art through glass by providing accessible resources, education, and inspiration about the ART to our community. Tallahassee Glassworks LLC is dedicated to the instruction, presentation and interpretation of contemporary glass art movement. Tallahassee Glassworks' LLC will continue to maintain a special focus on community involvement and education.

Tallahassee Glassworks LLC offers a unique model for using art as a means of engagement and interaction with the community. Over the past two years it has been located in Railroad Square Art Park. It has provided our community, local schools, and partners at the Thomasville Center for the Arts with glassblowing demonstrations, workshops and classes in and out of the studio. The business has reached a point where there is a need to expand to properly serve our community.

> ***"We are thrilled about being able to be part of the efforts to renovate and create the Ashmore's Museum. We are also excited to know that by becoming a part of this Project, we have become involved in and part of the City of Tallahassee's plans for the revitalization of Frenchtown as well as becoming a strategic partner of Tallahassee/Leon County's economic development efforts."***
> *Tallahassee Glassworks LLC*

The "Red Rooster" Café, The Outdoor Deck and Entertainment Stage

The outdoor deck with the entertainment stage is a key element of the Project's plan to promote and expand the arts, heritage, and culture in the Frenchtown/Tallahassee/Leon County community. This museum, "The House of Rob Roy Ashmore", is an assemblage of a unique technology-based museum that uses virtual and augmented reality in its displays. It is a hot glass studio and gallery where the creation of the artwork can be viewed from an outdoor deck while eating ice cream or sipping on a root beer float served

from a historic refurbished 1946 soda fountain. All of this can be done while you are waiting for the live entertainment to begin on the stage.

The Big Bend CDC will make the artist performances on the stage at Ashmore's Museum an expanded part of their community concert series that began in 2013. The Big Bend CDC, as part of its philosophy and approach to community revitalization, understands the role of the performing arts in the implementation of a plan to "revitalize the soul" of a community.

For the past several years the BBCDC has conducted free community based live concert performances from its "Tish Byrd Community Gardens venue at 421 W. Georgia Street. We have had concerts featuring Nat Adderley Jr., a member of a legendary Tallahassee family, who returned home and performed two concerts. His performances were reminiscent of the exciting music his father and uncle, Nat and Cannonball Adderley, played at the Red Bird Café in Frenchtown. In 2015, the Big Bend CDC brought to the Tish Byrd Gardens a Bar-B-Que and Blues Festival featuring the Jonnie Marshal Blues Band from Wigham, Georgia. During Memorial Day 2016, the Big Bend CDC invited the community to a free concert featuring jazz music by Groove Centric from Atlanta, Georgia. In the BBCDC's expanded community concert series the stage at Ashmore's Museum will become a main venue for these performances that are so essential to the revitalization of not only the economic base of a community, but also the psychological base or as we would say the soul of the community.

This Project is a unique one of a kind experience that will be presented and marketed to the entire North Florida/South Georgia region as a must visit destination. This Museum project will create opportunities for expanding, economic development, and visitation to the Tallahassee/Leon County Community and employment opportunities within the Frenchtown community.

Method of Compliance With the Cultural Plan Goals and Objectives
For ECONOMIC DEVELOPMENT AND MARKETING

SEE ATTACHMENT D1 a

D2. Compliance with the Cultural Plan goal for Education; Capitalize on the area's art, cultural and heritage attributes in order to strengthen art, culture and heritage opportunities in schools and the community.

The partners in this Museum Project are dedicated to capitalizing on the Museum's art cultural and heritage attributes in order to strengthen art, culture and heritage opportunities in schools and in communities. The Jane and John Marx Foundation, mission ***"to improve the lives of citizens through advocacy and outreach, recognizes a path to the betterment of society via sustainable economic growth and education, is fueled by emerging technology."***

Using technology, is the foundation of our approach to presenting and telling the story of the history of Frenchtown's Ashmore's. The Foundation (using its volunteers and staff) will use the art, history, cultural and heritage attributes found within the Museum to introduce their ***Techwise Code Academy*** *to the young and old patrons and visitors. The goal of the* ***Techwise Code Academy*** *is to provide a comprehensive program for the development and integration of technology education—from K-12 all the way through interested senior citizens.*

The three organizations this Project brings together (Big Bend Community Development Corporation, the John and Jane Marks Foundation and Tallahassee Glassworks LLC) are committed to a goal of strengthening, expanding and creating new art, culture and heritage opportunities in the schools and the communities of Leon County as well as all surrounding school districts and communities in Florida's panhandle and South Georgia.

Method of Compliance With the Cultural Plan Goals and Objectives
For EDUCATION

SEE ATTACHMENT D1 b

D3. Compliance with the Cultural Plan goal for Funding and Facilities; Provide sustainable public and private funding to preserve and improve arts, cultural and heritage organizations and experiences. This effort acknowledges the importance of growing new and emerging projects and facilities but will give priority to existing organizations.

The request for funding brings together two non-profits with a private business committed to preserving and improving the arts, cultural and heritage organizations and experiences in Frenchtown, Tallahassee and Leon County. All three organizations, the Big Bend CDC, Tallahassee Glassworks LLC and the Jane and John Marks Foundation are committed to long-term sustainability of this Project by committing their financial resources and physical assets to create and grow a new and exciting facility

Method of Compliance With the Cultural Plan Goals and Objectives
For FUNDING AND FACILITIES

SEE ATTACHMENT D1 c

SECTION E

E. PROJECT DISCUSSION: Need For Project Within Community, Impact on Tourism

E1. Please describe the estimated number of arts/cultural/heritage entities that will be supported by the proposed project.

This proposal will/has established partnerships with grassroots, municipal and civic representatives. Entities such as ASH gallery, Frenchtown Heritage Market, Frenchtown Front Poarch, Frenchtown Art-Walk, Casanas Village, Lincoln Center, Taylor House Museum Riley House Museum, Old Lincoln High School Alumni Museum, Tallahassee Senior Center

E2. Please discuss the potential number of citizens and visitors from outside of Leon County who will be served by the proposed project.

Several quantified responses to the discussion on potential numbers of visitors from outside Leon County are: listed below.

1. *School Children and School Teachers: From a potential visitor/client perspective, we know at a minimum our sending out museum announcement information and invitations to visit to all 32 county School Systems in North West Florida has the potential to reach 29,637 teachers and 476,138 school children. If 10% visit Ashmore's the number of potential visitors from this group be over 50,000 visitors from outside Leon County.*

   In 2017, there were over 22,500 visitors on the Brevard Corridor traveling to tour the Governor's Mansion and the Grove Museum. Ashmore's will work with the staff of both the Mansion and the Grove to include promotional material about the Ashmore experience, the unique technological displays, the hot glass studio, the café and the entertainment. These tourists, visiting Tallahassee and Leon County, would include Ashmore's in their itinerary.

2. *Listing the museum on the Florida Department of State's Museum of Florida History Website with a press release about the museum, glass hot shop, café and live entertainment will introduce and announce Ashmore's to all visitors from throughout the United States planning a visit to Florida's capital. The number is immeasurable.*

There is not a concrete numerical answer, the answer lies in not only working with COCA and Tallahassee's arts community, but also in how hard we are willing to work and how imaginative we can be in promoting an exciting venue to visitors who potentially would be coming to Leon County

E3. Please describe the project's potential impact on Leon County's tourism industry and its attraction for out of county residents and how that will be marketed.

The Project has a unique niche opportunity to impact Leon County's tourism industry. Ashmore's is not your standard staid assemblage and display of history and art. This Museum and its displays take you back to nostalgic days of yesterday, but it also comes alive with the creation of art and entertainment in real time. In the STEAM Learning Center through the use of the modern technology of virtual and augmented reality, the Museum educates you about the past, present and the future. It is a uniquely genuine different tourist destination. It is something worthy of a trip to Tallahassee to see.

Some of the marketing concepts to be included in the advertising and promotion program/budget aimed at visitors to the Museum from outside of Leon County could include:

- *Mailers and advertising directed toward Senior Centers and Senior Communities throughout North Florida, South Georgia and other parts of the State.*
- *Advertising and articles about the Museum, the collection, special displays, the glass studio and scheduled entertainment in the local newspapers of the 32 in north west Florida*
- *Promotional advertising and articles in the American Automobile Association magazine, Florida Addition*
- *Promotional programs with Visit Tallahassee and COCA*
- *Promotional advertising and articles in the Florida edition of AARP Magazine*
- *Promotional advertising and articles in the football program booklets of both FSU and FAMU with announcements about special events and entertainment on game day*
- *Information and Promotional advertising material to tour bus companies who bring tour groups to Tallahassee*
- *The Ashmore's Facebook page has the potential to reach again an immeasurable number of citizens and visitors*
- *Promotional advertising material and articles provided to the Capital Visitors Bureau*
- *Promotional advertising material provided the Chamber of Commerce*
- *Information and Promotional material to FSU, FAMU, TCC alumni associations*
- *Inclusion in the Florida Heritage Trail Magazine*
- *Promoting Ashmore's, physically through handouts of flyers or in printed material of the event. Such examples would be the Chain of Parks Art Show, major events at Cascades Park and Springtime Tallahassee.*

E4. Please discuss the need for this project and the unfilled demand.

The need for Ashmore's Museum is that it captures and tells the story of a truly unique individual in a different time in Tallahassee. It tells the story of a white southerner from a small crossroads community of Sopchoppy Florida who in 1946 moved to Tallahassee and opened a small pharmacy in the heart of Frenchtown, Tallahassee's Black business district, and stayed there for over 60 years. It fills the demand for the story of a man who was just regular salt of the earth people who knew that race had no bearing on character. In Ashmore's shop from 1946 till he closed in 2009 White customers got no precedence over Black – and Black none over White; everyone had their turn and were treated with respect and dignity. In addressing the unfulfilled demand for presenting the story and the history of Ashmore's Antiques in Frenchtown the Project will through the use of modern technology be alive with the excitement of learning about the past by using technology.

Incorporating Tallahassee Glassworks' hot glass studio and gallery addresses an unfulfilled demand of the public to be able to experience in real time craftsmen at work creating art. There is no other traditional hot glass studio within a two-hour radius of Leon County. Tallahassee Glassworks will provide our community, local schools, and visitors to our community with glassblowing demonstrations, workshops and classes in and out of the studio.

SECTION F

F. PROJECT DISCUSSION: Impact of project on adjacent uses and other Artistic, Cultural and Heritage Organizations

F1. Impact of location on adjacent uses, both positive and negative. ***Is the project located near other arts, cultural, heritage or entertainment uses? Does the project comply with zoning regulations?***

The Ashmore's Museum is in a CU-45 zoning district. (See Attachment F1a) and the use complies with that zoning

The provisions of the CU-45 district are intended to facilitate co- location of residential, office, and commercial land uses within the same development or proximity, with an emphasis on compatible scale and design. Some of those uses are:

1) Active and passive recreational activities.
2) Antique shops.
3) Automotive rental (limited to passenger vehicles).
4) Automotive service and repair, including car wash.
5) Automotive: retail parts, accessories, tires, etc.
6) Bait and tackle shops.
7) Banks and other financial institutions without drive
8) Community facilities related to the permitted principal
Uses, including libraries, religious facilities, police/fire stations, and elementary, middle, high, and vocational schools. Other community facilities may be allowed in accordance with Section 10-413 of these regulations.
13) Gift, novelty, and souvenir shops.

F2. Impact of project on other Arts, Culture and Heritage organizations and uses. ***How will this proposal support other arts, cultural and heritage uses in our community?***

The impact of Ashmore's Museum on other Arts, Culture and Heritage organizations will be positive. The Project sponsors are committed to supporting, partnering and developing co-sponsorship of events with grassroot community organizations as well as municipal and civic organizations. Organizations and entities such as ASH gallery, Frenchtown Heritage Market, Frenchtown Front Porch, Frenchtown Art-Walk, Casanas Village, Lincoln Center, and the Taylor House Museum. The Big Bend CDC has had preliminary discussions with the founder of the Frenchtown Art-Walk. The Frenchtown Art-Walk has expanded to four times a year. Ashmore's is excited about being a part of that expansion.

SECTION G

G. PROJECT DISCUSSION: COST and DESIGN OF PROJECT, Design, construction and operations.

G1. If the facility is to be constructed, what is the estimated cost?

The facility is not to be constructed. An existing building is to be renovated. The cost to create the vision that the three partners (Big Bend CDC, the Jane and John Marks Foundation and Tallahassee Glassworks LLC) have for the creation of ***Ashmore's Museum*** *has been estimated by Bill Oliver of Oliver Sperry Renovations at $1,012,433. (See Attachment G1a.)*

Please provide verification that facility is buildable for that price.

G2. Process/Design & Planning Please discuss:

a. Process/Design Planning – project scope.

Renovation of a 4,000 square foot one story concrete building into a Museum, Café, Soda Shop, Lab/Viewing room and a Glass Hot Shop. The building is designed to act as an interactive "museum" with all rooms accessible for interactive learning between old antiques and collectibles from Ashmore's original store and new created objects from the Glass Shop. Interactive displays and computer-assisted technologies will give students hands-on tools to learn history of objects and history of the place. The museum is located in Frenchtown, Tallahassee, State of Florida and in respect to the nation. a finger into the Caribbean and creole culture from old plantations. The roads are historic from 500 years ago to present; Macomb was a part of the Old Spanish Trail and a part of the Old Dixie Highway begun in 1916. As a crossroads to the national road systems, the museum targets its history and a five-year initiative to celebrate the Bi-Centennial of Florida.

b. How have you addressed environmental features and sustainability?

All equipment will be energy efficient; window cladding will protect museum artifacts and create an energy efficient interior; the new roof will insure energy use is minimized. By adding 5 zones to the A/C we can compartmentalize use of electricity to areas in operation. The overall goal of the exterior envelope is to make upgrades that make it a sustainable building. Interior renovations and finishes will seek to rid building of hazardous materials and toxic wastes; and be a "green" interior. Trees will remain to shade the building and the grass areas maintained for public use. The new concrete apron will allow for a safe edge around the property at Macomb Street (west side). The new concrete sidewalk at front will allow for all ADA accessibility requirements to be met.

c. Identify necessary components from consultants.

Architect:	*Preliminary Design Concept* *Final Design and Working Drawings* *Project Design Oversight*
Contractor:	*Building Permit* *Project Schedule* *Project Management & Onsite Supervision* *Temporary Facilities* *Builder's Risk & Liability Insurance*
Engineer:	*Structural Analysis of Facility* *Design of Exterior Walls & Structures*

d, Programmatic square footage.

4000 Sq. Ft.

e. Demonstrate that you have a qualified project team and have taken all the necessary steps for project preparation.

Deborah Desilets: Registered Architect Registration No. AR 0014439
1318 Circle Drive
Tallahassee, Florida 32301

William Oliver
Oliver Sperry Renovations Contractor
401 Office Plaza
Tallahassee, Florida 32301

Richard C. Buss P.E.
1260 Mosswood Chase
Tallahassee, Florida 32312

f. A timeline of project milestones; include start and end date and key points in between.

See Attachment G2 f

SECTION H

H. PROJECT DISCUSSION: Organizational Capability & Sustainability

H1. Required Attachments –*Upload each of the required documents in separate folder marked "Attachments":*

a. Minutes from the organization's board meeting authorizing the project for which applicant is applying.

See Attached Big Bend CDC Board Resolution

b. Board of Directors, including officers

See Attached: 2018 Florida Not for Profit Corporation Annual Report

c. Project Team, including key staff involved with project

Robert Nixon:	*Big Bend CDC Executive Director*
Regina Davis:	*Big Bend CDC President*
Thomas Lewis:	*Big Bend CDC Board Member*
Jane A. Marks:	*Jane and John Marks Foundation*
John R. Marks III:	*Jane and John Marks Foundation*
John R. Marks IV:	*Jane and John Marks Foundation*
Farhood Basiri:	*Jane and John Marks Foundation*
Lucas von Hollen:	*Jane and John Marks Foundation*
Max Epstein:	*Tallahassee Glassworks LLC*
Jessica Barthle	*Tallahassee Glassworks LLC*
Marty Epstein:	*Tallahassee Glassworks LLC*
Deborah Desilets:	*Architect*
William Oliver:	*Contractor*
Richard C. Buss:	*Civil Engineer*

d. What are the estimated staffing needs for programs, staff and/or proposed facility?

1. Museum Director/Overall Facility Manager
2. Assistant Museum Director
3. Museum Display and Technology Coordinator
4. 20 Hour/Week Interns
5. 15 Hour/Week Senior Services Volunteers

H2. Describe the plans for revenue generation to pay ongoing operations and maintenance.

- *To establish a solid foundation for Ashmore's the Big Bend Community Development Corporation Board of Directors has made a five-year commitment of $10,000 per year for operations and maintenance.*
- *The Tallahassee Glassworks LLC will pay to the Museum a monthly base occupancy cost for their space plus a percent of gross sales.*
- *The Café operation will be leased to an operator for a monthly fee as well as a percent of gross sales.*
- *Vendor registration for various festivals, events and workshops sponsored by Ashmore's.*
- *Grant writing to organizations supporting museums and the arts will also be a part of the plan.*
- *There are plans to trademark the names associated with Ashmore's Museum and begin Internet sales of items bearing the Museum logs, hats, t-shirts, etc.*

H3. Financial Readiness -- Forms & Financial Position. Please include in attached folder labeled "Attachments":

a. **Form A, Five (5)-year Operating Forecast**
b. ***Form B, Project Readiness Checklist.***
c. ***Form C: Certification from Professionals – Architect, Engineer and Contractor – IF no architect, engineer or contractor, provide 3 bids from vendors, OR explain)***
d. ***Form D: Project Budget – Summary (for proposed project/phase) – Indicate how funding and match will be spent. Include both revenue and expenses for the project, and in-kind***
e. **Form E: Matching Funds – *Amount of funds contributed specifically for the proposed project* (group documentation, 1 upload each for: cash, pledges, in-kind)**
    i. **match (statement of value and service to be provided)**

    The Board members of the Big Bend CDC have since the purchase in 2004 worked to preserve the history and legacy of Ashmore's. The Board will continue to do so. The value of those services is immeasurable.

f. **Fundraising Plan: Please describe fund raising history and plan for future fundraising and provide documentation such as a bank statement.**

The attached Sheet reflects the seventeen-year funding effort and success of the Big Bend Community Development Corporation. For the partnership that created the Casanas Village affordable housing development the Big Bend CDC earned a developer's fee of $405,660. The Big Bend CDC will continue its affordable housing and community development efforts to support its community service activities.

g. Financial Statements- Current year-to-date (if audit is more than 1 year old) --both Balance Sheet and Statement of Income & Expenses from same reporting date.

See Attached

H4. Management

a. Please include a Care and Maintenance plan, your resources dedicated to maximizing the useful life, and the ability for the project to last into the future

Ashmore's Care and Maintenance Plan

Ashmores will adopt as a guide and provide for its staff the ***HERITAGE BUILDING MAINTENANCE MANUAL.*** *This 92-page manual covers the topics of WHAT IS MAINTENANCE, PRE-PLANNING, WHERE DO I START, MAINTAINING THE PARTS: Building Envelope, Foundations, Exterior Walls, Roof, Gutters and Downspouts, Site Drainage, Windows and Doors, Features and Details and Energy Efficiency. The Manual contains worksheets, inspection checklists, maintenance checklists, maintenance record keeping, maintenance and repair project worksheets and maintenance and repair budgeting. Staff following the Manual's suggested Toolkit Checklist will assemble a toolkit. During the daily cleaning the Museum, an inspection will be made of all sections of the building: The Hot Shop, The Café, the Museum Displays and Exhibits and the exterior premises. A scheduled seasonal Maintenance Cycle will be developed. This seasonal cycle of action would ensure that at every point in the year Ashmore's staff was doing something to care for the building. In the summer month's staff would evaluate and review all maintenance concerns and issues. In the fall staff will inspect the facility and all systems and complete all necessary maintenance in preparation for winter. During the winter months staff would, following the Manual, begin Pre-Planning for spring repair and maintenance.*

H5. Long-range or strategic plan (if for renovation, construction or acquisition, the plan should include facilities planning &/or implementation plan of proposed project).

a. **Proof of Ownership**

See Attached

b. **Description of existing restrictive covenants, if any.**

Modifications to the building are subject to City approval.

c. **Support Materials (Photos, tables, studies, statistics and documents) Optional**

See Attached

Tourist Development Tax

ART, CULTURE & HERITAGE FUNDING APPLICATION

March 2018

Statement of Certification and Compliance

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By applying for the Tourist Development Tax (TDT) Art, Culture and Heritage funding, my organization consents to the examination and audit of our financial records by the review committee. My organization understands and agrees to the payment schedule and reporting requirements for funding.

To the best of my knowledge, I certify that my organization's facilities are accessible to persons with disabilities as required by all applicable sections of the Americans with Disabilities Act.

