

## City of Palm Coast, Florida Agenda Item

Agenda Date : October 11, 2022

<b>Department</b>	PARKS AND RECREATION	<b>Amount</b>	
<b>Division</b>	PARK & RECREATION	<b>Account #</b>	
<b>Subject</b>	RESOLUTION 2022-XX APPROVING THE CULTURAL ARTS GRANTS FOR THE FISCAL YEAR 2022-2023		
<b>Presenter: James Hirst, Director of Parks &amp; Recreation and Katelyn Anderson, Parks &amp; Recreation Senior Staff Assistant</b>			
<p><b>Background:</b>            The City of Palm Coast has sponsored the annual Cultural Arts Financial Assistance Matching Grant program since 2002.</p> <p>The Cultural Arts organizations highlighted in our PowerPoint presentation have expressed a desire to receive grant monies from the City of Palm Coast for programs and/or events held within the City. The City of Palm Coast has supported many local organizations over the past twenty-one years by awarding Cultural Arts Grants to eligible applicants.</p> <p>Thirteen applications were accepted for review for Fiscal Year 2022-2023. This year, our team of City employees met on September 16, 2022, in a public meeting with the applicants. The committee reviewed the thirteen applications to make sure they met the qualifications of the rubric and received a passing score. Attached is the recommendation for Council consideration.</p> <p>The applications are available in the City Clerk's office.</p>			
<p><b>Recommended Action :</b>  <b>ADOPT RESOLUTION 2022-XX APPROVING THE CULTURAL ARTS GRANTS FOR A TOTAL OF \$39,000.00 FOR THE FISCAL YEAR 2022-2023</b></p>			



# **Cultural Arts Grants FY 22-23 Recommendation**

James Hirst, Director Parks &  
Recreation & Katelyn Anderson,  
Parks & Recreation Sr. Staff Assistant

# Overview/History

- The City of Palm Coast Cultural Arts Financial Assistance Matching Grant program has been an annual program since 2002
- We funded Cultural Arts Programs conducted in the City of Palm Coast by City based organization.
- Fiscal Year 2022 Approved budget = \$30,000
- General Requirements
  - Tax exempt or 501 (c)(3) organization
  - City Based Organization
  - Program/Event open to the general public and held within the City
  - Recipients must participate in one community event hosted by the City or facilitate a program/event inside the Arts District.



# New Changes made for 2023

- Two tiers were introduced.
  - Tier 1 focused on economic impact
  - Tier 2 focus on our local organizations
- Expanded the pool to Flagler County based organizations but the event will be conducted within Palm Coast
- New rubric scoring sheet was introduced
- Change in allocated funds from \$30,000 to \$50,000
  - Tier one allocated \$20,000
  - Tier two allocated \$30,000



# Rubric Scoring Sheet Tier 1

## Cultural Arts Grant Rubric Tier 1

CRITERIA	40 POINTS	30 POINTS	20 POINTS	10 POINTS	0 POINTS	SCORE
<b>Economic Impact Plan</b>  <i>Evidence of previous successful events &amp; programs</i>	Multi-day event with an attendance of 5,000, planned partnerships with local hotels, and data trends from past events.	Multi-day event with an attendance of 3,000, planned partnerships with local hotels, and data trends from past events.	Single-day event with an attendance of 2,000, planned partnerships with local hotels, and data trends from past events.	Single-day event with an attendance of 1,000, planned partnerships with local hotels, and data trends from past events.	Incomplete or did not provide	/40
<b>Scope of Program/Event</b>  <i>Includes information on event/program and information on the organization</i>			The scope, in great detail, describes the organization, gives information about the program, and an explanation on how funds will be used if granted.	The scope somewhat describes the organization, gives information about the program, and an explanation on how funds will be used if granted.	Incomplete or did not provide	/20
<b>Marketing Plan</b>  <i>Includes strategies and plans for attracting attendees. Plan needs to be well defined and realistic</i>	Plan is in great detail and includes demographics, target audiences, defined voice and messaging points, SMART goals, and diversified marketing channels.	Plan includes demographics, target audiences, defined voice and messaging points, and diversified marketing channels.	Plan is broad but includes identified marketing methods	Plan is vague and does not include identified marketing methods.	Incomplete or did not provide	/40
<b>TOTAL SCORE</b>						/100



# Rubric Scoring Sheet Tier 2

## Cultural Arts Grant Rubric Tier 2

CRITERIA	50 POINTS	40 POINTS	30 POINTS	20 POINTS	10 POINTS	0 POINTS	SCORE
<p><b>Scope of Program/Event</b></p> <p><i>Includes information on event/program, how they will involve the community in their program, and information on the organization</i></p>	<p>The event/program is accessible by all residents of Flagler County. The organization has a plan to utilize local vendors and has a plan to participate in a City event. The scope also describes the organization, gives information about the program, and an explanation on how funds will be used if granted all in great detail.</p>	<p>The event/program is accessible by all residents of Flagler County. The organization has a plan to participate in a City event. The scope also describes the organization, gives information about the program, and an explanation on how funds will be used if granted all in great detail.</p>	<p>The scope in great detail describes the organization, gives information about the program, and an explanation on how funds will be used if granted.</p>	<p>The scope somewhat describes the organization, gives information about the program, and an explanation on how funds will be used if granted.</p>	<p>The scope inadequately describes the organization, gives information about the program, and an explanation on how funds will be used if granted.</p>	<p>Incomplete or did not provide</p>	<p>/50</p>
<p><b>Marketing Plan</b></p> <p><i>Includes strategies and plans for attracting attendees. Plan needs to be well defined and realistic</i></p>	<p>Plan is in great detail and includes demographics, target audiences, defined voice and messaging points, SMART goals, and diversified marketing channels.</p>	<p>Plan is in good detail and includes demographics, target audiences, defined voice and messaging points, and diversified marketing channels.</p>	<p>Plan includes demographics, target audiences, defined voice and messaging points, and identified marketing methods.</p>	<p>Plan is broad but includes identified marketing methods</p>	<p>Plan is vague and does not include identified marketing methods.</p>	<p>Incomplete or did not provide</p>	<p>/50</p>
<p><b>TOTAL SCORE</b></p>							<p>/100</p>