False Statements shall be punishable in accordance with the applicable provisions of Florida Statute **837.**

Signature of Presiding Officer or Agency Head,

(please sign original in blue ink)

Printed Name: Charles Scott Bell

Title : President, CFR

Date: 5/21/18

Application prepared by: Charles Scott Bell

Title: President, CFR

A1. Name of Applicant/Organization

Cat Family Records

A2. Address

3212 West Tennessee Street

A3. City, State, Zip Code:

Tallahassee, FL, 32304

A4. Project Contact Person:

Charles Scott Bell

Title/Position: President

A5. Phone Number:

850-405-3910

A6. Fax Number

NA

A7. Email address:

scott@catfamilyrecords.com

A8. Organization Type of Classification:

501(c)(3)

A9. Organization Incorporation Date:

02/16/2018

A10. Number of years of continuous operation in Leon County:

We have been an officially registered nonprofit since February of 2018, but we have been operating as Cat Family Records since December of 2015. Soup Experimental has been operating since August of 2015.

A11. Federal ID#:

82-5195207

B1. Project Title:

Monroe Contemporary
The "MC"

B2. Brief Description of Project:

Monroe Contemporary is an all-encompassing art space and living museum. It blurs the connective role between contemporary culture and working life and invites guests to experience not just the presentation of art but every stage of the creative life cycle.

The facility hosts contemporary galleries, a curated archive, a venue space for live music, performance, and lecture, a recording studio, a visiting artist program, subsidized studios for local artists, and a coffee shop, bar, and shared workspace.

Creative spaces are open or behind glass, allowing visitors a behind-the-scenes look into the process of creation. The facility also hosts educational programs like artist-run workshops, internships, visiting artist lecture series, and curated events. And, through concerts and events, gallery exhibitions, coffee and merchandise sales, and other revenue generation, the space will be completely self-sustaining after the first year of operation.

To engage the national arts community and encourage tourism, revenue generated from the space, from year one of operation and on, will go to hosting ***Tallahassee Art Week***. *Art Week* is an international art competition wherein 500 artists will be accepted and paired with local businesses to create original, and in some cases permanent, works of art across Tallahassee.

Art will be judged by a select panel (as well as through a publicly available smartphone app) with a grand prize of $50,000 and a remaining $70,000 in additional awards and prizes. The competition will engage visual art, film, and music, with performance and exhibition across all platforms—a celebration of all creative pursuits.

Based on economic estimates from comparable cities and competitions, *Art Week* alone can generate more than $20,000,000-$25,000,000 in tourism for the city of Tallahassee over five years, while also generating an additional $1,200,000 in property tax.

Overall, *Monroe Contemporary* is a revitalization project, not a reconstruction. As a cultural entity, *Monroe Contemporary* will faithfully serve the purposes of this grant, connecting and reinvigorating an already-established location to draw local, national, and international communities to Tallahassee. The space will also serve as an all-inclusive hub for creatives and an incubator for the arts, assisting in diversifying local art and culture while contributing to both job creation and tourism. Programming will also help to beautify the city through temporary and permanent art installations while responsibly fostering community revitalization and the promotion of Tallahassee art, culture, and heritage.

Our partnering organizations have a track record of scouting and fostering Tallahassee art and culture. Made up of over 40 volunteers, we have hosted over 100 local events, two festivals, and represented over 150 local artists—from musicians to poets, to film students and visual artists. Because we believe in Tallahassee, over the last several years, we have worked to promote and curate local arts and culture. We also believe that, with the funds outlined below, we have the social capital, experience, and team necessary to help make Tallahassee a destination city for patrons worldwide.

B3. Location/Address of Project

1514 South Monroe Street, Tallahassee, Florida, 32301

B4. Eligibility:

a.

iv. A museum that is owned & operated by a not-for-profit organization & open to the public.

b.

i. Culture, visual arts and heritage programs, projects or space.

ii. Performing arts space or projects.

B5. Project and/or Programs Purpose:
(Check all that apply)

a. Acquisitions: Yes

c. Renovation: Yes

d. Maintenance: Yes (for program year one)

e. Operation: Yes (for program year one)

f. Promotion: Yes (for program year one)

g. Program Development and/or creation: Yes (for program year one)

B6. Project Start Date:

January, 2019

B7. Project End Date:

December, 2023

Given that renovations can be completed by the end of October, 2019, programming and first year operation can begin by January of 2020. This project also includes funding for our first fiscal year of programming and overhead. The overall project funding can be completed by December of 2023.

B8. Amount Requested:

$2,752,102.50

B9. Total Project Budget

$2,764,602.50

B10. What percentage of this project would be funded by this request?

99%

B11. What is the source of other funding for this project?

Applicant cash-on-hand, irrevocable pledges, and private support in the form of a zero-interest, private personal loan.

C1. Facility Information

a. **Age of the Building**

   79 years. Built in 1939

b. **Is the building subject to historical preservation requirements?**

No

c. **Is the building owned or leased?**

Owned

d. **Who owns the building?**

Richard Menasco

Menasco Properties LLC

P.O. Box 6297

Tallahassee, FL 32314

e. **Who owns the land?**

Richard Menasco

Menasco Properties LLC

P.O. Box 6297

Tallahassee, FL 32314

D. PROJECT DISCUSSION: Cultural Plan Compliance

D1. Compliance with the Cultural Plan goal for Economic Development; Please describe how the proposed project helps to position and market the arts, culture and heritage as a strategic partner of Tallahassee/Leon County economic development efforts, through public and private funding for arts, arts organizations and cultural assets.

Monroe Contemporary is a redevelopment and revitalization project revolving around the facilitation and expansion of art, cultural expression, and historical heritage awareness in Tallahassee. Our programming will support local artists, musicians, businesses, organizations and will enhance the collective sense of community of the Southside CRA district, thus increasing the quality of life for Tallahassee citizens as a whole. The programming *Monroe Contemporary* offers will substantially contribute to both talent attraction and retention alongside business recruitment assistance, and artist workforce development in conjunction with COCA. The space's physical design and established programming will make it a premier destination for the exploration of arts and culture for both city and county.

The proposed location in the heart of Southside would capitalize on the existing foot traffic from both the Cascades district as well as the new FAMU Way development project, making use of the existing

infrastructure to allow for a pedestrian-centric access. The space will also utilize the existing parking systems of downtown Tallahassee, alongside becoming a destination stop through the Tallahassee Trolley system's downtown/Cascades route, in order to minimize the effect on local traffic while increasing consumer spending in adjacent businesses.

Monroe Contemporary will leverage national and international relationships to build Tallahassee's reputation as a cosmopolitan regional capital. Visiting artist programs are a fundamental–and unique–part of the center's approach. Whereas other institutions may try to highlight the insular and specific aspects of Tallahassee culture, this proposal approaches arts and culture in the city from a fundamentally heterogenous, border-fluid perspective. As such, the strength to OEV, COCA, and institutions at the forefront of marketing Tallahassee to the rest of the country will be precisely the dialogue *Monroe Contemporary* affords them with other metropolitan areas.

Utilizing this same mentality of building both national and international relationships, *Monroe Contemporary* will use self generated revenue to fund *Tallahassee Art Week,* an international mixed media contest, awarding $120,000 in cash prizes to artist participants in the categories of Art, Music, and Film. Each contestant will paired with a local Tallahassee business to create art and promote tourist engagement in economic development.

Following the models of successful destination events such as *South by Southwest* in Austin, Texas, *ArtPrize* in Grand Rapids, Michigan, and *Art Fields* in Lake City, South Carolina, the proposed festival has the potential to bring in upwards of 50,000-75,000 out-of-city visitors to Tallahassee each year. This will, in turn, position Tallahassee as a destination for film, music, literature, and the visual arts.

Monroe Contemporary will also leverage its existing business relationships with local music venues such as The Wilbury, Proof Brewing Company, Fire Betty's, Fifth and Thomas, The Warehouse, Garage on Gaines, Club Downunder, among others, to contribute to a centralized calendar for all events in the city. With a specific focus on contributing to COCA events and event calendars, we believe that this will strengthen the existing network of art professionals and organizations by improving communication and making advertising and marketing more effective. By developing strategies based on economic impact reports, marketing, and communications planning, *Monroe Contemporary* will stay in alignment with the Capital Area Cultural Plan and local art and tourism entities.

In order to sustainably address the needs of the community, *Monroe Contemporary*, in collaboration with Master Analytics, will conduct program evaluations in order to both satisfy said needs and to determine the long-term efficacy of the space's marketing strategies. Through our internal program evaluations, we will gauge effectiveness of the programming available and will also assess and evaluate the collaborative programming and projects with local businesses and organizations to sustain upward mobility in the area of Tallahassee economics and culture. Access to these analytics will allow *Monroe Contemporary* to equate program success with other institutions on a national scale.

D2. Compliance with the Cultural Plan goal for Education; Capitalize on the area's art, cultural and heritage attributes in order to strengthen art, culture and heritage opportunities in schools and the community.

Monroe Contemporary is dedicated to programming that focuses on providing continuing education to every segment of the community, giving all Tallahassee residents and visitors a chance to experience,

discover, discuss, and appreciate art, cultural expression, and local heritage. We will serve our industry by training working professionals. We are indebted to those contributions and will provide hands-on opportunity and training that will lead to sufficiently independent and advanced to help with professional development and future careers.

Monroe Contemporary will utilize pre-existing relationships with local colleges and universities, in order to provide hands-on internship opportunities to undergraduate and graduate students, as well as burgeoning professionals and patrons of all ages and experience levels. Our internship program will offer practical experience in specific departments across the facility, such as administration (outreach, marketing, etc.), technical (installation and de-installation of works, sound engineering, and studio maintenance), event planning and booking, and non-profit management. Educational offerings will not be limited to services that our facility offers. Instead, the space will offer an educative forum for any relevant themes and subjects within the scope of art, culture, and historical heritage.

Monroe Contemporary will provide monthly visual art, music, and non-profit workshops led by local artists, musicians and other ambassadors of arts, culture and heritage. As a collaboration with local businesses and organizations in Tallahassee, culturally relevant lectures, dinners, and socials aimed towards networking and professional growth will be held. *Monroe Contemporary*'s education offerings will be open to the general public, allowing for universal accessibility and providing an inclusive space to gather and participate in both experimental and experiential learning.

Monroe Contemporary will host lecture series, literary readings, and expert panels centered on arts, culture, heritage, and industry (i.e. collaboration, networking, management, entrepreneurship, among others). We will curate and solicit lecturers from Tallahassee's deep pool of community leaders, activists, university professors, and cultural and heritage entities.

Partnering with both Leon County Public Schools and local colleges and universities, *Monroe Contemporary* will facilitate collaborative art projects focused on community driven public art that celebrates either the cultural significance of the site chosen or addresses the significance of the heritage of the site itself. Students will have access to local artists and art educators to help direct research for the students chosen field, and will be invited to complete a public art project in order to both revitalize and beautify the surrounding areas.

Tallahassee Art Week will greatly increase the volume of art in public places by pairing artists with local businesses to create original, and in some cases permanent, works of art across Tallahassee. This contest and festival will also include a category specifically for student accomplishments in the arts by featuring work from grades K-12. We will look to Leon County Schools and COCA to assist in representing student works in public places.

The space's commitment to education will be further represented through the Visiting Artist Program, along with our art and music studio rental program. The featured visiting artist(s) will participate in a three-month long position, participating artists will afforded a fee studio space for a prescribed time, in order to work in and/or collaborate with our developing city. Visiting artists will also be invited to participate in public art projects, with a focus on the artists having opportunity to make a lasting mark in Tallahassee art and culture. At the end of each artist visit, an exhibition will be featured in *Monroe Contemporary*, making the works created through the program available to the public. While visiting,

each artist will have the opportunity to teach workshops to the public and to contribute to our ongoing commitment to education through participation in the lecture series as well.

D3. Compliance with the Cultural Plan goal for Funding and Facilities; Provide sustainable public and private funding to preserve and improve arts, cultural and heritage organizations and experiences. This effort acknowledges the importance of growing new and emerging projects and facilities, but will give priority to existing organizations.

Monroe Contemporary is capable and committed to maturing into a fully self-sustained experimental art and culture entity well within five years of launch. It will achieve this through its mixed-use revenue generating business plan, which will introduce cash-flow from multiple sources.

Monroe Contemporary will feature a coffee shop, bar, and venue/rental space. Profits from this endeavor will be re-invested in the center capital expenditures and operations. Through partnership with both Proof Brewing Company and Lucky Goat Coffee, we are not only creating a source of revenue outside of the pre-existing entities set forth for the space, but are giving direct priority to local businesses in regard to garnering materials for these endeavors. Not only will this support economic development by creating an attractive space for visitors to congregate in the South Monroe district, it will pique interest in artwork and broaden sales of merchandise and music.

This project will expand and improve on Cat Family Records' existing sound recording services to provide a professionally competitive studio, while still being able to charge a price that will allow even lower income musicians the ability to record in a top-tier studio environment. Current demand and technician availability can permit up to 20 hours of free or subsidized recording per week. Cat Family will invoice for up to $20/hour for these services, paying all of the generated hourly rate to the seasoned or up-and-coming recording engineer responsible for the session.

Artist work space rentals and frequent on and off-site events will provide net-positive cash flow to the organization, paying utilities, insurance, operational costs, and staff salaries. Similar to the Happy Motoring structure, this space will capitalize on the very high demand for spaces to congregate, socialize, and experience the next wave of Tallahassee artistic and cultural refinement. As Cat Family and SOUP Experimental financials suggest, the two organizations have already shown the ability to generate cash flow with limited fiscal resources and are prepared to clear earnings benchmarks early into the operation of *Monroe Contemporary*. With the net revenue gained from a sustainable organizational model, we will be able to fund relevant and deserving art, culture, and heritage centered entities, thus providing the opportunity for growth of Tallahassee arts as a whole. This enrichment in the local quality of life will further foster community support for future projects, such as a Performing Arts Center.

Monroe Contemporary is the built on the foundation of two organizations with proven track records of success, both of which have been able to leverage sizeable social capital and volunteer participation to satisfy an identifiable cultural need in Tallahassee. The Cultural Plan outlines the strategy of funding organizations that can make a significant advance or breakthrough. This project typifies an organization that, with proper funding, can expand upon an already successful model to make immediate and substantial impact on Tallahassee tourism, economic development and community education.

E. PROJECT DISCUSSION: Need for Project Within Community, Impact on Tourism

E1. Please describe the estimated number of arts/cultural/heritage entities that will be supported by the proposed project.

As a multi-use space, *Monroe Contemporary* will position itself for sustainable growth and allow itself the potential to collaborate with any arts, culture, and heritage organization in Tallahassee. As a collaborative effort thus far, we have partnered with BAET Collective, Capital 6, Journey Management, Indianhead Factory, Trilogy Family, FAMU Radio, Proof Brewing, Lucky Goat Coffee, The Wilbury, Gaines Street Pies, Midtown Pies, FSU School of Music, Space Cadet Entertainment, ALCOM Media, Tallahassee Family Magazine, Black Cats and Old Dogs, Tally Cat Cafe and several other Tallahassee-based organizations. These groups represent an already impactful network of private sector and non-profit relationships, affording us a pool of collaboration with which to expand.

Monroe Contemporary will directly support local entities by providing a free event space rentals to arts, cultural, and heritage organizations. We will host external programs, and we will nurture and incubate emerging artists. We plan to open up our community education programming to relevant and inclusive organizations.

Tallahassee Art Week will provide an annual opportunity for contestants to to partner with hundreds of local businesses and organizations, drawing in-city and out-of-city tourism that supports both the private and non-profit sectors within Tallahassee. The addition of tens of thousands of tourists per year will have a profound effect on city and local business revenue. This event, and so, this project has the ability to give Tallahassee a voice and presence on a national and international level.

As an exhibition space, recurring shows throughout the year will allow local artists to e, sell, and promote their work. These exhibitions will keep in mind the relevant historical and cultural identity of Tallahassee, allowing specific organizations or entities to collaborate on the concept and theme. Local sculptors, painters, ceramicists and other visual artists alongside historians, collectors, musicians, performing artists, poets, students, patrons, and enthusiasts alike will be able to interact with and utilize the many amenities and cultural events hosted by the proposed space.

Visitors will be given opportunity to explore Tallahassee art, culture, and heritage and will hopefully be inspired to take up their own creative pursuits or innovate in their own respective ways.

The artist studios, providing lower than market rent, will have the capacity to feature fifteen Tallahassee-based artists as well as provide those artists with representation through *Artsy*, an industry competitive, curated art database. The Visiting Artist Program will also provide an art space and collaborative environment for up to four different nationally-prominent artists annually to showcase, network, and introduce their own research, perspective, and creative content to the Tallahassee public.

The reach this project can accomplish is designed around a continuously expanding model, meaning our potential to affect art, cultural, and heritage entities is open-ended and will exponentially grow. The proposed space lends itself to promoting what is uniquely Tallahassee. *Monroe Contemporary* will house and incubate art and culture and serve as a catalyst for creation, innovation, and future growth, serving, potentially any arts, cultural entity in Tallahassee.

E2. Please discuss the potential number of citizens and visitors from outside of Leon County who will be served by the proposed project.

Monroe Contemporary

Given the proposed square footage, exits, and estimated usage, according to state and federal allowances and the International Building Code (IBC), the venue will hold an estimated 710 people at max occupancy. The coffee shop will allow, conservatively, an additional 40 people at max occupancy. The art gallery, not including the adjacent work and show spaces, will allow an additional 220 people.

We expect repeat patrons to drive local usage and gallery space, given the potential for its unique placement in regional and national contemporary arts, to sustain more than 10,000 outside visitors per year. Washington Pavilion, for example, located in Sioux Falls, South Dakota–a similarly sized city–drew 23,000 unique visitors in 2016 alone. Additionally, because the venue space can host more than 500 patrons, the music venue is open to a tier of talent-buying that can and will attract more nationally-recognized touring acts while also attracting a much higher number of regional visits.

This project expects to activate the space on nearly every day of the year, with events, concerts, drink and coffee sales, and art exhibits driving most of the Leon County resident interactions. But, for a more conservative estimate, we calculate an average usage of 313 days per year (six out of seven days per week) and at an average rate of roughly 10%-20% of fire code per day. This amounts to 30,361-60,722 people served per year. If we also assume that, conservatively, the project will draw more heavily from the Tallahassee and surrounding areas and project that 70% of unique patrons are locally sourced, roughly 21,000-43,000 Leon County residents and 10,000-20,000 visitors will be served by the space.

Tallahassee Art Week

The nation's largest art contest and festival, *ArtPrize* in Grand Rapids, Michigan, draws more than 400,000 visitors annually, with almost 70,000 of those from out of state. There are currently no comparable events in Florida, neither in scope, nor size. The populations of Grand Rapids, MI and Tallahassee are nearly identical, each with around 190,000 residents. Also, Tallahassee is more than double the size of Grand Rapids, in square miles (103 square miles vs. 46 square miles).

The nearest comparable art contest is *Art Fields* in Lake City, South Carolina. The population of Lake City, SC is 6,761 residents with a city size of nearly 5 square miles. This event brings roughly 20,000 out-of-city visitors, despite size limitations.

While the total prize pool in the already established *ArtPrize* is around four times higher than the amounts projected for *Art Week* in year one, the size of Tallahassee being more than double that of Grand Rapids, MI allows for a larger growth potential.

Considering the event models of *ArtPrize* and *Art Fields*, and accounting for city size, population, and difference in prize pool, *Art Week* can easily expect to draw 50,000 head-to-bed tourists to the city in year one. Considering an increase in attendance of 5,000-10,000 visitors a year, this will culminate into 75,000 to 100,000 total attendees in year five.

In sum, *Monroe Contemporary* and *Art Week* has the potential to drive, on average, 62,500 out-of-city tourists into the city every year and at least 250,000 tourists over the first five years of operation.

E3. Please describe the project's potential impact on Leon County's tourism industry and its attraction for out of county residents and how that will be marketed.

This project seeks to transform Tallahassee into the premiere arts and culture destination in the Southeast United States. Tallahassee is located in a key position between the three major markets of Atlanta, New Orleans, and Miami - none of which offer a comparable event to *Tallahassee Art Week.*

"The destination [of Tallahassee] is maturing, and our marketing is maturing. We're getting more savvy," said Kerri Post, executive director for Visit Tallahassee.

The goal is to focus on districts, such as CollegeTown, Downtown, Midtown and Uptown. From food to fun, Post explained that the "concentrated focus will help continue the growth of Tallahassee's tourism industry."

In a statement from the Tallahassee Democrat, Leon County Commission Chairman John Dailey said, "Leon County's tourism economy continues to evolve with big benefits to our community. The positive growth and change is hard to miss as educational, social, and cultural offerings in our area continue to take shape."

Monroe Contemporary is centered in one of the key development districts that the City of Tallahassee and Visit Tallahassee feel strongly about growing and enriching. The proximity to public transportation and parking near Cascades and Downtown minimizes potential negative impact of traffic congestions. This project will increase the use of these adjacent destination areas which the City of Tallahassee has already invested. By creating a self-sustainable hub for cultural, artistic, educative, and heritage-aware programming, this project can have the impact of several businesses. This outlined revitalization will continue to attract out of town homeowner and business relocation, as well as import emerging and relevant national and international artists to attract out of town tourists.

With 30% of visitors served originating from outside of Leon County, *Monroe Contemporary* can grow into a key advertising asset for Visit Tallahassee. It can be featured prominently in brochures, online marketing through VISIT FLORIDA and other affiliated targeted ad campaigns, and in art-specific journals.

The Visiting Artist Program will figure prominently into cultural export and tourist attraction. Much like Yayoi Kusama's rooms attracted visitors from within 500 miles, *Monroe Contemporary* programming will offer to artists with both national and international recognition into the Tallahassee contemporary arts community.

The main vehicle for marketing this project is the built-in art contest and festival, *Tallahassee Art Week,* which will invite hundreds of national and international artist contestants and tens of thousands of out-of-city visitors. This destination event will be funded fully by sustainably generated revenue and will drive tens of thousands of out-of-county tourists to Tallahassee.

If each visiting tourist spends, on average, just $100 throughout *Art Week*, the competition could generate in excess of $20,000,000 for Tallahassee businesses over the first five years of programming. In Grand Rapids, Michigan, ArtPrize generated $25,000,000 from tourism in 2017 alone.

E4. Please discuss the need for this project and the unfilled demand.

"Place" is becoming less and less defined by a static vernacular, and more so by the commitment that established land owners, policy makers, and businesses have to accommodating new concepts and players in the dialogue. The Wynwood neighborhood of Miami and the Riverside area of Jacksonville are examples of revitalized districts that served an unfulfilled need in their respective cities. These art districts have added a non-corporate, cultural presence that enriches the cities that support them by satisfying a need for diverse and inclusive venue for events and festivals and community education.

With *Art Fields* in the 5 square miles town of Lake City, South Carolina being the closest comparable event, *Tallahassee Art Week* represents an unfulfilled demand for a large-scale mixed media contest and festival. If Tallahassee can identify and fulfill this demand before the now distinctive and unique *ArtPrize* and *South by Southwest* models become more commonplace in metropolitan centers, the city can establish itself as a arts and culture trendsetter in the Southeast.

Tallahassee is a provincial city bursting with affluent residents mixed with 18-34 year olds demanding the next precipice of artistic and cultural expression. In order to break free from its provincial status, the City must prove that it can generate and communicate with first-tier creative cities. It can do that by committing funding to the arts groups who open up channels to the rest of the country.

Currently, Tallahassee does not have a cultural entity of this magnitude. Tallahassee's venues are dictated by bar sales. Most current arts organizations are polarizing and exclusionary. This multi-use space will allow Tallahassee to exist without reliance on its universities or its political positioning. The political access is attractive to temporary residents and limited visitors, however, a city that relies on its political positioning is culturally hollow. Washington D.C. even implemented extravagant museums and excessive public transportation. Office buildings do not contribute to the overall richness of city identity.

In large part, universities, FSU, FAMU, and TCC, are isolated and self-contained. They create and produce within the confines and context of the university without necessarily facilitating connections between one another; instead they all function as separate entities. They bring significant value to Tallahassee, but it is our opinion that Tallahassee does not capitalize on this potential to the fullest extent. Universities attract young, ambitious, intelligent, <u>temporary</u> residents. Tallahassee by nature has a steep population turnover, but there is a greater need for retention. University retention rate is traditionally reduced to four years - Tallahassee's retention rate should be expanded generationally. Tallahassee is not a dying city. It's growing rapidly. However, if we cater exclusively to the universities, students will graduate and head off to New York City, Atlanta, Los Angeles, Miami, Austin, or Chattanooga.

Therefore, there is a quantifiable demand to blend the driving, creative force of the young ambitious demographic in a city with Tallahassee's deep history and heritage. The two exist separately, or at least insularly in comparison to one another. Many students are unaware of what non-university Tallahassee has to offer and locals cannot easily access the resources available to students and therefore must compete against the university.

By operating a professionally competitive, full service music studio, this project will address the demand for a subsidized, low-cost recording and production option for local emerging musicians. Expanding on our enrichment of the Tallahassee music offering, *Monroe Contemporary* will house a performance venue with a 710 occupant maximum. With only two other comparable existing venues in Tallahassee,

there is a currently a lack of performance venue that can book and pay national mid-tier touring acts, which not only adds to the Tallahassee arts and cultural experience, but draws out of town tourism.

The Southside CRA district is marked by struggling businesses in genuine need of foot and car traffic that this project can provide. As the district grows, more businesses will position themselves to benefit from a burgeoning arts and cultural hub in an area with attractive property costs for reinvestment and revitalization. This area needs a bold, yet effective project to set the benchmark for responsible and relevant revitalization. *Monroe Contemporary* is poised to fulfill this identifiable need.

The feasibility of this project is based on the success in offering of, rental of art and music studios, alcohol and coffee concession, and educational classes and programs. The project does not require any internal or contracted technology development. Existing and emerging softwares will satisfy all technology requirements for operation of the facility as well as correspondence and research. *Monroe Contemporary* will affect several markets including the bar and venue, music recording, studio rental, and retail sales, with a focus on creating partnerships with local businesses, rather than simply competing with entities in markets we hope to gain. For example, although Proof will be opening a bar and venue in the same district, we have already planned to sell their beer in the bar of *Monroe Contemporary*. Additionally, Proof focuses less on original music and typically has a different clientele. The facilities will be the central hub for the distributions of offerings and services, relying more on face to face collaboration, education, interaction, rather than relying on a digital marketplace to reach participants.

The marketing strategy that we will employ will target local residents to further explore our offerings and services, while leveraging the incoming tourists and advertising campaigns for *Tallahassee Art Week.* The cash prize pool of $120,000 for *Art Week* will advertise itself through word of mouth, a supplementary means of marketing the event and the project in general. FInancial projections for the project have year one costs artificially low due to construction and $514,029.51 in net revenue. The net revenue then adjusts downward as operational costs begin in year two, with a gain of $371,682.40. In year three the project will begin to incur the cost of advertising, organizing, and executing *Tallahassee Art Week* which includes $120,000 in cash prizes. Despite this large increase in costs, net revenue only drops slightly to $329,682.40. After yearly costs normalize, there is a continued growth in gross and net revenue, culminating in gains of $404,682.40. In year five, the trend of year to year increases gross and net revenue continue, with a projected $493,182.40. Taking into account the schedule and associated projected financials, we feel that this no only satisfies need and demand in Tallahassee, but accomplishes a self-sustaining business model.

Industry, culture, arts and entertainment, geography, and history define a city. Tallahassee is in a unique position of potential. The city is on the precipice of critical mass, and we aim to act as the catalyst for that expansion. We are proposing a cultural entity centered on arts, entertainment, and education created to help define our city's culture, to promote its history, and to collaborate with its industry. If locals are encouraged to invest in their city and students are given a reason to stay, then tourists will come.

F. PROJECT DISCUSSION: Impact of project on adjacent uses and other Artistic, Cultural and Heritage Organizations

F1. Impact of location on adjacent uses, both positive and negative. Is the project located near other arts, cultural, heritage or entertainment uses? Does the project comply with zoning regulations?

Functionally, and visually, *Monroe Contemporary* will become a cultural icon and beacon of Tallahassee's arts and culture and will facilitate the sustainable and responsible development of the Tallahassee Southside CRA district. While *Monroe Contemporary* will primarily impact Southside Tallahassee, our facility will impact the greater Tallahassee area within an international context.

The face of our facility will be designed by local muralists, supplementing the adjacent development, and typifying our proposed facility as a cultural arts destination.

Monroe Contemporary is surrounded by small businesses and restaurants that will benefit from an influx of pedestrian traffic. This projected increase in traffic will also further incentivize public and private investment in the area. Both the building owner and the realtor of our proposed facility, 1514 S. Monroe St., have signed on in support of our proposal. George Harrison, the realtor, is also the realtor for the immediately adjacent space, 1530 S. Monroe St., in which George Harrison's buyers intend to develop a restaurant and marketplace. The prospective owners agree that our proposal will dovetail into and compliment their development. This vote of confidence and support should echo and articulate the proximal effect that our facility will have on the surrounding area. We are competing with surrounding businesses far less than we are supporting spending in, growth of, and traffic to said businesses.

Monroe Contemporary will host frequent recurring events, and provide year-round, daily programming (e.g. live performance, concerts, gallery exhibitions, literary readings, lectures, workshops, services, and a coffee shop and bar) that will draw traffic into the area and feature local artists, academics, creatives, and organizers. Our events and programming will be hosted in collaboration with local organizations, artists, patrons, businesses, and academics, in a multi-use space that will foster creativity, education, collaboration, and exchange.

Our proposal will assist and facilitate the current plan to connect FSU, FAMU, Cascades Park, and Downtown. Our proposal will facilitate sustainable growth of Southside Tallahassee, connecting South Monroe with Downtown and Collegetown, enhancing the natural flow of pedestrian traffic south of Gaines Street.

There is potential for outside traffic congestion during our high traffic events (e.g. *Tallahassee Art Week*). Our events are designed around pedestrian traffic. However, our proposal will bring foreseeable and expected traffic congestion to the area.

We can also project, based on similar models, that if our annual art and film competition and music festival is successful, surrounding property value will increase city-wide. While this is desirable for tax revenue and the local economy, it will potentially place strain on renters. As a result of the potential 1% city-wide increase in property value, we should assume a potential for increased rent in the surrounding areas. The typical development project has to deal with displacement. However, we have selected our build site explicitly to mitigate displacement. The building is located in a primarily commercial zone on what is currently vacant space. While Tallahassee's Central Business District expands, residential space will increase in expense and low density housing will thin and expand outward, away from the CBD. Our proposal is built around inclusivity. We intend to engage and collaborate with the surrounding businesses and communities, acknowledging the existing heritage and culture of the area, while providing jobs and opportunities. Tallahassee's low density residential housing will naturally decrease in

proximity to the CBD as Tallahassee grows and expands. Low density housing will expand to compensate. However, business owners and property owners will benefit.

> "The Universities are a major source of cultural programs. Faculty and students contribute to community cultural life as performers, private instructors, volunteers and audiences...Tallahassee is home to many good museums offering art, science, historical exhibits, and educational programs. The Tallahassee Museum of Natural History and Science, the FSU Museum of Fine Arts, LeMoyne Art Foundation and the Mary Brogan Museum of Art and Science were most frequently mentioned. There are a large number of active non-profit arts, cultural and heritage organizations. The CRC maintains a list of 70 active organizations. There are nearly 500 individual artists of all disciplines on the CRC lists. Their creative talents are the source of much of the region's cultural opportunities. Festivals provide frequent opportunities for people from throughout the region to gather and celebrate in Tallahassee. The region's history, heritage and natural environments are preserved and interpreted by over a dozen historic sites and museums. These also have active educational programs" (Talgov, pg. 12).

<u>We fully intend to collaborate, partner, and promote ALL of these cited arts, cultural, heritage, and entertainment uses.</u>

The entirety of our creative process will be available and accessible to visitors. Our vision is one of transparency and inclusivity. Nothing will occur behind closed doors. Artists will work and record in close proximity to visitors. Workshops and education will occur alongside creative pursuits, not simply exist in a vacuum. We will provide tangible resources and create tangible benefits. We will host, curate, manage, and facilitate major events throughout the year that occur both externally and internally. We will work in collaboration with local businesses and artists. We will attract visitors throughout the city, the state, the country, and the world.

The location of our proposed project, from door-to-door, is just over 550 feet from Downtown Community Church, and slightly further from Greater Mt. Zion Primitive Baptist Church. For the purposes of alcohol sales and venue use, this distance is in compliance with Code 1980, § 3-4 of Leon County's Code of Ordinances, Chapter 3. There is, however, a potential for noise pollution within a limited area of our venue and performing arts space. This noise pollution will not be dissimilar from that of other local venue spaces, and will not exceed that of Proof or Cascades Park. Our high volume events will not conflict with normal business hours of adjacent spaces and will not impede on the surrounding area -- our hours are largely complementary to those of the surrounding businesses.

<u>Our proposal complies with zoning regulations under Sec. 10-239.4 CU-45 Central Urban District.</u>

F2. Impact of project on other Arts, Culture, and Heritage organizations and uses. How will this proposal support other arts, cultural and heritage uses in our community?

Our organization is built by the hands of passionate local artists and volunteers. We will further serve the community by curating campaigns and events that support the local art scene, engage cultural needs, and help other nonprofits raise support and awareness for their own worthy causes.

We intend to partner and work with as many Tallahassee arts, culture, and heritage organizations as possible. Aside from the organizations already listed in E1, we will continue to foster relationships and

partnerships as we build and expand. We have attached several letters of support from national, international, and local organizations. Those in our community will benefit from the work that we do, those that we attract, and our direct collaborations. We are offering a multi-use space with a seat at the table for all voices and backgrounds. Artists will be given a new platform and space for expression, in collaboration with other artists and business owners, both local and otherwise, through their medium.

We plan to operate within the context of inclusivity and outreach, blending, exchanging, and celebrating differences in culture, heritage, and ideas. We have already fostered collaboration within and across mediums and communities. We have two years of operating history to support this. Part of our mission as a non-profit organization is to build community, cross dividing lines, and celebrate differences while collaborating, sharing, communicating, exchanging, and celebrating local culture and heritage without displacing, or imposing upon, the surrounding organizations and uses.

We will work in collaboration with local artists, create local jobs, foster community, partner with local businesses and institutions, support the local economy, and facilitate destination based tourism and city growth. We will attract locals as well as visitors. We will invite local as well as touring artists, community leaders, lecturers, teachers, entrepreneurs, and philanthropists. We will offer a multi-use space with a seat at the table for all voices and discourse.

We will fight for inclusivity, diversity, and solidarity within the community. We are open to criticism and self-reflection. We will adapt and evolve to fit the many needs of the communities in which we serve and thrive. We will respect and support historically important and disenfranchised institutions and communities, embracing development when it is socially and culturally sensitive and responsible.

G. PROJECT DISCUSSION: COST and DESIGN OF PROJECT, Design, construction and operations.

G1. If the facility is to be constructed, what is the estimated cost?

Please provide verification that facility is buildable for that price.

It is our intent to purchase, in full, what is currently the vacant "Bridgestone" building, located at 1514 S. Monroe St, Tallahassee, FL 32301 and renovate it to fit our programmatic needs.

The price of the property, including land, is $519,000. Based on the attached scope from contractor Bill Oliver, our renovation costs are priced at $1,590,073.

Overall, the total price of purchase and construction is **$2,109,073** (not including furnishing or special construction).

G2. Process/Design & Planning

Please discuss:

a. **Process/Design Planning - Project scope.**

Please see the attached photos and supporting documents at the end of this section (G) for reference.

Overall, our plan was guided by interaction and revitalization. We wanted to use the space for our own purposes but also incorporate and accent the characteristics unique to the property at 1514 South Monroe. The building lends itself to touring. Built in 1939, during the Second World War, its metal trusses, concrete, and layout are inline with prototypical aircraft and military hangars of the early 20th century. Our project incorporates that vital architecture while also enhancing it with a new, full glass entry with impressive balcony, studio, venue, and gallery spaces. Our design is simple, but it encourages patrons to explore, reflect, and connect.

We also wanted to include reliable, revenue-generating spaces that could themselves support local culture, art, heritage, and incubation. The space is neatly but seamlessly cut into coffee and beer, merchandise and music venue, music studio and experimental and contemporary gallery spaces. With revenue generation in mind, we wanted to reduce the amount of staff and overhead necessary to operate successfully by combining key service elements and creating shared access points across the coffee and venue portions of the space.

Form and function were paramount to our design considerations and, given the natural layout and materials already present, we incorporated the heritage of an already-established space with the upheaval and innovation of the space we are trying to create.

b. How have you addressed environmental features and sustainability?

In keeping with the spirit of revitalization and renewal, our project is a redevelopment project, not a new development. Demolition is a costly, wasteful expense. We are targeting an existing space--one with an already rich Tallahassee history--and repurposing it to fit the programming needs of our proposed project.

Speaking to sustainability, this redevelopment cuts down on waste by incorporating building materials already onsite, without the extra environmental strain of sourcing, manufacturing, and shipping new materials. Utilizing an already existing space and as many onsite materials as possible helps reduce the landfill and waste footprint as well as the emission and waste footprint of new manufacturing. We are making the most out of an existing space.

By partnering with our commercial neighbors and other businesses in the area, we also plan to share parking as opposed to purchasing adjacent property for demolition and new lot construction. This strategy encourages foot traffic and more sustainable, city-friendly commuting, while also providing the adjacent community with more building and growth opportunity for responsible future development.

We also plan to use locally-sourced and sustainable materials, and our plans include selection of disposable materials that are post-consumer and recycled products or products that will minimize waste over time.

We also plan to further cut down on paper waste by keeping digital records and using digital correspondence for most of our media, marketing, and newsletter needs. Beginning in January

of 2018, we have led a city-wide initiative to eliminate paper show flyers and rely solely on limited poster prints and digital marketing for event and program marketing.

By manufacturing merchandise in-house, we also cut down on unnecessary shipping, and our location will be furnished exclusively with LED lights. Museums and gallery spaces typically use halogen lights, which are wasteful and costly.

The proposal also includes plans to completely renovate the existing roof, adding insulation and durability, drastically reducing the ongoing energy consumption and recurring utility costs associated with heating and cooling. All other appliances and equipment will be energy-efficient and selected based on sustainability and consumption efficiency.

From events and concessions, any excess food and non-alcoholic beverages will also be donated to those in need through partnerships with Food Recovery Network (FSU) and Tallahassee's local non-profit chapter of Food Not Bombs.

Overall, we have met with city planners, consulted Florida statutes, and designed the space to exceed legal requirements and expectations for environmental impact and sustainability. Our proposal will encourage and promote sustainable pedestrian and bicycle mobility through design, and we will be as environmentally and sustainability conscious as possible with all current and future design, construction, service, and programming.

c. Identify necessary components from consultants.

d. Programmatic square footage.

All primary usage will be contained within 17,000 square feet. The proposal serves to purchase two parcels of land on South Monroe, contained within the 17,000 square feet of constructed space.

e. Demonstrate that you have a qualified project team and have taken all the necessary steps for project preparation

Please see the attached references and project team information included at the end of this section (G).

f. A timeline of project milestones; include start and end date and key points in between.

Building & land acquisition: by October, 2018

Permitting: October, 2018 - December, 2019

Construction begins: February, 2019 (adding in an additional month for unforeseen circumstances)

Construction ends: September, 2020 (as per OliverSperry's recommended timeline)

SEE STRATEGIC PLAN FOR POST-CONSTRUCTION IMPLEMENTATION

H. PROJECT DISCUSSION: Organizational Capability & Sustainability

H1. Required Attachments –Upload each of the required documents in separate folder marked "Attachments":

a. Minutes from the organization's board meeting authorizing the project for which applicant is applying.

b. Board of Directors, including officers

c. Project Team, including key staff involved with project

d. What are the estimated staffing needs for programs, staff and/or proposed facility?

Estimated Staffing Needs:

For facility needs, we estimate the minimum number of paid staff, specific to programming needs exclusive to Monroe Contemporary, in order to comfortably maintain operational efficiency without bloating our budgets unnecessarily with recurring salaries or ad hoc job creation.

Cat Family Records and Soup Experimental are unique in that all of our programming and administration, over the last three years, has been borne by the hardworking volunteer hands that care deeply about Tallahassee art, music, and culture. We plan to incorporate payment structures specific to the Monroe space while also keeping intact our already strong and vibrant volunteer culture, and none of the proposed project spending will go to salary or wages. All salary and wage needs can be generated by revenue streams specific to Monroe Contemporary.

With that, our estimated staffing needs, at minimum, include (see budget for reference):

1 Museum Director -- $30,000 salary

1 Music Director -- $30,000 salary

1 Concessions & Events Manager -- $30,000 salary

This plan also includes FOUR full time equivalent (FTE) positions:

1 Doccent & Museum Receptionist

3 Service Staff

For coffee, event management, beer sales

All other positions continue to be volunteer-driven, within reason, until needs sufficiently meet the demand for recurring, institutionalized, salary or FTE creation.

H2. Describe the plans for revenue generation to pay ongoing operations and maintenance.

As a living, contemporary museum with multi-purpose art and venue spaces, we will function with several advantages over single-tracked, exhibiting museums. Our model is proven, self-sustaining, and does not rely on grant cycles or extraneous funding. Most of our on-site revenue generation is driven by concessions, events, artist representation, and museum calls.

MAIN REVENUE GENERATION SOURCES

Museum 'Call for Entries:'

We offer 41 precisely advertised and overlapping local, national, and international artist 'call for entries' that encompass a variety of exhibitions and workshops, artist in-resident invites, and *Tallahassee Art Week*.

General Open Call: ***$84,000*** *annually*

**12 General Calls for Entries a year*

**estimated 200 people apply at $35 a call*

A General Open Call places the applicant's proposal in an opportunities pool that includes: on-site solo and group exhibitions, off-site solo and group exhibitions, online exhibitions, online exhibitions partnered with Artsy, social media posts and publications or interviews.

Featured Visiting Artist Call For Entry: ***$35,000*** *annually*

**4 seasonal calls a year (+1 rolling call, meaning call for entry is always open)*

**estimated 200 people apply at $35*

3 month featured artist

A free, large studio offered to a selected artist for a 3-month term. Selections of artist proposals is based on thoroughness of process, relevance to contemporary issues, education and impact of proposed project on the surrounding community. A requirement for our featured, visiting artist program is an artwork placed in *Monroe Contemporary's* fine art collection. A solo exhibition is offered to each featured visiting artist.

Workshop Call: ***$6,480*** *annually*

**12 calls a year*

**estimated 30 people apply at $18*

Workshop with *MC's* resident artist and studios to teach material and process techniques. This is project based on the type of artists producing during the time of the workshop.

Tallahassee Artweek Call: ***$88,000*** *annually*

**1 Event Call a year*

**Individual Call for Entry*

**estimated 2000 people at $40*

**Team/Collective Call*

**estimated 100 people at $80*

Generated revenue is prior to event and does not include attendees and participation during the days of event.

Art Incubation: ***$54,000*** *annually*

15 artist studios are provided through the proposed project at a subsidized rate of $300 per month (which includes utilities, insurance, and *Artsy* representation).

Artist Representation: ***$19,000*** *annually*

Utilizing the developed networking base from *SOUP Experimental* and the prestigious art marketing site *Artsy.net*, *MC* will represent artists online to a database of over 3 million art collectors. *Artsy* membership will connect us to collectors for emerging contemporary artists, help us extend research efforts in contemporary art and, overtime, connect our in-house, represented artists to consignment at auction houses such as Sotheby's, Phillips, and Heritage Auctions.

Predicted year 1 sales through Artsy.net - $15,000

**6 artworks sold at $5000*
** sale is 50% artist/50% Monroe Contemporary*

Predicted year 1 sales through The Monroe Contemporary - $4,000
**4 artworks sold at $2000*
**sale is 50% artist/50% Monroe Contemporary*

Concessions: ***$317,395*** *annually*

Beer: $270,445 annually

Coffee: $46,950 annually

As referenced above, based on International Building Code (IBC), the first floor venue space will hold an estimated 710 people at max occupancy. The coffee shop will allow an additional 40 people at max occupancy.

*For beer sales, we estimate three uses:

1) For free, local events and concerts.

   For local event projections we turn to revenue generated through our booking and promotional services at The Wilbury on Gaines Street in downtown Tallahassee. We thank The Wilbury for their support and for sharing net sales data specific to our curated events. For a realistic estimation, we randomly selected 31 observations from our booking and promotional tenure and, on average, our events generated $2,070.00 in NET sales. Based on almost three years of operation, we have been able to curate, without our own venue space, a rate of more than 100 shows per year (less than 2 per week, on average). With our own space, curation possibilities are only limited by local partnerships and daily availability. However, again, for conservative estimates, we only assume 100 shows per year, 80% of them free and open and 20% targeted at talent-buying and national touring acts. For additional reference, The Wilbury's maximum capacity, at the time of this writing, is roughly 250 people. Our venue space, for comparison, is more than twice that size. For local shows, however, we assume that events curated will be similar and we add no additional externalities or positive impacts of the proposed property on additional revenue generation. So, in sum, if we generate, on average, $2,070 for 80 free events, we can generate, a very conservative **$165,600**.

2) For touring and ticketed events.

   For ticketed events, we keep the same 100-show per year framework (for conservative, realistic estimates), approximate 20 ticketed shows, and add an additional usage percentage on top of the previously accounted for standard show revenue. We expect that, on average, ticketed show revenue will be more than double the standard free show formatting, because ticketed shows engage a much higher percentage, on average, of our estimated usage. So, concessions for ticketed shows, at 20 shows a year, with the previous sales statistics, works out to **$82,800**.

3) For normal operating hours, sans events.

Typically, we would expect 5-10% or more of our sales from repeat and standard operating traffic. For conservative estimates, we can assume 5% of operating capacity on days that the venue space is not being engaged (213 of the remaining 313 days), and we are left with **$22,045** in NET revenue.

Overall, these estimates, considering the size, scope, and use of the venue space, are conservative and realistic representations of what the space can and will do. Additional revenue generation is expected but not assumed.

*For coffee sales, we estimate a conservative average of 25 cups of cold brew coffee sold per day over the course of 313 (6 out of 7) days.

Event Admission: ***$85,200*** *annually*

Because the venue space can host more than 500 patrons, it is open to a tier of talent-buying that can and will attract more nationally-recognized touring acts as well as a much higher number of regional visits. As such, the venue space is positioned to generate considerable annual revenue through concessions and ticket prices. But, for ticket prices, we assume that, on average, if we only curate 20 ticketed shows per year, at an average rate of $12 per ticket, even at half of the venue capacity (355 patrons), ticketed revenue equates to, a conservative, $85,200.

Merchandise: ***$4,600-$27,000*** *annually*

We will print and press our own shirts, stickers, pins, and other merchandise and sell in-store, online, and at other community events and festivals.

30,361 per year multiplied by 1 in 10 people will spend, on average, $7.

Equipment Rental Services: ***$4,000-$12,000*** *annually*

Portable stage and sound equipment

Event Hosting and Venue Rental: ***$10,000-$25,000*** *annually*

The space will also be open for rental opportunities: weddings, dinners, gala events, company seminars and workshops, among others:

Recording and Studio Services: ***$48,000*** *annually*

$50 an hour at 20 hours per week of dedicated, scheduled studio time.

Revenue Not Included

Although other label services are not included in our budgeting forecast, *Cat Family Records* can and will generate additional revenue through album sales, digital streams, and licensing deals. As part of our mission statement and artist-friendly contracting, artists are paid the lion's share of any royalties accrued, but, given a successful album and a 10% royalty to *Cat Family Records*, the label can generate anywhere from $200 to $2,000,000 a year and up. Considering the chaotic nature of the music businesses, however, we thought it prudent not to rely on projected album sales or assumed success for guaranteed revenue generation, and we subsequently struck all speculation from the proposed budget and 5-year forecast.

Revenue streams mentioned above are based on industry standards, our own venue and event experience, projected city averages, and conservative likelihoods of proven success. Ultimately, there are several stopgaps in place designed to collectively catalyze and facilitate maximum revenue generation. Where some of our measures may fail, others will evolve and succeed. Our model is diverse and not contingent on the success of just one or two cash-cow operations. We are uniquely positioned to not only sustain operations after our first year of programming but to thrive and flourish as a community-driven organization.

H3. Financial Readiness – Forms & Financial Position. Please include in attached folder labeled "Attachments" :

a. Form A, Five (5)-year Operating Forecast

b. Form B, Project Readiness Checklist.

c. Form C: Certification from Professionals – Architect, Engineer and Contractor – IF no architect, engineer or contractor, provide 3 bids from vendors, OR explain)

d. Form D: Project Budget – Summary (for proposed project/phase) – Indicate how funding and match will be spent. Include both revenue and expenses for the project, and in-kind

e. Form E: Matching Funds – Amount of funds contributed specifically for the proposed project (group documentation, 1 upload each for: cash, pledges, in kind)

i. match (statement of value and service to be provided)

f. Fundraising Plan: Please describe fundraising history and plan for future fundraising

and provide documentation such as a bank statement.

Monroe Contemporary Fundraising Plan

1. Membership outreach:

Monroe Contemporary will initiate and maintain membership campaigns that will focus around tier based benefits. Individual members will be targeted uniquely as artists, patrons, students, and educators. Organizations will be target uniquely as arts groups, patrons, nonprofits, and businesses.

2. Community engagement:

Monroe Contemporary will be a multi-use space and will often partner with and host external local organizations. The facility in-and-of-itself will become a communal space. We will host recurring and semi-regular fundraising events throughout the year and our programming. The way we allocate funding will be wholly transparent. The community will be able to advocate and influence how their money is spent.

3. Major donations:

Monroe Contemporary will continue to seek major gifts, grants, and partnerships, particularly for infrequently recurring programming or one-off events.

4. In-kind donations:

Because we are a multi-use facility, much of what we do will allow for in-kind donations from local businesses that will encourage traffic to, and promotion of, those business and associated uses. (e.g. We will host events in conjunction with Gaines Street Pies, offering pizza to those in attendance, integrating external businesses with our event programming).

5. Business sponsorship/ad placement:

Tallahassee art week and other recurring events (i.e. gallery openings, exhibitions, etc.) will cater to sponsorships and ad placement from local businesses and other local arts organizations.

For Cat Family Records and SOUP Fundraising History, see attached fundraising spreadsheet.

g. Financial Statements- Current year-to-date (if audit is more than 1 year old) –

both Balance Sheet and Statement of Income & Expenses from same reporting date.

H4. Management

a. Please include a Care and Maintenance plan, your resources dedicated to maximizing the useful life, and the ability for the project to last into the future.

Maintenance procedures:

Weekly: inspect all interior and exterior plumbing fixtures for leaks. Check stability of toilets and any wall mounted sinks. Check aerators for proper flow and pour baking soda down drains.

Monthly: Replace or clean air filters. Test smoke detectors and GFi outlets. Remove any oil or grease from parking area.

Yearly: Drain water heater. Check water sealant around all sinks and countertops. Clear coat or paint any wood fixtures. Lubricate hinges on all doors. Check weather stripping and replace if necessary. Pressure wash exterior walls and sidewalks. Check for any cracks on the building that may indicate a settling foundation or structural inadequacies.

Multi-year: Painting of interior and exterior based on aesthetics and functionality. Proper cleaning should prolong the lifespan of the painted surfaces.

H5. Long-range or strategic plan (if for renovation, construction or acquisition, the plan should include facilities planning &/or implementation of proposed project).

a. Proof of Ownership.

*See attached Letter of Intent from Richard Menasco

b. Description of existing restrictive covenants, if any.

We are not aware of any existing restrictive covenants which apply to, or restrict, our proposal.

c. Support Materials (photos, tables, studies, statistics, and documents) (Optional)

Monroe Contemporary envisions a community-driven facility for the arts, rooted in culture, and internationally positioned. We value 1) collaboration among artists and across mediums, 2) diversity and inclusivity across dividing lines, cultures, and backgrounds, 3) the exchange of ideas, debate, conversation, and community as more than a sense of place, and 4) community engagement and education. The space we have selected in Southside Tallahassee will provide us with an excellent opportunity to further these values. Our strategic plan, outlined below, consists of six phases:

- Project Planning Phase (completed before application)
  - Stakeholder engagement
  - Consulting professionals
  - Design of space & programming
- Implementation Phase (project start through end of year 1)
  - Site work
  - Interior and exterior demolition
  - Concrete and Masonry
  - Metals
  - Carpentry & Millwork
  - Thermal & Moisture

    - Doors, Windows & Hardware
    - Storefront Systems
    - Framing, Gypsum, and Ceilings
    - Finishes
    - HVAC
    - Plumbing
    - Building Sprinkler
    - Electrical
    - Elevator
- Programming Prep Phase (quarter 2-4 of year 1)
    - Touring artist booking
    - Local artist booking
    - Begin taking calls for entry
    - Identify & book workshop presenters for educational programming
    - Plan for opening Gala
    - Hiring & training of staff
    - Develop metrics & benchmarks for program evaluation
    - Art Week outreach
    - Setting up newsletter & mailing list
    - Procure collection storage facility
    - Studio Open House
    - Being selection process for artist residency
- Programming Rollout Phase (quarters 1-3 of year 2)
    - Soft opening featuring local artists
    - Tours begin
    - Local shows begin
    - Opening Gala
    - First Exhibition opening, subsequent exhibitions to open every 3 months
    - Select Resident Artist
    - Weekly Educational workshops begin
    - Art week calls & marketing
- Preliminary Evaluation Phase (quarter 4 of year 2)
    - Assess ytd financials & project for following year
    - Assess organizational outputs against metric benchmarks
    - Produce, publish, and distribute year-end report with summary of financial data, operations, successes, major donors, etc.,
- Continued Operations (years 3-5)
    - First Art Week event
    - continue with new exhibitions every three months
    - continue with annual Gala events
    - continue with local & touring shows
    - continue with annual performance evaluation and reporting

2018 Arts, Culture and Heritage Funding Process
Form B - Project Readiness

❑ Architectural Drawings completed? Yes ☐ No ☑

Explain/Details:

Architect has signed on to project, but final schematics have not been completed.

❑ Design Drawings completed? Yes ☑ No ☐

Explain/Details:

Preliminary design drawings have been completed, and they are available within.

❑ Project Team status?

Explain/Details:

Recruited team includes Realtor (with a signed letter of intent), Architect (signed herein), and Contractor (with a signed scope of work).

❑ Contracted with General Contractor?

Explain Status:

Yes, contracted with Bill Oliver from OliverSperry Renovation & Construction.

❑ Historic Preservation Board release issued (if applicable)?

Yes ☐ No ☐ Not Applicable ☑

Explain/Details:

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

❑ Three bids solicited/received **OR** Explain Yes ☐ No ☑

Explain Status/Details:

No additional bids required. Work is contracted with Bill Oliver at OliverSperry Renovation & Construction.

❑ Site preparations Yes ☐ No ☑

Explain/Details:

Site preparations contingent on grant award and will be completed on receipt of award in conjunction with project time lines.

❑ Is a (real estate) lawyer consulting on the project? Yes ☐ No ☑

Explain/Details:

Letter of Intent agreement is signed between Richard Menasco (Owner), George Harrison (Realtor), and Cat Family Records. No real estate lawyer consulting on project.

Any text which overflows the boxes **will not be included in printed copies.** If you require more space, please attach additional pages with text.

2018 Arts, Culture and Heritage Funding Process **FORM C -- PROFESSIONAL CERTIFICATION**

Applicant name: _____

Either or both the project architect/engineer and the contractor must sign the applicable statement certifying their review of this application and the project status. If none of these will be involved with the project, the applicant must submit three (3) vendor bids as alternative, OR explain.

PROFESSIONAL CERTIFICATION – PROJECT ARCHITECT/ENGINEER

NAME AND ADDRESS OF PROJECT ARCHITECT/ENGINEER:

Name: JERRY A. SCOTT, JR.
Company: MLD ARCHITECTS
Address: 211 JOHN KNOX ROAD STE 105
City/ST/Zip: TALLAHASSEE, FL 32303 Email: JJ@MLDARCHITECTS.COM

The following preparatory documents for Project Planning have been completed:

_____ preliminary design and development documents complete
_____ construction documents complete

If not complete, give status: _____

I certify that I have reviewed this application and that the technical project information is correct as

Signature of Architect/Engineer — Date: 5/24/2018

PROFESSIONAL CERTIFICATION – PROJECT CONTRACTOR

NAME AND ADDRESS OF PROJECT CONTRACTOR:

Name: William Oliver
Company: Oliver Sperry Renovation
Address: 401 office Plaza
City/ST/Zip: Tallahassee FL 32301 Email: boliver@oliversperryrenovation.com

The following preparatory documents for Project Planning have been completed:

_____ preliminary design and development documents complete
_____ construction documents complete

If not complete, give status: _____

I certify that I have reviewed this application and that the technical project information is correct as cited.

Signature: Project Contractor — Date: 5/24/18

ALTERNATE OPTION: THREE VENDOR BIDS HAVE BEEN SECURED & SUBMITTED

Signature: Project Coordinator — Date

Name/Title:

Project Budget Summary

EXPENDITURES	Match + Remaining Project Expenditures	TDT/CRA	Total
Land & Building Acquisition	$ -	$ 519,000.00	$ 519,000.00
General Requirements*	$ -	$ 164,632.01	$ 164,632.01
Construction	$ -	$ 1,590,073.00	$ 1,590,073.00
Specialties	$ -	$ 220,345.00	$ 220,345.00
Equipment	$ -	$ 92,000.00	$ 92,000.00
Furnishings	$ -	$ 30,000.00	$ 30,000.00
Special Construction	$ -	$ 5,000.00	$ 5,000.00
Conveying Systems	$ -	$ -	$ -
Mechanical	$ -	$ -	$ -
Electrical	$ -	$ -	$ -
A. SUBTOTALS OF EXPENDITURES (at least 1:1)	$ -	$ 2,621,050.01	$ 2,621,050.01
B. CONTINGENCY (suggested: 5% of total expenses)			$ 131,052.50
C. TOTAL PROJECT EXPENDITURES (line A MATCH + TDT + CONTINGENCY)			$ 2,752,102.51

INCOME	Match + Remaining Project Inc.	TDT/CRA	Total
	Cash/Pledges		
D. TOTAL ACH FUNDING REQUEST fr. Tdt		$ 2,752,102.51	$ -
Private Support	$ 5,000.00		$ 5,000.00
Corporate Support	$ -		$ -
Government Support - Local	$ -		$ -
Government Support - State	$ -		$ -
Government Support - Federal	$ -		$ -
Applicant Cash	$ 7,500.00		$ 7,500.00
E. TOTAL MATCH (Cash & Irrevocable Pledges)	$ 12,500.00		$ 12,500.00
F. TOTAL PROJECT INCOME (TDT line D + MATCH line E)			$ 2,764,602.51

Budget notes (optional):

Private support includes a private personal loan of $5,000. Total project request includes only nonrecurring expenses, no salaries or wages will be paid from this budget. "Specialties" expenditures include: security cameras & alarm system, exhibition & production equipment, point-of-sale system, mural art, and one year of overhead expenses such as utilities & internet and marketing. "Special Construction" refers to construction of a portable stage.

5-year Operating Forecast Budget

	A	B	C	D	E		
	FYE2019	FYE2020	FYE2021	FYE2022	FYE2023	Amount of Change	% Change
EXPENDITURES							
Building & Land Acquisition	$519,000.00	$0.00	$0.00	$0.00	$0.00	-$519,000.00	-100%
Construction	$1,590,073.00	$0.00	$0.00	$0.00	$0.00	-$1,590,073.00	-100%
Security cameras & alarm system	**$4,500.00**	$2,000.00	$2,000.00	$2,000.00	$2,000.00	-$2,500.00	-56%
Exhibition Marketing	$0.00	$27,134.00	$27,134.00	$27,134.00	$27,134.00	$27,134.00	#DIV/0!
Exhibition & Production	$0.00	**$24,045.00**	$25,045.00	$25,045.00	$25,045.00	$25,045.00	#DIV/0!
Educational Programs & Materials	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$0.00	0%
Studio/Gallery Equipment & Maintenance	$34,000.00	$10,000.00	$10,000.00	$10,000.00	$10,000.00	-$24,000.00	-71%
Live Room Equipment & Maintenance	$25,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	-$20,000.00	-80%
Concessions Equipment & Maintenance	$33,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	-$28,000.00	-85%
Insurance	$0.00	$7,200.00	$7,200.00	$7,200.00	$7,200.00	$7,200.00	#DIV/0!
Art Insurance	$0.00	$6,000.00	$6,000.00	$6,000.00	$6,000.00		
Furnishing	$40,000.00	$2,500.00	$2,500.00	$2,500.00	$2,500.00	-$37,500.00	-94%
Utilities & Internet	$0.00	**$86,800.00**	$86,800.00	$86,800.00	$86,800.00	$86,800.00	#DIV/0!
Beer Supplies	$0.00	$103,000.00	$103,000.00	$103,000.00	$103,000.00	$103,000.00	#DIV/0!
Coffee Supplies	$0.00	$4,500.00	$4,500.00	$4,500.00	$4,500.00	$4,500.00	#DIV/0!
Merchandise	$0.00	$1,821.60	$1,821.60	$1,821.60	$1,821.60	$1,821.60	#DIV/0!
Salaries	$0.00	$60,000.00	$60,000.00	$60,000.00	$60,000.00	$60,000.00	#DIV/0!
FTE Wages	$0.00	$100,000.00	$100,000.00	$100,000.00	$100,000.00	$100,000.00	#DIV/0!
Art Week Prizes	$0.00	$0.00	$120,000.00	$120,000.00	$120,000.00	$120,000.00	#DIV/0!
Art Week Marketing	$0.00	**$50,000.00**	$50,000.00	$50,000.00	$50,000.00	$50,000.00	#DIV/0!
Point of Sale System	**$5,000.00**	$0.00	$0.00	$0.00	$0.00	-$5,000.00	-100%
BAET Murals	**$50,000.00**	$0.00	$0.00	$0.00	$0.00	-$50,000.00	-100%
Total Expenditures	**$2,301,573.00**	**$496,000.60**	**$617,000.60**	**$617,000.60**	**$617,000.60**	**-$1,684,572.40**	**-73%**

INCOME

Live Venue							
Admissions	$0.00	$85,200.00	$85,200.00	$85,200.00	$85,200.00	$85,200.00	#DIV/0!
Beer Sales	$0.00	$270,445.00	$270,445.00	$270,445.00	$270,445.00	$270,445.00	#DIV/0!
Coffee Sales	$0.00	$46,950.00	$46,950.00	$46,950.00	$46,950.00	$46,950.00	#DIV/0!
Live Venue Subtotal	$0.00	$402,595.00	$402,595.00	$402,595.00	$402,595.00	$402,595.00	#DIV/0!
Museum							
Art Calls	$0.00	$125,480.00	$125,480.00	$125,480.00	$125,480.00	$125,480.00	#DIV/0!
Art Incubation							
Studio Rental	$0.00	$54,000.00	$54,000.00	$54,000.00	$54,000.00	$54,000.00	#DIV/0!
Artist Representation	$0.00	$19,000.00	$26,000.00	$35,000.00	$50,000.00	$50,000.00	#DIV/0!
Art Incubation Subtotal	$0.00	$73,000.00	$80,000.00	$89,000.00	$104,000.00	$104,000.00	#DIV/0!
Rentals & Sales							
Equipment rental	$0.00	$4,000.00	$6,000.00	$9,000.00	$12,000.00	$12,000.00	#DIV/0!
Venue/Gallery rentals	$0.00	$10,000.00	$15,000.00	$20,000.00	$25,000.00	$25,000.00	#DIV/0!
Merchandise	$0.00	$9,108.00	$9,108.00	$9,108.00	$9,108.00	$9,108.00	#DIV/0!
Rentals & Sales Subtotal	$0.00	$23,108.00	$30,108.00	$38,108.00	$46,108.00	$46,108.00	#DIV/0!
Other							
Tallahassee Art Week	$0.00	$88,000.00	$100,000.00	$120,000.00	$130,000.00	$130,000.00	#DIV/0!
Production Services	$0.00	$48,000.00	$48,000.00	$48,000.00	$48,000.00	$48,000.00	#DIV/0!
Grants & Contributions	$63,500.00	$107,500.00	$160,500.00	$198,500.00	$254,000.00	$190,500.00	300%
Local Government Support	$2,752,102.51	$0.00	$0.00	$0.00	$0.00	-$2,752,102.51	-100%
Other Subtotal	$2,815,602.51	$243,500.00	$308,500.00	$366,500.00	$432,000.00	-$2,383,602.51	-85%
Total	**$2,815,602.51**	**$867,683.00**	**$946,683.00**	**$1,021,683.00**	**$1,110,183.00**	**-$1,705,419.51**	**-61%**
Net Gain/Loss	**$514,029.51**	**$371,682.40**	**$329,682.40**	**$404,682.40**	**$493,182.40**	**-$20,847.11**	**-4%**

Budget Notes:

Expenditures and income estimates for year one reflect plans to suspend operations until construction is complete. Bolded figures are inlcuded in Project Budget Summary as "Specialties".

Matching Funds - Categories & Documentation

Cash-on-Hand

A

You may add or subtract rows from this chart. Documentation for Match funding must be attached to the application. May include copies of government appropriations, foundation or corporate award/grant notice, municipality or bank loan, applicant cash, bank statement, minutes, letter from Board/Executive Director, etc

	Name/contact information of funding source	Amount	Description of funding (type)	What Documentation provided
1	Board Contribution	$ 7,500.00	cash	bank statement/letter
2	Mark V. Mullen	$ 5,000.00	personal private loan	bank statement/letter
3				
4				
5				
6				
7				
8				
9				
10				
		$ 12,500.00		

2018 Arts, Culture and Heritage Funding **FORM E**

Organization Name:	Cat Family Records
Project Name:	Monroe Contemporary
Funding Request	0
Matching Funds	

Match Summary

	Match Categories	Match Amounts	% of Total Match (E)
A	**Cash-On-Hand**	$ 12,500.00	100%
B	**Irrevocable Pledges**	$ -	0%
C	**Portion of Land Value***	$ -	0%
D	**Prior Expenditures****	$ -	0%
E	**TOTAL Documented Match*****	$ 12,500.00	
F	Funding Request	$ -	
G	**Project Total**	$ 12,500.00	

**Prior expenditures directly related to the project may be counted towards the match if made within two years prior to application date.

***100% of TOTAL Documented Match MUST BE COMPLETE AND CONFIRMED AT THE TIME OF APPLICATION

Fundraising History & Plan

	A	B	C	D	E	F	G	H
	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	FY2022	FY2023
Cat Family								
Cat Fest	$ 1,500.00	$ 4,500.00	$ 10,000.00	$ 15,000.00	$ 20,000.00	$ 25,000.00	$ 30,000.00	$ 35,000.00
TART	$ -		$ 250.00	$ 2,500.00	$ 3,000.00	$ 5,000.00	$ 5,000.00	$ 5,000.00
In-kind	$ 4,000.00	$ 9,250.00	$ 3,000.00	$ 8,000.00	$ 10,000.00	$ 12,000.00	$ 15,000.00	$ 16,000.00
Corporate support	$ -		$ 2,500.00	$ 3,000.00	$ 4,000.00	$ 5,500.00	$ 7,000.00	$ 8,000.00
General Donations	$ 1,000.00	$ 1,200.00	$ 4,000.00	$ 10,000.00	$ 25,000.00	$ 50,000.00	$ 60,000.00	$ 80,000.00
Subtotal	$ 6,500.00	$ 14,950.00	$ 19,750.00	$ 38,500.00	$ 62,000.00	$ 97,500.00	$ 117,000.00	$ 144,000.00
SOUP								
Opening Receptions	$ 1,069.83	$ 1,606.00	$ 828.00	$ 2,000.00	$ 2,500.00	$ 3,000.00	$ 3,500.00	$ 4,000.00
General Donations	$ 3,112.00	$ 300.00	$ 18.00	$ 5,000.00	$ 15,000.00	$ 20,000.00	$ 30,000.00	$ 46,000.00
Grants	$ 850.00	$ -	$ -	$ 12,000.00	$ 16,000.00	$ 22,000.00	$ 24,000.00	$ 30,000.00
Offsite Events	$ 700.00	$ 2,530.00	$ 2,100.00	$ 6,000.00	$ 12,000.00	$ 18,000.00	$ 24,000.00	$ 30,000.00
Subtotal	$ 5,731.83	$ 4,436.00	$ 2,946.00	$ 25,000.00	$ 45,500.00	$ 63,000.00	$ 81,500.00	$ 110,000.00
TOTAL	**$ 12,231.83**	**$ 19,386.00**	**$ 22,696.00**	**$ 63,500.00**	**$ 107,500.00**	**$ 160,500.00**	**$ 198,500.00**	**$ 254,000.00**

Notes: Both SOUP and Cat Family Records have operated informally until this year, and much of the donations gathered were deposited and held in private bank accounts. As a result, the fundraising numbers for 2016-2018 are estimates based on incomplete records. To document these numbers, supporting attachments are included, such as selected bank statements, signed letters, and analytics from services like IndieGoGo and PayPal.

Balance Sheet - YTD 2018

	ASSETS			LIABILITIES		
	Current Assets					
	Cash	$	300.00		Accounts payable	$ -
	Inventory	$	-			
	Supplies	$	50.00			
Cat Family Records	Accounts Recievable	$	400.00			
	Total Current Assets	$	750.00			
	Equipment	$	12,000.00			
	Total Assets	**$**	**12,750.00**	Total Debts		$ -
	Current Assets					
	Cash	$	651.00		Accounts payable	$ -
	Inventory	$	-			
	Supplies	$	100.00			
SOUP experimental	Accounts Recievable	$	-			
	Total Current Assets	$	751.00			
	Equipment	$	200.00			
	Total Assets	**$**	**951.00**	Total Debts		$ -

Statement of Income & Expenses - YTD 2018

Cat Family Records

INCOME		
Concert Fees	$	7,800
Booking Fees	$	1,000
Production Fees	$	-
Merchandise Sales	$	-
Music Sales	$	-
Contributions	$	500
Grants	$	-
Fundraising Events	$	-
Other	$	-
TOTAL	$	9,300
LESS EXPENSES	$	8,060

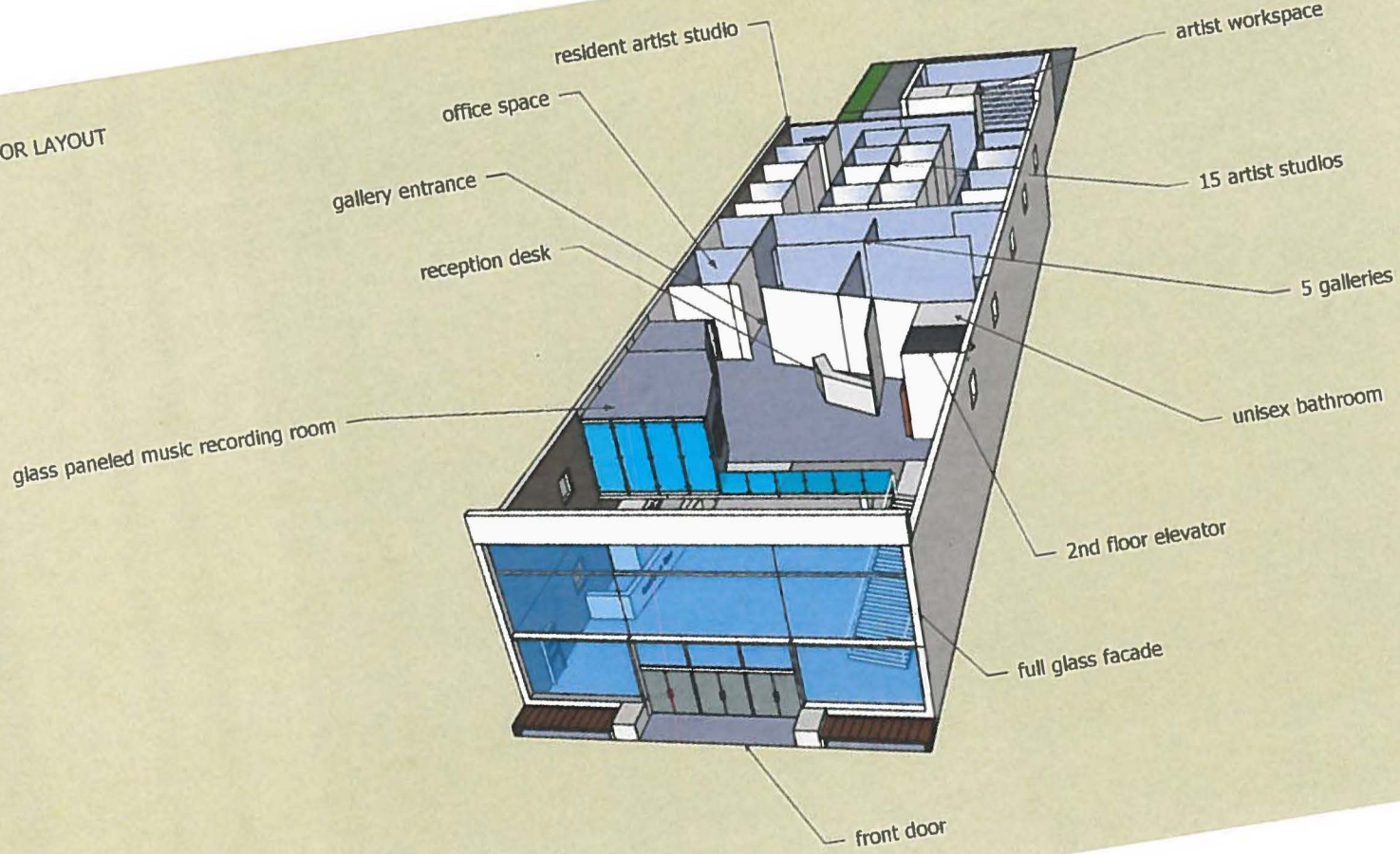
EXPENSES		
Rent	$	1,000
Utilities	$	200
Equipment - Repairs	$	-
Equipment - New	$	-
Supplies	$	-
Software License	$	-
Marketing	$	40.00
Fundraising Events	$	-
Professional Services	$	-
Other	$	-
TOTAL	$	1,240

SOUP experimental

INCOME		
Art Sales	$	275
Donation	$	190
Off-site event	$	1,200
..	$	-
..	$	-
..	$	-
..	$	-
..	$	-
Other	$	-
TOTAL	$	1,665
LESS EXPENSES	$	215

EXPENSES		
Rent	$	1,000
Utilities	$	200
Equipment - Repairs	$	50.00
Equipment - New	$	-
Supplies	$	-
Software License	$	-
Marketing	$	200.00
Fundraising Events	$	-
Professional Services	$	-
Other	$	-
TOTAL	$	1,450

2ND FLOOR LAYOUT



Tourist Development Tax

ART, CULTURE & HERITAGE FUNDING APPLICATION

March 2018

Administered on behalf of:

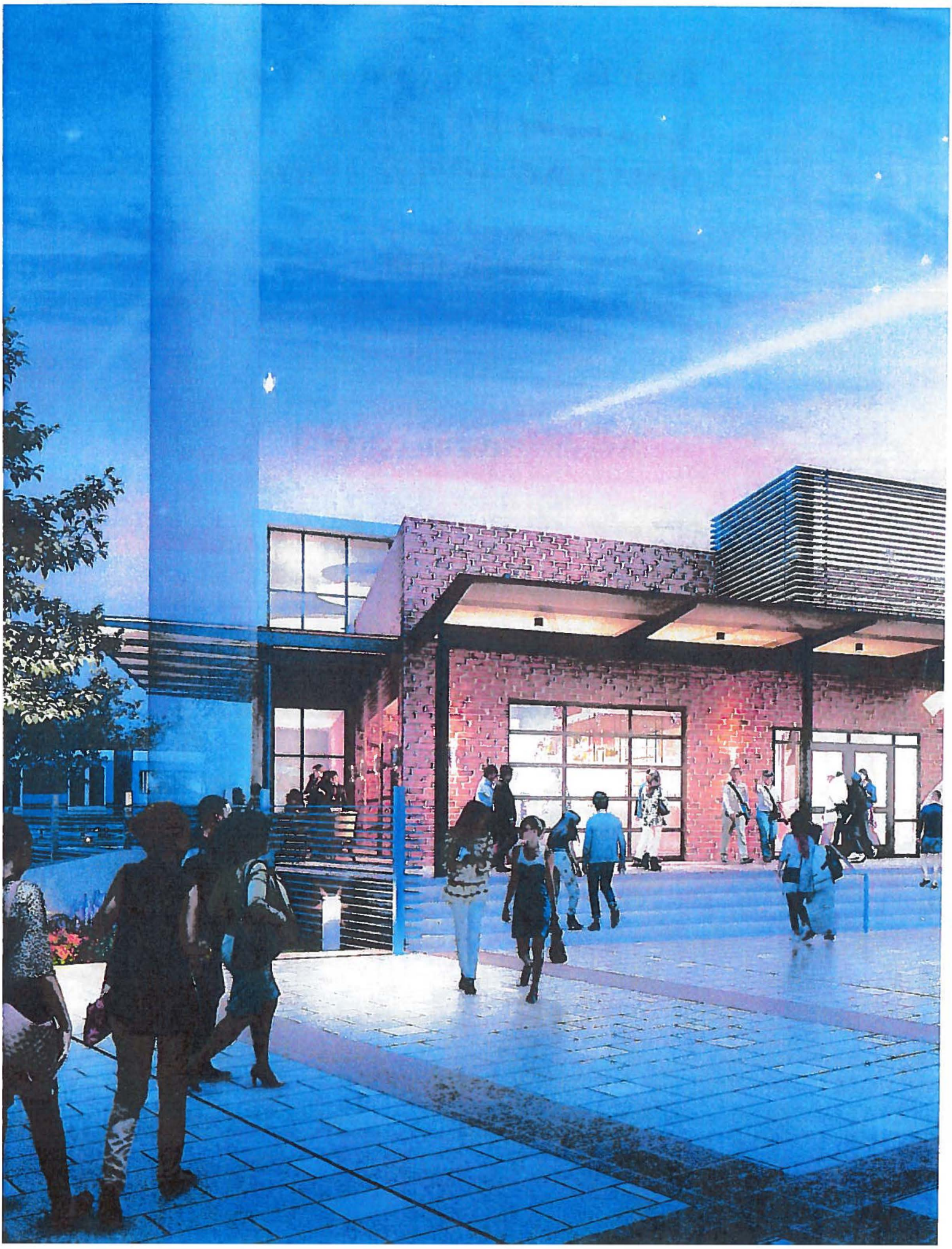
CITY OF TALLAHASSEE

LEON

Visit Tallahassee
A Division of Leon County

TALLAHASSEE Community Redevelopment Agency
CRA

TLH ARTS, INC.




Arts, Inc.
208

TLH ARTS, INC.

TABLE OF CONTENTS

Statement of Certification and Compliance

Statement of Certification and Compliance

I hereby attest to all the information in this application being factual, including all attachments and supporting materials. I attest that my organization meets the eligibility criteria and will abide by all legal, financial, and reporting requirements, such as interim and final reports, for all grants received on behalf of the City of Tallahassee and/or Leon County.

By applying for the Tourist Development Tax (TDT) Art, Culture and Heritage funding, my organization consents to the examination and audit of our financial records by the review committee. My organization understands and agrees to the payment schedule and reporting requirements for funding.

To the best of my knowledge, I certify that my organization's facilities are accessible to persons with disabilities as required by all applicable sections of the Americans with Disabilities Act.

False Statements shall be punishable in accordance with the applicable provisions of Florida Statute **837.**

Signature of Presiding Officer or Agency Head,

Larhonda Larkins

(please sign original in blue ink)

Printed Name: Larhonda Larkins

Title : President/Chairwoman

Date: May 23, 2018

Application prepared by: TLH Arts, Inc.

Title: Applicant Organization (Lead)

A. Application Details

A. Application Details:

A1. Name of Applicant/Organization:

TLH Arts, Inc., a Florida non-profit Corporation (lead applicant)*

- Distinguished Young Gentlemen of America, Inc., a Florida non-profit Corporation ("DYG") (alliance member)
- Domi Education, Inc., a Florida non-profit Corporation (alliance member)
- Florida Jazz and Blues Festival, Inc., a Florida non-profit Corporation (alliance member)

* Pursuant to the TDC Funding Guidelines, a "consortium or alliance of organizations" may apply, but one (1) organization must be the lead applicant. As such, the alliance members have created a new Florida non-profit Corporation in order to serve as the over-arching administrative operator of the "TLH Arts, Inc." project described in this application.

A2. Address:

914 Railroad Avenue

A3. City, State, Zip Code:

Tallahassee, Florida 32310

A4. Project Contact Person:

Donald Gray, Jr., Director

A5. Phone Number:

(850) 350-3500

A6. Fax Number:

None

A7. Email Address:

Donald@fc-groupllc.com

A8. Organization Type or Classification:

Florida non-profit Corporation(s) (501(c)(3))

A9. Organization Incorporation Date:

TLH Arts, Inc., a Florida non-profit Corporation (May 18, 2018)
- Distinguished Young Gentlemen of America, Inc., a Florida non-profit Corp. (July 27, 2009)
- Domi Education, Inc., a Florida non-profit Corporation (September 16, 2013)
- Florida Jazz and Blues Festival, Inc., a Florida non-profit Corp. (May 18, 2016)

A10. Number of years of continuous operations in Leon County:

TLH Arts, Inc. (<1)
- Distinguished Young Gentlemen of America, Inc. (>8)
- Domi Education, Inc. (>4)
- Florida Jazz and Blues Festival, Inc. (>2)

A11. Federal ID#:

TLH Arts, Inc. (83-0621717)
- Distinguished Young Gentlemen of America, Inc. (27-0745257)
- Domi Education, Inc. (46-3780009)
- Florida Jazz and Blues Festival, Inc. (81-2735756)

B. Phase One: Eligibility Review

Phase One – Eligibility Review

Statutory and Interlocal Agreement Compliance: To be considered for this funding, the proposed project/program must be consistent with the requirements of Florida Statute Chapter 125 (Attachment 1) and The City/County/CRA Interlocal Agreement (Attachment 2). Please provide the following information to determine eligibility.

B1. Project/Proposal Title:

TLH Arts, Inc. ("arts inc")

B2. Brief Description of Project:

The 'TLH Arts, Inc. Project' (Arts Inclusion + Arts Incubated + Arts Incorporated) is the planned conversion an ***already existing***, ***publicly owned***, well-preserved but previously underutilized, 10,000 sq. ft. building/asset directly adjacent to Anita Favors Thompson Plaza at Lake Anita, into a multi-purpose assembly and performance venue. At it's core, the facility will be a premier attraction for tourists to Leon County attending one of the many events, concerts, festivals, demonstrations, and cultural events that it is perfectly situated to host. In addition, on a day-to-day basis, it will serve the needs of artists, performers, arts entities/organizations, and students/teachers in our community. The state of the art facility design includes a 300-seat black box theatre (that can be divided for maximum usage/efficiency, and with sufficient height for cinema applications), two (2) recording studios/podcast garages, flexible dance, photo/video (including green screen capture space), lecture/education and multi-purpose studios.

In addition to providing flexible space to perform, record, practice, teach and create, the organizers will leverage their experience and existing resources to provide direct educational opportunities and engagement to community youth, as well as significant entrepreneurial support and assistance (co-creating/co-working and incubation) to artists (existing and aspiring) to develop the business side of their chosen craft. **Building upon the efforts of COCA and its Arts and Entrepreneurs Institute (with the support of KCCI), TLH Arts, Inc., will work to create, facilitate and program the most inclusive and unique intentional collision of arts, education and economic development activities in Leon County**.

Whether the visitor is someone from outside the community coming to Tallahassee to attend one of the many planned concerts/performances/events/festivals, a young person seeking to explore hands-on new media/audio/visual opportunities, or a local artist that simply wishes to create a sustainable path to fund and pursue their artistic passions as a career—everyone who walks through the doors of 'arts inc' will know that in Leon County, the Arts do mean business; and that this community provides a home and support to 'Thriving Artists' (working everyday to make the concept of 'Starving Artists' a thing of the past).

B3. Location/Address of Project:

206/208 W. Van Buren Street
Tallahassee, Florida 32301
Leon County Property Tax ID# 1401200150000

The Project is located within the Frenchtown/Southside CRA District

B4. Eligibility: Application must be for one of the following (please circle one):

b. Projects, programs and expenses that will attract visitors from outside of Leon County related to:
   i. Culture, visual arts and heritage programs, projects or space.
   ii. Performing arts space or projects.

B5. Project and/or Programs Purpose: (Check all that apply)

b. Construction
c. Renovation

B6. Project Start Date:

4Q 2018 (contingent upon permitting/funding)

B7. Project End Date:

3Q 2019 (contingent upon Project Start Date)

B8. Amount Requested:

Maximum award possible (not to exceed $3,000,000.00)

B9. Total Project Budget:

$5,610,000*

* Based upon proposed designs of architects, Fitzgerald Collaborative Group, LLC, and detailed construction cost analysis/estimates of engaged General Contractor, Ajax Building Corporation. Represents total proposed project costs, including estimates of renovation construction costs and design fees.

B10. What percentage of this project would be funded by this request?

Based upon current cost estimate figures (and without assessment of potential value engineering/design alternatives that may be considered depending upon funding), sixty percent (60%).

B11. What is the Source of other funding for this project?

Planned activities include private fundraising, sponsorships (public and private), and grants

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C. Phase Two: Funding Review

Phase Two: Funding Review

If this application is for the construction, renovation or maintenance of a facility, please provide the following:

C1. Facility Information:

a. Age of the Building (for existing structures)

Based upon publicly available information, between approximately sixty (60)-seventy (70) years

b. Is the building subject to historical preservation requirements? If yes, please describe. (for existing structures)

No.

c. Is the building owned or leased? If leased, the property owner must co-sign the application or provide a letter agreeing to the proposed activities and/or physical changes to the property.

- The building and land thereunder are owned by the Florida Department of Transportation (DOT), and is leased to the City of Tallahassee by virtue of that certain Lease Agreement dated May 15, 2017, for a period of fifty (50) years, beginning May 15, 2017 and ending May 15, 2067 (the "DOT Lease"). The DOT Lease also provides for a renewal that may be exercised by the City of Tallahassee for an additional fifty (50) years beyond the initial term, that would/could extend the same through the year 2117.

- The building and land thereunder is under the possession/tenancy of Distinguished Young Gentlemen of America, Inc., by virtue of that Sub-Lease Agreement entered into with the City of Tallahassee dated June 16, 2017, for an initial period of one (1) year, but with unlimited, automatic yearly renewal provisions.

The applicant has communicated and worked actively with the City of Tallahassee (and Blueprint 2000) representatives who have no objection to the proposed project, and City staff has already reached out to Florida DOT representatives with respect thereto (so as to ensure that there are no substantive issues present with the proposed renovations, understanding that although the DOT Lease provides rights/obligations to perform all work required for occupancy, Florida DOT should be engaged with respect thereto). However, given procedural requirements and legal limitations, Florida DOT is unable to "co-sign" the application or provide a letter as set forth in this subsection.

d. Who owns the building?

Florida DOT (Please see response to C1(c.) above)

e. Who owns the land?

Florida DOT (Please see response to C1(c.) above)

f. If building is leased to Applicant, when does the lease expire? Please note a restrictive covenant may be required.

Please see response to C1(c.) above

D. Project Discussion: Cultural Plan Compliance

D. PROJECT DISCUSSION: Cultural Plan Compliance

D1. Compliance with the Cultural Plan goal for Economic Development; Please describe how the proposed project helps to position and market the arts, culture and heritage as a strategic partner of Tallahassee/Leon County economic development efforts, through public and private funding for arts, arts organizations and cultural assets.

As noted in Section B2 (Brief Description of Project) above, the creation of a thriving physical space that not only provides an incredible tourist attraction, but that also serves as the intersection for arts and economic development efforts in Leon County, is at the heart of the TLH Arts, Inc., project. Specifically as it relates to the Cultural Plan for Economic Development ("CPED"), the following identified objectives of the CPED are addressed by this project:

CPED Objective Number 3 (identify and support districts with cultural components by providing appropriate wayfinding, parking opportunities and transportation links for ease of accessibility to arts, culture and heritage entities):

- TLH Arts, Inc., is located directly between and adjacent to significant community infrastructure improvements including the newly completed FAMU Way, Anita Favors Thompson Plaza at Lake Anita, the Pedestrian Bridge, and of course Cascades Park. More importantly, it can/will serve as a link between Cascades Park and the many arts/cultural/heritage events already happening there, and the Railroad Square/Gaines District, with easy accessibility to both downtown and the south side of Tallahassee. TLH Arts, Inc., is also primed to take advantage of the abundance of existing parking in the area, including the State of Florida's Fletcher Building Parking Lot (already utilized for similar events at Cascades Park) located less than a half-block away. The experience of walking from Cascades Park, across the Pedestrian Bridge, and passing the new "TLH" public art display (courtesy of KCCI) as you approach 'arts inc' facility (with the evening light show of Lake Anita) is a public infrastructure/arts walk that would be unrivaled in Leon County (and many other cities competing for tourist dollars/attention).

CPED Objective Number 4 (provide training workshops to assist artists and arts/cultural organizations in ways to implement effective business practices):

- Beyond the direct impacts on tourism, this is perhaps the most exciting opportunity presented by TLH Arts, Inc.—particularly in light of the recent success of COCA in securing the funding necessary to create the Arts and Entrepreneurs Institute. Alliance member Domi Education, Inc., has been active in the creation and planning of TLH Arts, Inc., from its inception, and will provide vital insight and assistance to the project through not only the contemplated arts-specific entrepreneurial programming noted above (similar to the effective and sustainable model that has now entered its fourth (4th) year at nearby Domi Station), but also in the project management (given its experience in a similar public/private non-profit partnership that created the Domi Station facility), and day-to-day operations (leveraging existing staff and systems to coordinate the co-working/co-creation/rehearsal/education spaces. TLH Arts, Inc., will be an incredible partner and supporter of COCA in their efforts, and can serve as the public 'front door' for

artists and other arts/cultural organizations seeking to focus on the development/growth of the business of their art/passion.

CPED Objective Number 6 (market Tallahassee as a "location site" for the film industry, as an economic driver, in cooperation with the FSU Film School, The Film Society, Florida A&M Journalism/Film Program, TCC Film Program, the Tallahassee Film Festival and other film oriented organizations):

- TLH Arts, Inc., is heavily focused on performance and development in the audio/visual arts space—with significant emphasis on the opportunities that exist within our community for film. As depicted in the architectural renderings/designs, the project plans to include not only an indoor screening facility, but also unique outdoor screening capabilities that should create an un-paralleled urban arts experience 'under the overpass' for the surrounding community in a rapidly developing business/arts/residential district on the south side. The organizers of TLH Arts, Inc., have already provided film-specific ideas/concepts to local economic development and arts entities, and absolutely envision the facility serving as a location where each of the entities/programs/festivals noted in CPED Objective Number 6 would/could create and utilize. Tallahassee—with its rich/deep talent pool in film and physical attributes—has a unique opportunity to leverage the success of Atlanta (Hollywood 2.0) just four (4) hours to the north. This facility will take advantage of those opportunities, create a unique environment for the artists/creatives from FAMU/FSU/TCC to interact and ideate with local organizations, community youth, and businesses in a neutral location (which, as witnessed at Domi Station, can be a significant aid to meaningful collaboration). And, it must be noted that TLH Arts, Inc., does not wish to compete with an existing facility such as All Saints Cinema ("ASC") (that has obviously become a community asset filling an artistic void since the unfortunate closure of Miracle 5). Rather, it would exist to support and supplement ASC (which the organizers would welcome the input of), as well as perhaps serve as a future home if/when CSX where to ever restore passenger rail service at the existing depot.

CPED Objective Number 8 (expansion of existing arts liaisons to include leaders of the arts community in an effort to be proactive and look for economic development opportunities that may present themselves as a result of cultural and heritage events in our community):

- As noted above, in light of the planned activities/programs (particularly with respect to CPED Objective 4), TLH Arts, Inc., could/would serve as the ideal public/community space to facilitate the desired proactive relationships described in this objective.

CPED Objective Number 12 (work cooperatively with local businesses, arts organizations and hoteliers to package arts, culture and heritage resources wherever possible and practical to expand the geographic footprint and reach of our local offerings beyond our community):

- TLH Arts, Inc., will survive and thrive by supporting the collective efforts of the local artists, arts organizations, arts-supporting/focused businesses, and the economic development efforts of our region associated therewith. TLH Arts, Inc., will serve as a

technology-forward, additional promotion/marketing/coordination arm for arts-centric economic development efforts in Leon County as set forth above.

D2. Compliance with the Cultural Plan goal for Education; Capitalize on the area's art, cultural and heritage attributes in order to strengthen art, culture and heritage opportunities in schools and the community.

TLH Arts, Inc., through its community partners, as well as its initial alliance (including DYG, whose mission includes mentoring, support resources, student enhancement workshops and student exposure initiatives for 7th—12th grade minority males), will provide significant emphasis on inclusive educational efforts to expand opportunities for all members of the community (with particular attention to the underserved that may not have had traditional access/introductions to the arts). Specifically as it relates to the Cultural Plan for Education ("CPE"), the following identified objectives of the CPE are addressed by this project:

CPE Objective Number 2 (Arts, heritage and education organizations should be encouraged to share their expertise with public, private and with home schools):

- TLH Arts, Inc., with its recording studios/podcast garages, and flexible dance, photo/video resources (including green screen capture space), lecture/education and multi-purpose studios, will serve as the ideal location for teaching, mentoring and sharing by not only arts, heritage and educational organizations— but also the private businesses/artistic professionals (photography, video production, graphic design, film, music/audio recording) that can work in a hands-on environment with community youth. As noted below, TLH Arts, Inc., will overlap this with CPE Number 3.

CPE Objective Number 3 (Increase commitment to Leon County's youth and strengthen art and business relationships by creating an Arts at Work program, which is a comprehensive youth program that promotes the arts):

- In much the same way that Objective 4 of the CPED especially resonated with the organizers of TLH Arts, Inc., the ability to leverage experience and resources in creating unique arts-related (but, perhaps, in a non-traditional sense) programs and opportunities for community youth is also of great interest. The perfect example of this would be the first grant that has already been applied for in conjunction with WFSU Public Media. The goal of this Education Innovation Planning Grant is to design a youth multimedia program that focuses on journalism, arts and technology. We will collaborate with community partners who are also seeking to engage youth in developing opportunities for project-based learning, and the initial target audience will begin with at-risk youth living near and in the south side of Tallahassee often referred to as 'South City'. As we build capacity we will expand this opportunity to all youth in the community in order to foster a diverse collaborative environment where youth learn from each other as well as from seasoned professionals.

D3. Compliance with the Cultural Plan goal for Funding and Facilities; Provide sustainable public and private funding to preserve and improve arts, cultural and heritage organizations and experiences. This effort acknowledges the importance of growing new and emerging projects and facilities, but will give priority to existing organizations.

As set forth in the Cultural Plan goal for Funding and Facilities ("CPFF"), there is an identified need for improved and additional performance spaces, and it has been acknowledged that our, "community must go forward with an effort to create one or more new performance venues with a realistic plan . . ." Therein, it also notes that in recent years, significant funds were set aside and significant financial support from local government was obtained for two performance/cultural facilities in the form of The Performing Arts Center and ArtsExchange. Although both of these projects (with their truly unique attributes and impressive designs/goals) were pursued by passionate and dedicated leaders in the arts (and business) community, and likely would have been jewels in the Leon County arts world, they were unfortunately unsuccessful. Although not the only reason for the lack of completion, lack of sufficient funding to execute the physical vision was a factor in both. It is on this note that TLH Arts, Inc., believes the existing CPFF—specifically, the strategies outlined in response to Objective Number 6—should be given particular attention/focus in the contemplated usage of TDC funds at issue.

<u>CPFF Objective Number 6</u> (the on-going need for performance venues must be addressed):

- The strategies specifically provide "create collaborations and partnerships between performing arts organizations, universities, community colleges, public schools and private venues" and **"[i]dentify underused sites that are affordable and can be repurposed".**
- The alliance members/organizers of TLH Arts, Inc., have applicable experience in commercial real property development/redevelopment, design and construction, and in light of current local construction/development costs (that have escalated in recent years as an unfortunate negative externality of increased construction activity and supply of/demand for commercial contractors/sub-contractors), building a new ground-up facility would likely be cost-prohibitive (and filled with unknowns/uncertainties). However, the possibility/ability to utilize an existing facility with unique character (and in this case, one that is already publicly-owned)— particularly one that is well-located within the community and an evolving arts/innovation district, has existing infrastructure (including access to mass transit and significant parking), and can be creatively re-purposed— provides an option with significantly less uncertainty, should provide more return on investment, and can be completed for more reasonable costs. The existing building identified by the TLH Arts, Inc., project is just such an existing facility. And, as should be evident based upon a review of the supporting materials provided, the architects/designers/contractors engaged to assess the same have expended considerable work/time to provide very detailed cost estimates/projections with a relative degree of certainty.

E. Project Discussion: Need for Project Within Community, Impact on Tourism

E. PROJECT DISCUSSION: Need for Project Within Community, Impact on Tourism

E1. Please describe the estimated number of arts/cultural/heritage entities that will be supported by the proposed project.

Based upon initial research and discussions, the arts/cultural/heritage entities that could/would be supported (including some as potential collaborators, depending upon the outcome of their own proposals based upon communications with their leadership) by the proposed TLH Arts, Inc., project include, but are not limited to:

- FAMU (Soc. Sciences/Arts/Humanities)
- Tallahassee Jazz & Blues Festival
- FSU Film School
- Florida A&M Journalism/Film Program
- Tallahassee Film Festival
- FSU Comma Project
- Tallahassee Youth Orchestra
- Street Art Tallahassee
- American Institute of Graphic Arts
- Cat Family Records
- Southside Arts Complex, Inc.
- Tallahassee Community Chorus
- TSO
- FAMU Jazz Ensemble
- DYG Step Team
- The Film Society
- TCC Film Program
- Tally Shorts Film Festival
- BAET Collective
- Tallahassee Winds
- Hayes Mural Works
- Indianhead Factory
- SOUP Experimental
- Tallahassee Ballet
- Engage Church
- Word of South

There are several other community and regional organizations where our team has close relationships and we will also actively pursue similar collaboration and support of their efforts. This list includes, but should not be limited to:

- Leon County Schools Music Programs
- Florida A&M University Music Camps and Community Concert Presentations
- Florida State University Music Camps and Community Concert Presentations
- African Caribbean Dance Theatre Camps and Community Concert Presentations
- The Boys Choir of Tallahassee Community Concert Presentations
- Goodwill Industries of the Big Bend Music Camps and Community Concert Presentations

*The TLH Arts, Inc., project has not sought or solicited formal letters of support/alignment from other arts/cultural/heritage entities, preferring instead to allow members of the same to see/hear all of the offerings and opportunities for facilities and potential collaborations, before asking for such commitments. Given this significant opportunity (that may never arise again), they should be provided with all information/options.

E2. Please discuss the potential number of citizens and visitors from outside of Leon County who will be served by the proposed project.

One of our goals will be to present accomplished international, national, regional and local artists and talent; providing a diverse offering for performances, lectures, and mentors to and in our community.

Another goal will be to Increase partnerships, allowing our team to inform and reach a larger audience to make sure they know about this venue and the associated activities; allowing more individuals and families to experience our beautiful community and the world-class talent interacting and engaged with this project.

As an all-inclusive community effort, we can and will actively work with Leon County Tourism / Visit Tallahassee and their research firm, Downs & St. Germain Research, to calculate comprehensive data at activity and events and work to capture economic impact information. Additionally, in documenting overnight hotel stays, our team can and will work with hotel partners and seek pick-up reports to note room counts.

E3. Please describe the project's potential impact on Leon County's tourism industry and its attraction for out of county residents and how that will be marketed.

Due to the strength of collaborating partners for this project and their local, regional, and global reach, we know this innovative proposed project can and will assist in growing the local tourism economy by continuing to increase our community as a regional hub for cultural activities. This will benefit the quality of life of local citizens and those visiting our beautiful community. Like Tallahassee and Leon County have been able to do for other creative projects, our team will leverage existing global and state-side promotional engines to spread the word about this project.

We can and will implement strategic communications and integrated marketing that can leverage unpaid media and paid media, including traditional media of print, radio, newspaper, magazine, television; digital media of Mobile First Impression, You Tube Video, Ad Network Behavior Targeting, and ad impressions and banners; Yelp.com; physical and digital outdoor; social networking including Facebook, Twitter, and Instagram; e-blasts; the distribution of brochures, flyers, posters, and other promotional materials; volunteer and student street teams; dj contests and promotional give-a-ways; word-of-mouth; and in-kind partnerships to spread the word not only throughout the southeast of the United States, but beyond.

Additionally, we can and will build off of previously established media/outreach partnerships and relationships that will allow us to promote activity and events at the proposed site, including Leon County Government, the City of Tallahassee, the Community Redevelopment Agency, the Council on Cultural & Arts, the Tallahassee Democrat / Gannett, Capital Outlook / Live Communications, WCTV, WTXL, The Florida

Channel, WFSU Public Media, Rowland Publishing, Cumulus Broadcasting, Tallahassee Talks with Brien Sorne, Lamar Advertising, InSite MediaCom, Florida Restaurant & Lodging Association, VISIT FLORIDA,, Leon County Schools, Florida A&M University (local and statewide campuses), and Florida State University (local and statewide campuses).

Also, we will continue cultivating our collaborative relationships with local and regional professional marketing and communications firms who are very familiar with what is needed to hit our marks and metrics for success locally, regionally, and nationally. We would also plan to leverage the experience and expertise of our local tourism and cultural agencies' staff and their agencies of record, to help us successfully promote and execute a well-planned and strategic marketing approach for this new, innovative venue and associated activity and events based here in Tallahassee, Florida.

E4. Please discuss the need for this project and the unfilled demand.

- As noted in the response to D3 above, the arts/culture/heritage segment of this community is in need of additional, modern performing/cultural arts facilities per CPFF Objective Number 6. The TLH Arts, Inc., project will result in the creation of a superb facility that will be utilized by tourists/visitors from outside of Leon County for concerts, performances, festivals, educational and other stand-alone events that does not currently exist. In addition the close proximity to Cascades Park and the connected pedestrian bridge/parking facilities (as well as the new improvements being completed for TDC purposes/amphitheater support by NAP) will provide the added benefit/opportunity to also have significant, flexible indoor space that can provide a valuable option during other large planned community events/festivals.
- Not only is the proposed project site and existing facility located within the Frenchtown/Southside CRA District, but specifically within the block just north of FAMU Way and directly adjacent to the Anita Favors Thompson Plaza at Lake Anita. This could and will be a critical logistical asset for theatre, music, dance and other performance arts, as it can dually serve as an inclement weather backup plan location for arts, culture and entertainment outdoor activities that take place at the plaza at Lake Anita, the Capital City Amphitheater at Cascades Park, and open-air locations within Railroad Square Art Park.

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F. Project Discussion: Impact of Project on Adjacent Uses and Other Artistic, Cultural and Heritage Organizations

F. PROJECT DISCUSSION: Impact of project on adjacent uses and other Artistic, Cultural and Heritage Organizations

F1. Impact of location on adjacent uses, both positive and negative. Is the project located near other arts, cultural, heritage or entertainment uses? Does the project comply with zoning regulations?

- The TLH Arts, Inc., project does comply with existing zoning regulations.
- As noted above, the TLH Arts, Inc., project is located directly adjacent to Anita Favors Thompson Plaza at Lake Anita (and its 'under-the-over' park), which has already become a location for various arts, cultural, heritage and entertainment uses. And, the professionals working on the TLH Arts, Inc., project have met on multiple occassions with City/Planning/Blueprint staff to ensure that the renovated facility not only 'meshes' with this relatively new community amenity, but will also add significant utility to it (expanding the outdoor space, priming it for more events, receptions, and adding capacity to handle the significant number of visitors for the planned performing arts concerts/events, etc.). The red carpet premiers, outdoor cinema and receptions for major events will be simply incredible in the outdoor space overlooking the infrastructure improvements recently completed. The facility is also located next to the new TLH structure produced by KCCI, as well as being conveniently and strategically located between Cascades Park, the Pedestrian Bridge, and the FAMU Way/RRSQ/Domi Station/All Saints District—in essence, serving as a perfect connector for what has the potential to become Leon County's premier arts/innovation district stretching from east to west.
- Based upon the community and business revitalization currently underway in the area (FAMU improvements, Cascades Project by NAP, Proof Brewery relocation, Graphateria/Catalina Café, Happy Motoring and Cascades Gardens), as well as the existing businesses and abundant parking capacity (as noted above), the TLH Arts, Inc., project should also have significant positive impacts on adjacent business and residential uses in the area.

F2. Impact of project on other Arts, Culture and Heritage organizations and uses. How will this proposal support other arts, cultural and heritage uses in our community?

- As noted above with respect to the All Saints Cinema, beyond the primary goal of the facility to attract and host tourists in Leon County, the day-to-day intent of TLH Arts, Inc. (the renovation of an already existing, publicly owned facility with unique character) is to support, not detract from, Leon County's existing arts, cultural and heritage organizations and uses. As a review of the included designs and proposed programming should demonstrate, TLH Arts, Inc., is seeking to fill a void that currently exists in the arts, cultural and heritage community (and certainly on Tallahassee's south side), and provide new and innovative solutions to help these uses become more sustainable and grow. By providing such a venue for significant numbers of visitors to our community, further building upon the collision density of arts/innovation in our City (filling a gap between Cascades Park and RRSQ), and creating new opportunities for arts-centric economic

development, and youth education/programming/training, TLH Arts, Inc., will cause the proverbial tide to rise for the benefit of all arts, culture and heritage organization boats (and because the organizers/operators are already existing and sustainable non-profits in their own right, the funding of renovations to this already public facility will not result in 'picking' one arts/culture/heritage organization (public or private) over any others).

G. Project Discussion: Cost and Design of Project, Design, Construction and Operations

G. PROJECT DISCUSSION: COST and DESIGN OF PROJECT, Design, construction and operations.

G1. If the facility is to be constructed, what is the estimated cost? *Please provide verification that facility is buildable for that price.*

The estimated project cost is **$5,610,000**, which represents total proposed project costs, including estimates of probable renovation construction costs and design fees. Project estimate* breaks out as follows:

$4,971,204*
Construction costs
(including materials direct costs, Construction Manager's labor/overhead/Insurance, contingency, design evolution/market escalation, and Owner's furniture/fixtures/equipment allowance)

$387,750
Basic Design Fees
(including Architecture, Structural Engineering, and Mechanical, Electrical, Plumbing, and Fire Protection (MEPF) Engineering)

$251,046
Specialty Design Consulting – Additional Design Services
(Including Programming, Interior Design, Communications/Security, Acoustical Design, Audio/Visual Design, Theatrical Works/Lighting Design, misc. reimbursable expenses allowance)

*Refer to included project construction estimate included in the attachments

G2. Process/Design & Planning
Please discuss:

a. Process/Design Planning—project scope.

The project includes the renovation of an existing warehouse space. The structural slab, walls, and majority of the structural roof will remain. Demolition will include removal of all existing interior build-out and abatement of hazardous building materials by licensed abatement professionals. New construction will include a fully-renovated facility and integrated state of the art audio-visual, sound engineering, and theatrical lighting/works (black box theatre), all designed for flexible use and ease of system upgrading to prevent tech obsolescence.

Spaces in the project* include: An entrance lobby with gallery space, a dance/lecture Studio, (2) performance studios that will be expandable to become a single space supported by a backstage and backstage storage, (2) sound studios, (1) large studio/greenroom, a medium studio, (2) small studios, a

café/shop with café storage, administration workstations supported by an IT room and conference room, public men's/women's/family restrooms, (2) shower rooms, an outdoor venue facing a projection wall, and covered outdoor porches.

The facility is near the FAMU Way phase of the cascades development and will integrate into the Anita Favors Thompson Plaza at Lake Anita developed by Blueprint and City of Tallahassee Planning.

*Refer to detailed project summary and graphics included in the attachments

b. How have you addressed environmental features and sustainability?

The project is an adaptive reuse of existing facilities, which reduces the amount of construction waste going into landfills, while also reducing the embodied energy (energy consumed to created new building materials) introduced by constructing a totally new facility. Further, the facility will be design to a sustainable standard to maximize efficiency of water and energy use, manage recycling/waste distribution, and specify sustainable building materials. Current options under consideration for sustainable design-to standards include LEED, Green Globes, and Earth Craft certification systems.

c. Identify necessary components from consultants.

The core design team providing basic design services is architecture, structural engineering, and mechanical, electrical, plumbing, and fire protection engineering. Architectural design scope includes the design of all programmed spaces – interior and exteriors – as well as the coordination of consultant's design scope. Structural engineering scope includes the design of the updated structural roof, new roof and wall framing over the proposed higher black box performance space, and all structural components associated with the new exterior porch spaces. MEPF engineering scope includes the design of a new HVAC system for the entire facility, new electrical and plumbing design, and new fire suppression system required for the space.

Specialty design services (as defined by the Florida Department of Management services (DMS)) team is providing programming, interior design, communications/security, acoustical design, audio/visual design, and theatrical works/lighting design. The programming effort includes developing all necessary spaces for the facility, including narratives for the total project and individual project spaces and basic space layouts. Interior design scope includes floorplan design support and coordination of all interior finishes, fixtures, and furniture layout. Communications/security design scope includes all necessary data, telecommunications, and security system needs of the facility. The balance of specialty design services relate to sound transmission reduction between spaces and coordination of systems and equipment necessary for the varying performance spaces in the facility.

d. Programmatic square footage.

The programmatic square footage of the project is 10,000 gross square feet.

e. Demonstrate that you have a qualified project team and have taken all the necessary steps for project preparation.

The team represents local and regional design and construction firms with a strong track record of project success:

Ajax Building Corporation: Construction Manager
During the past 60 years, Ajax Building Corporation has steadily grown to become one of the Southeast's premier contractors. With offices in Tallahassee and several others throughout Florida and Georgia, is one of the fastest-growing construction companies in the nation. their signature markets include for higher education, K-12 school districts, city and county government, hospitals and historic preservation.

Fitzgerald Collaborative Group, LLC: Architects, Interiors, Urban Design
Fitzgerald Collaborative Group is an architectural, urban design and interiors firm with offices in Atlanta and Tallahassee. Since 2009, the firm has experienced steady growth in the aviation, civic, higher education, commercial interiors, and urban master planning. Our current clients include Emory University, Florida A&M University, the City of Tallahassee, Georgia's Own Credit Union, and Hartsfield-Jackson ATL Airport.

David H. Melvin Consulting Engineers: Structural Engineering
David H. Melvin, Inc., a full-service engineering firm, provides a broad spectrum of design and consulting services to clients throughout Northwest Florida for 27 years. Their qualified staff creatively and technically delivers design expertise for residential, commercial, institutional, and industrial facilities constructed of timber, steel, masonry and concrete.

H2 Engineering, Inc.: MEPF Engineers
H2Engineering, Inc. is a Florida-based company that has been in business since 1977. For over 40 years, H2Engineering has worked successfully with owners, user groups, and award-winning architects providing mechanical, electrical, plumbing, and fire protection engineering, as well as commissioning services.

Newcomb & Boyd Consultants and Engineers: Comm/Security, Acoustical, A/V, Theatrical Works/Lighting Design
With engineers in Atlanta and Charleston, Newcomb & Boyd's innovative engineering solutions have successfully met the needs of institutional, educational, government, military, and commercial clients for more than 90 years. Initially founded as an electrical and mechanical engineering design firm, Newcomb &

Boyd has consistently responded to client needs through the integration of specialty disciplines including acoustics, audio-visual and theatrical.

f. A timeline of project milestones; include start and end date and key points in between.

Fall 2018 – Anticipated Notice to proceed
10 months – Design Phase
4 months – Permitting Phase
10 months – Permit Construction Phase
Fall 2020 – Anticipated Owner Occupancy, Substantial Completion

H. Project Discussion: Organizational Capability & Sustainability

H. PROJECT DISCUSSION: Organizational Capability & Sustainability

H1. Required Attachments—*Upload each of the required documents in separate folder marked "Attachments":*

a. Minutes from the organization's board meeting *authorizing the project for which applicant is applying.*
- Attached

b. Board of Directors, including officers
- Attached

c. Project Team, including key staff *involved with project*
- Attached

d. What are the estimated staffing needs for programs, staff and/or proposed facility?
- Attached

H2. Describe the plans for revenue generation to pay ongoing operations and maintenance.

- TLH Arts, Inc., strives to develop projects that become resources for artists and communities so that existing people and cultures can continue to thrive in place. The primary sources of revenue generation will be through facilities rental and Co-working/Studio rentals (taking into account both market and subsidized options). In essence, blending the well-established, sustainable model utilized by Domi Station over the past four (4) years, with similar arts-specific/creative venues such as CultureWorks in Philadelphia and Spaceworks NYC—both also operated by non-profits).
- This will include but is not limited to:
  - Studio Recording (fully equipped studio)
  - Visual Art Space
  - Fashion shows
  - Poetry night
  - Local shows
  - Rehearsal space for musicians, dance, and theatre
  - Creative Co-working (Art studio rental space).
- TLH Arts, Inc., will be a connection point local "creatives", with additional focus on underdeveloped communities (which, as is already evident with the WFSU grant application/partnership, is a significant area where impact can be made very quickly).
- Space rental options:
  - One day
  - Weeked
  - Monthly
- 'Anchor' groups will also prove important, and TLH Arts, Inc., already has a communication from a local non-profit seeking monthly rental for the next 5 years

for a total of $150,000.00 (with no public outreach or sales/leasing efforts to date). Such efforts will commence now that the application process has begun.

H3. Financial Readiness—Forms & Financial Position. Please include in attached folder labeled "Attachments":

a. **Form A, Five (5)-year Operating Forecast**

b. **Form B, Project Readiness Checklist**

c. **Form C: Certification from Professionals – Architect, Engineer and Contractor – IF no architect, engineer or contractor, provide 3 bids from vendors, OR explain)**

d. **Form D: Project Budget—Summary (for proposed project/phase)—Indicate how funding and match will be spent. Include both revenue and expenses for the project, and in-kind**

e. **Form E: Matching Funds—Amount of funds contributed specifically for the proposed project (group documentation, 1 upload each for: cash, pledges, in-kind)**

f. **Fundraising Plan: Please describe fund raising history and plan for future fundraising and provide documentation such as a bank statement.**

- As noted in the application, TLH Arts, Inc., has not commenced solicitation/fundraising activities, due to its desire to first explore all potential arts/culture/heritage collaborations for maximum community impact. In addition, due to the governmental approvals still necessary due to the facility being publicly owned, irrevocable (non-contingent) pledges at this juncture are simply not feasible.
- Notwithstanding the foregoing, TLH Arts, Inc., will seek and obtain a match for all funds provided pursuant to this application, and will contractually agree that the award/receipt of any such funds shall be contingent upon TLH Arts, Inc., securing the same (with any required documentation). TLH Arts, Inc., believes strongly that 'arts inc' is the most economically feasible project that also provides relative ease of execution to deliver a significant facility of the type contemplated by the Cultural Plan—therefore, it can and will fulfill its commitments to bring the project to fruition for the benefit of our community (and the tourists that visit us).

g. **Financial Statements—Current year-to-date (if audit is more than 1 year old)—both Balance Sheet and Statement of Income & Expenses from same reporting date.**

- None

H4. Management

a. Please include a Care and Maintenance plan, your resources dedicated to maximizing the useful life, and the ability for the project to last into the future

- Upon completion of the facility, a full care and maintenance plan (above and beyond lease requirements) will be developed in conjunction with the contractors, engineers and design professionals. These items will be budgeted for, and completed in accordance with general commercial standards, and overseen/coordinated by staff for the facility (and regular reporting would be provided to the City of Tallahassee to ensrue they were aware of the condition of major items/systems).

H5. Long-range or strategic plan (if for renovation, construction or acquisition, the plan should include facilities planning &/or implementation of proposed project).

a. Proof of Ownership

- Florida DOT (per public records available)

b. Description of existing restrictive covenants, if any.

- None

c. Support Materials (photos, tables, studies, statistics, and documents) (Optional)

- Please see attached

Additional Attachments

Project Rendering and Scope Description

Arts, Inc.

208 West Van Buren Street

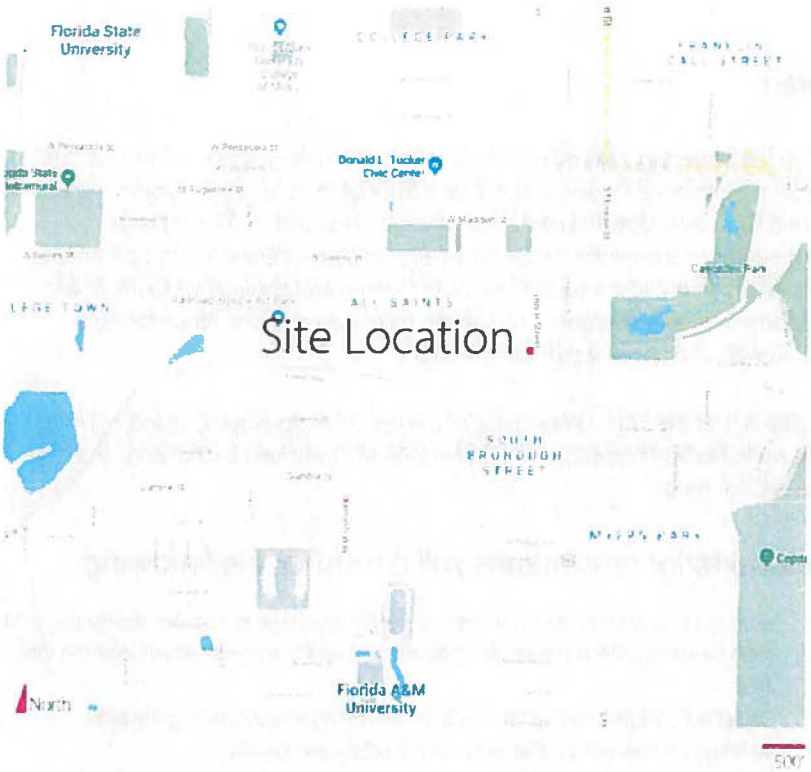
The 'TLH Arts, Inc. Project' (Arts Inclusion + Arts Incubated + Arts Incorporated) is the planned conversion an already existing, publicly owned, well-preserved but previously unutilized, 10,000 sq. ft. building/asset directly adjacent to Anita Favors Thompson Plaza at Lake Anita, into a multi-purpose assembly and performance venue serving the needs of artists, performers, arts entities/organizations, and students/teachers in our community. In addition to providing flexible space to perform, record, practice, teach and create, the organizers will leverage their experience and existing resources to provide direct educational opportunities and engagement to community youth, as well as entrepreneurial support and assistance (co-creating/co-working and incubation) to artists (existing and aspiring) to develop the business side of their chosen craft. Building upon the efforts of COCA and their Arts and Entrepreneurs Institute (with the support of KCCI), TLH Arts, Inc., will work to create, facilitate and program the most inclusive and unique intentional collision of arts, education and economic development activities in Leon County.

Whether the visitor is someone from outside the community coming to Tallahassee to attend one of the many planned concerts/performances/events/festivals, a young person seeking to explore hands-on new media/audio/visual opportunities, or a local artist that simply wishes to create a sustainable path to fund and pursue their artistic passions as a career—everyone who walks through the doors of 'TLH Arts, Inc.' will know that in Leon County, the Arts do mean business; and that this community provides a home and support to 'Thriving Artists' (working everyday to make the concept of 'Starving Artists' a thing of the past).

Arts, Inc.

208 West Van Buren Street

Site Map:



FITZGERALD COLLABORATIVE

Arts, Inc.

208 West Van Buren Street

Program:

Spaces in the project include: An entrance lobby with gallery space, a dance/lecture Studio, (2) performance studios that will be expandable to become a single space supported by a backstage and backstage storage, (2) sound studios, (1) large studio/greenroom, a medium studio, (2) small studios, a café/shop with café storage, administration workstations supported by an IT room and conference room, public men's/women's/family restrooms, (2) shower rooms, an outdoor venue facing a projection wall, and covered outdoor porches.

The facility is near the FAMU Way phase of the cascades development and will integrate into the Anita Favors Thompson Plaza at Lake Anita developed by Blueprint and City of Tallahassee Planning.

General exterior renovations will consist of the following:

- Cutting (4) new entry access points for overhead garage door entry access: two at the west elevation, one at the south elevation, and one at the east elevation at the loading area.
- Replacing (1) and installing (3) new glass garage doors surrounding the café.
- Installing (2) new entry storefronts - at the Lobby and Gallery.
- Expanding the footprint and increasing the height of a section of the building to accommodate the Performance Studio(s)
- Expanding the Patio at the South Facade and extending Patio space to the West facades.
- Installing canopies and louvered frame structure extending above the Patio.
- Installing new graphic signage
- Installing landscaping
- Creating an outdoor gathering space to watch projected performances and other media.

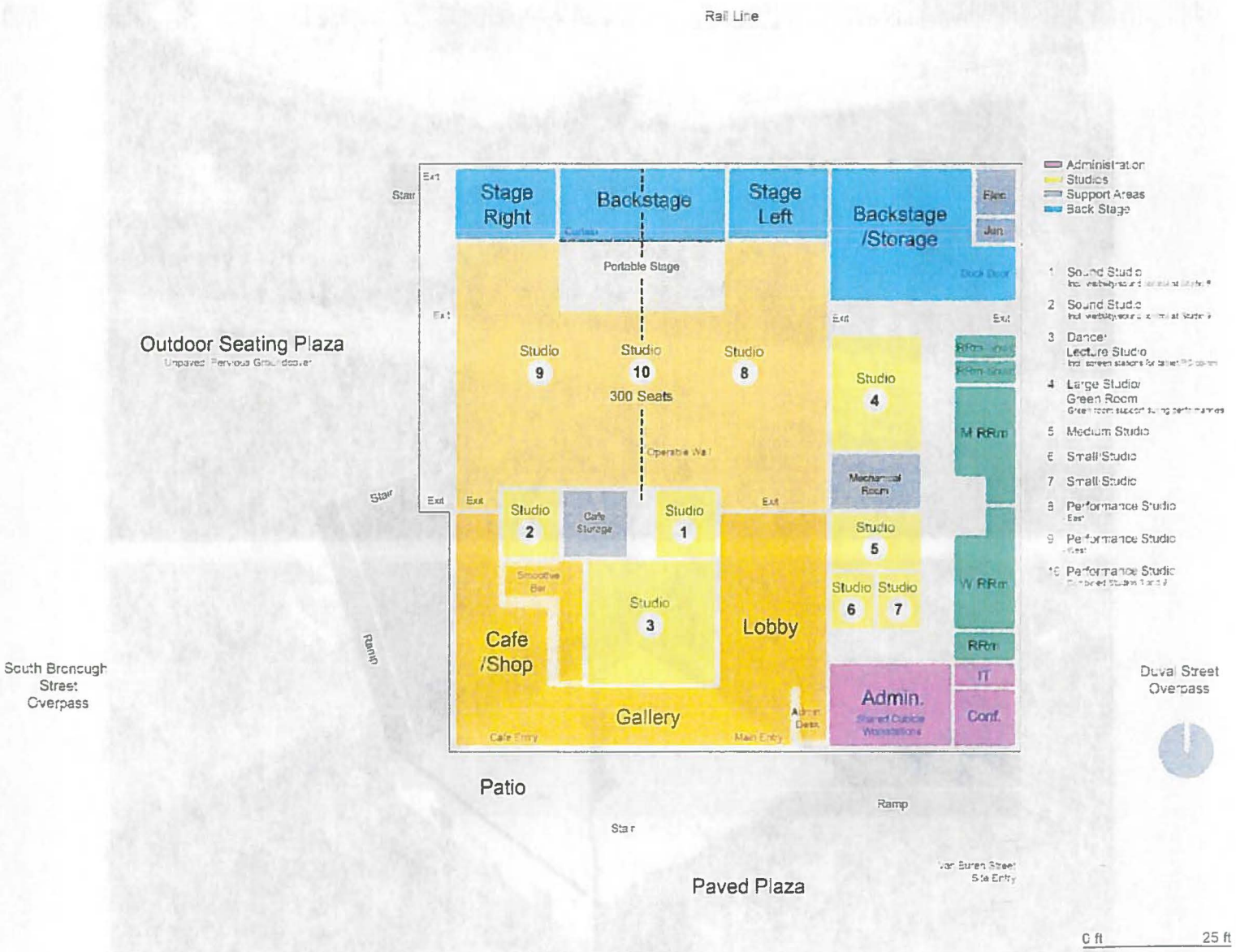
General interior renovations consist of upgrading the following:

- Reorganizing the interior layout per the plan
- Adding restrooms and additional toilet fixtures for code compliance
- Removing and/or replacing ceilings and raising floor-to-ceiling heights at some spaces
- Moving and/or replacing electrical lighting at raised ceilings
- Adding fire sprinkler system throughout the facility
- Replacing the HVAC system; new mechanical dampers, diffusers and return air vents at ceilings and new Air Handler
- General renovation including painting and new flooring and floor refinishing
- Miscellaneous accessibility upgrades
- Sound-proofed partitions at Performance Studios
- Power and data rough-in at points of connection to specialty lighting systems, sound systems, and any other specialty performance equipment

Arts, Inc.

208 West Van Buren Street

Program Plan:

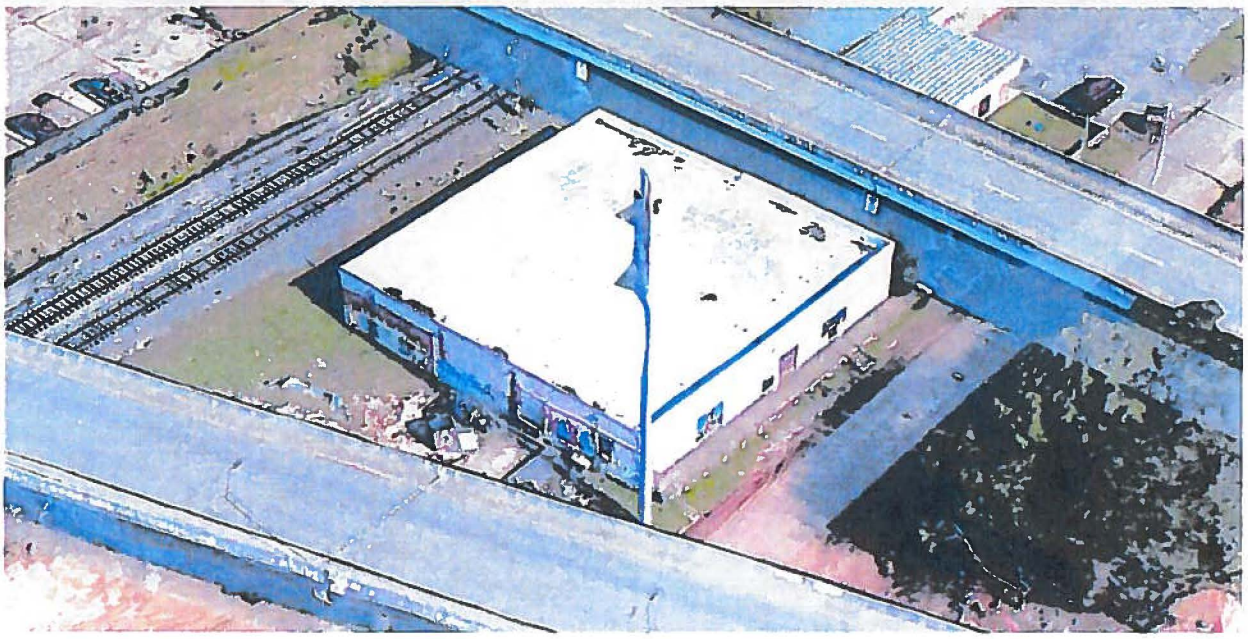


FITZGERALD COLLABORATIVE

Arts, Inc.

208 West Van Buren Street

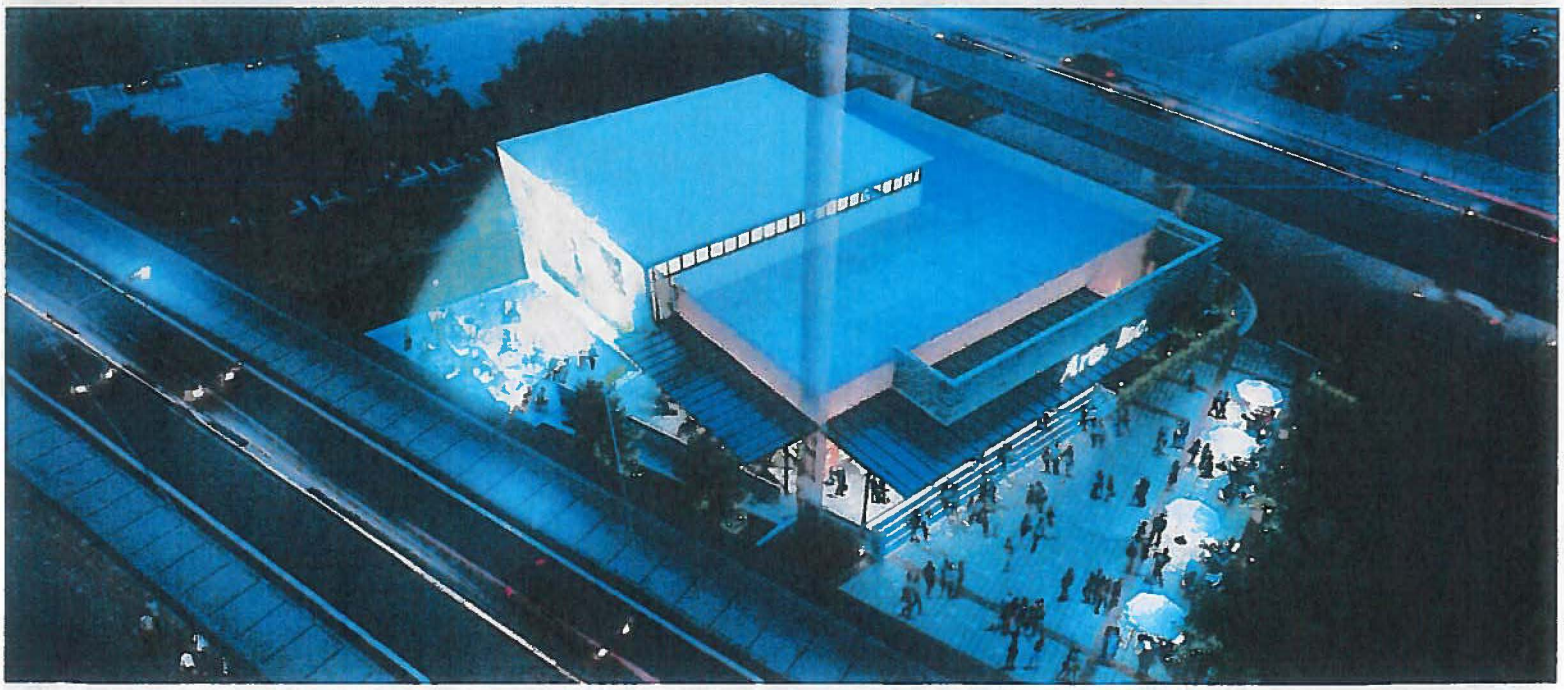
Existing Conditions:



FITZGERALD COLLABORATIVE

Arts, Inc.

208 West Van Buren Street



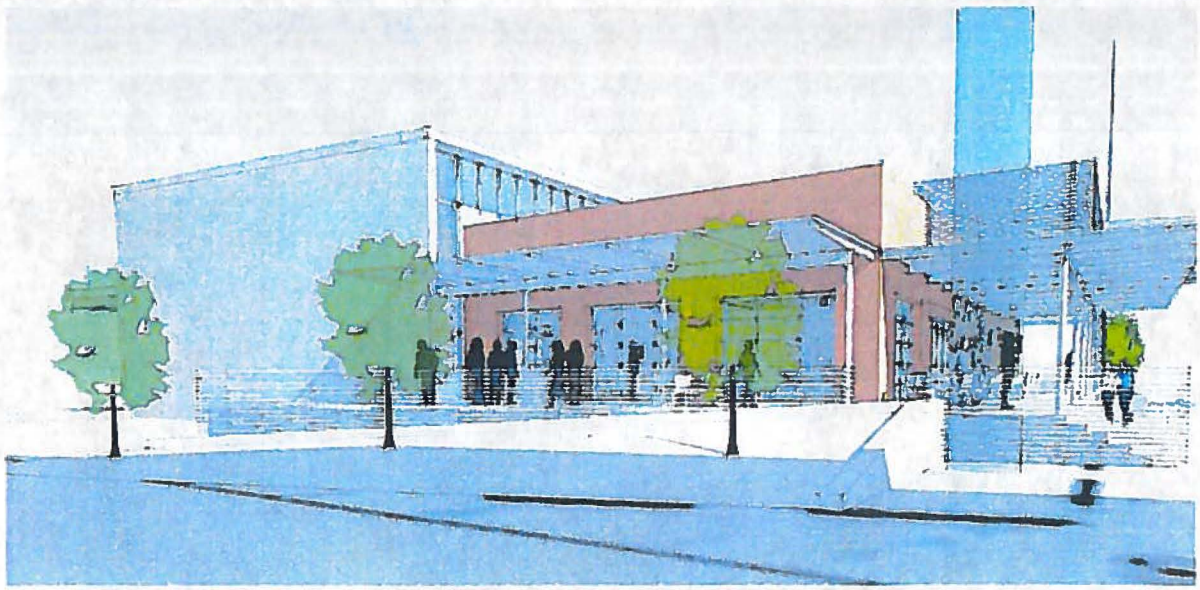
FITZGERALD COLLABORATIVE

Arts, Inc.

208 West Van Buren Street

Southeast View

West View



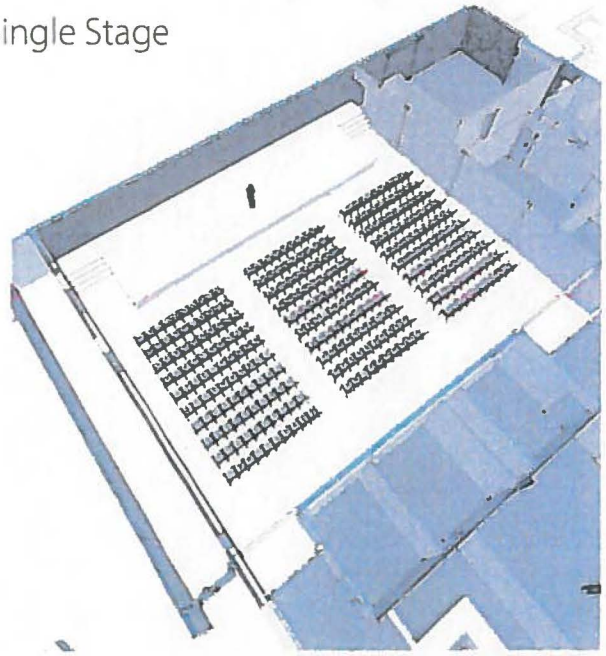
FITZGERALD COLLABORATIVE

Arts, Inc.

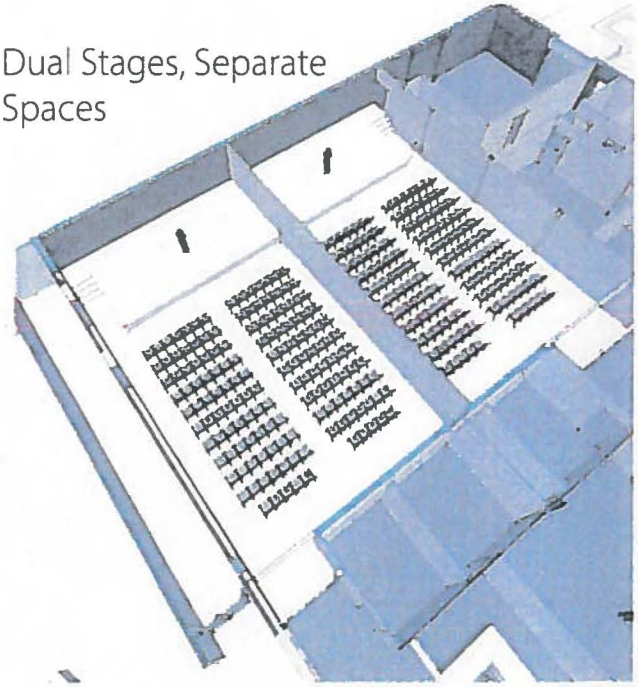
208 West Van Buren Street

Flexible Large Performance Studio: Seating Orientation Options, Each 300 Seats

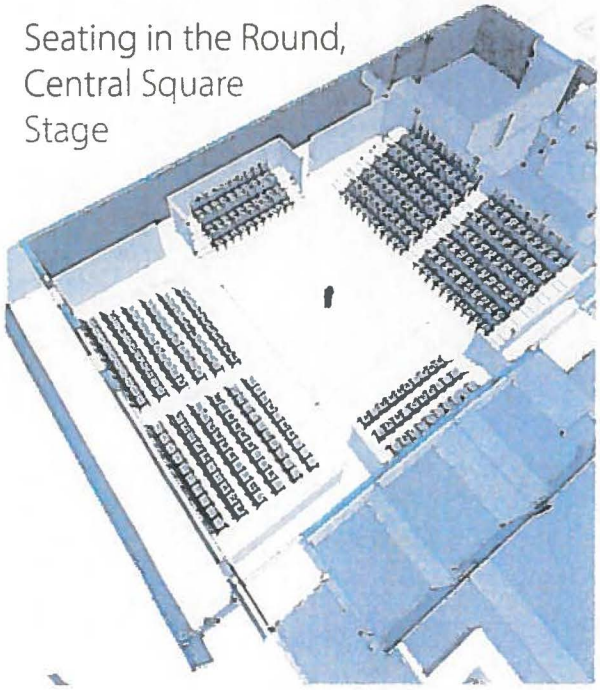
Single Stage



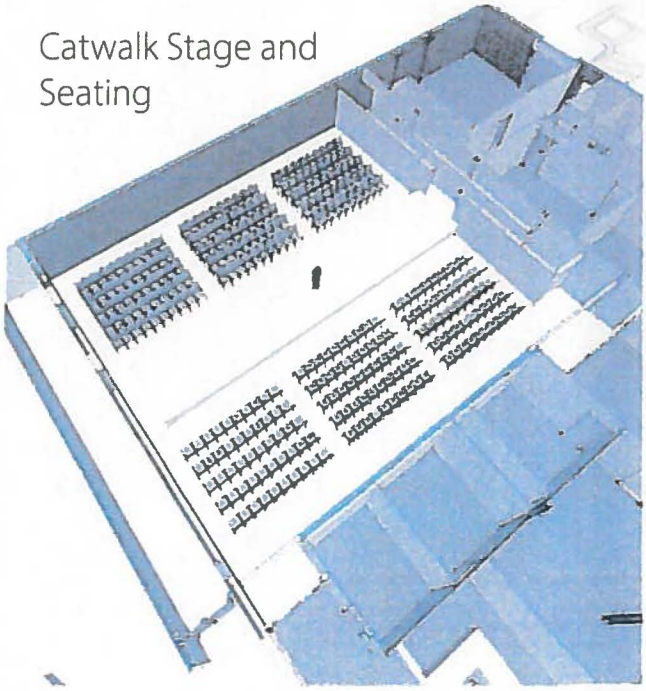
Dual Stages, Separate Spaces



Seating in the Round, Central Square Stage



Catwalk Stage and Seating



FITZGERALD COLLABORATIVE

Cost Management Recap

Ajax Building Corporation

Phone: | Fax: ()

Sort Sequences:
1. Sec
2. Divisions
3. Not Used
4. Not Used

Estimate File: :18020_DYG_05_17.est - DYG Arts Incubator Facility, 208 West Van Bu
Estimator: Carly/Rohan/Kristi/Ada
Primary Project Qty:10342 S
Secondary Project Qty: 1 FLF
Estimate UM: Imperi

Report Includes Taxes & Insurance.

12:18:20PM 5/17/2018

Description	Unit$	Total $
Total Division 01 GENERAL REQUIREMENTS		$643,469
Total Division 02 SITEWORK		$32,599
Total Division 03 CONCRETE		$99,520
Total Division 05 METALS		$229,595
Total Division 06 WOOD & PLASTICS		$6,317
Total Division 07 THERMAL & MOISTURE PROTECTION		$215,537
Total Division 08 DOORS & WINDOWS		$214,979
Total Division 09 FINISHES		$478,588
Total Division 10 SPECIALTIES		$263,237
Total Division 11 EQUIPMENT		$363,217
Total Division 12 FURNISHINGS		$26,329
Total Division 21 FIRE SUPRESSION SYSTEMS		$46,539
Total Division 22 PLUMBING		$76,987
Total Division 23 HVAC WORK		$220,987
Total Division 26 ELECTRICAL WORK		$297,136
Total Division 27 COMMUNICATIONS SYSTEMS		$48,987
Total Division 28 SAFETY & SECURITY SYSTEMS		$57,291
Total Division 31 SITEWORK		$11,006
Total Division 32 SITE IMPROVEMENTS		$108,785
Total Division 33 SITE UTILITIES		$36,500
Total Division 36 BONDS & INSURANCE		$99,425
Total Division 37 WARRANTY		$2,237
Total Division 40 OWNER FF&E		$248,560
Total Division 70 DESIGN EVOLUTION		$497,120
Total Division 80 ESCALATION		$149,136
Total Division 85 CM CONTINGENCY		$248,560
Total Division 90 OVERHEAD & FEE		$248,560
Total Sec BB BASE BID		$4,971,204

Sort Sequences:
1. Sec
2. Divisions
3. Not Used
4. Not Used

Estimate File: :18020_DYG_05_17.est - DYG Arts Incubator Facility, 208 West Van Bu
Estimator: Carly/Rohan/Kristi/Ada
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Report Includes Taxes & Insurance.

12:18:20PM 5/17/2018

Description	Unit$	Total $
ESTIMATE TOTALS		**$4,971,204**

Form A

EXPENDITURES	FYE2017	FYE2018	FYE2019	FYE2020	FYE2021	FYE2022	FYE2023	
General & Administration			$60,000.00	$61,800.00	$63,654.00	$65,563.62	$67,530.54	3 % YEARLY INCREASE
Artistic Personnel			$36,000.00	$37,080.00	$38,192.40	$39,338.17	$40,518.32	3 % YEARLY INCREASE
Contract Services			$50,000.00	$51,500.00	$53,045.00	$54,636.35	$56,275.44	3 % YEARLY INCREASE
Maintenance (suggested line item)			$5,500.00	$5,500.00	$5,500.00	$5,500.00	$5,500.00	
Utilities (suggested line item)			$12,000.00	$12,360.00	$12,730.80	$13,112.72	13,506.10	3 % YEARLY INCREASE
Maintenance Reserve			$12,000.00	$12,000.00	$12,000.00	$12,000.00	$12,000.00	
Total Expenditures			$170,000.00	$174,740.00	$179,622.20	$190,150.86	$195,330.40	
INCOME								
Contributed Income/grants			$50,000.00	$70,000.00	$100,000.00	$120,000.00	$144,000.00	20% YEARLY INCREASE
Facilities Rental (main stage)			$90,000.00	$120,000.00	$150,000.00	$180,000.00	$216,000.00	20% YEARLY INCREASE
Co-working/Studio rental			$63,000.00	$84,000.00	$105,000.00	$126,000.00	$151,200.00	20% YEARLY INCREASE
Total Revenues			$203,000.00	$274,000.00	$355,000.00	$426,000.00	$511,200.00	