# Open Call for Submissions

This year the City conducted public outreach for new programs. Applications were sent to new organizations and previous grant awardees



<https://www.palmcoast.gov/Newsroom/Home/Details?slug=applications-are-open-for-the-palm-coast-cultural-arts-grant>



# Review and Evaluation



- Public Meeting Held September 16<sup>th</sup> - Reviewed FY 2023 Submissions
- Applications reviewed by the Cultural Arts Review Team:
  - Katelyn Anderson –Parks & Rec
  - James Hirst – Parks & Rec
  - Jose Papa – Community Development
  - Brittany McDermott – Parks & Rec
  - Casey Luedke - Procurement
  - Kyanna Kimes – City of Palm Coast Intern





# Review Criteria

- Event/Program promotes Cultural Arts
- Expenses directly related to Program/Event
- 10% Must be used for Marketing
- Event to take place in the City during 2023 Fiscal Year
- Evidence of hotel stays and ticket sales



The poster for the City Repertory Theatre 2022-2023 Season features a grid of theater production posters. On the left is the City Repertory Theatre logo, a stylized figure holding a staff, with the text 'CITY REPERTORY THEATRE' and '2022-2023 SEASON' below it. The main grid includes:

- ASSASSINS**: Music & Lyrics by Stephen Sondheim, Book by John Weidman. Dates: September 23 - October 2.
- CHARLEY'S AUNT**: By Brandon Thomas. Dates: OCT 28 - NOV 6, 2022.
- Scapino!**: A long way off from Moliere. By Frank Dunlop and Jim Dale. Date: March 17-26, 2023.
- A KING AND TWO QUEENS**: A Royal Revue. Date: Dec 1-4, 2022.
- ALL MY SONS**: By Arthur Miller. Dates: April 28 - May 7, 2023.
- HONKY TONK**: By Angels. Dates: JAN 13-27, 2023.

At the bottom right of the poster, the website **CRTPALMCOAST.COM** and phone number **386-585-9415** are listed.





# Recommendation Tier 1

Name of Organization	Contact	Amount Requested	Recommended Award
African American Cultural Society	Meshella Woods	\$5,000.00	\$5,000.00
Flagler Auditorium	Amelia Fulmer	\$5,000.00	\$5,000.00
Flagler Performing Academy	Ann Paris	\$5,000.00	\$0.00
Palm Coast Music Festival	Garry Lubi	\$5,000.00	\$5,000.00

Total Amount Requested \$ 20,000

Total Award Amount Recommended \$15,000



# Recommendation Tier 2

Name of Organization	Contact	Amount Requested	Recommended Award
Choral Arts Society	Betty Christian	\$3,000.00	\$3,000.00
City Lites	Meshalla Woods	\$3,000.00	\$3,000.00
City Repertory Theatre	Diane Ellertsen	\$3,000.00	\$3,000.00
Community Chorus	Marilyn Wilson	\$3,000.00	\$3,000.00
Hispanic American Club	Ramon Marrero	\$3,000.00	\$3,000.00
Palm Coast Art Foundation	Nancy Crouch	\$3,000.00	\$3,000.00
Palm Coast Garden Club	Denise Garcia	\$3,000.00	\$3,000.00
Palm Coast Methodist Church	Bronnetta Hamilton	\$3,000.00	\$3,000.00
Stars of Hope	Bart Lore	\$3,000.00	\$0.00

Total Amount Requested \$27,000

Total Award Amount Recommended \$24,000

# Next Steps

- \$11,000 funds remain in the Cultural Art funds
- The team will open a round two of submissions
- Tentative date of October 20<sup>th</sup> for review by the team



**Questions?**



**RESOLUTION 2022-\_\_\_\_**  
**CULTURAL ARTS GRANTS**  
**FISCAL YEAR 2022-2023**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM COAST, FLORIDA, APPROVING THE ELIGIBILITY LIST FOR THE CULTURAL ARTS GRANTS; AUTHORIZING THE CITY MANAGER, OR DESIGNEE, TO EXECUTE SAID AGREEMENT WITH THE APPROVED ORGANIZATIONS; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS; PROVIDING FOR IMPLEMENTING ACTIONS AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, Cultural Arts organizations have expressed a desire to receive grant monies from the City of Palm Coast for programs and/or events held in the City of Palm Coast; and

**WHEREAS**, the City Council of the City of Palm Coast desires to provide monetary assistance to the Cultural Arts organizations providing quality and innovative programs and/or events to the citizens of City of Palm Coast; and

**WHEREAS**, Cultural Arts organizations provide a valuable service to the citizens of Palm Coast.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PALM COAST, FLORIDA, AS FOLLOWS:**

**SECTION 1. APPROVAL.** The City Council of the City of Palm Coast hereby approves the eligibility list for the Cultural Arts Grant, as attached hereto and incorporated herein by reference as Exhibit “A.”

**SECTION 2. AUTHORIZATION TO EXECUTE.** The City Manager, or designee, is hereby authorized to execute agreements between the City of Palm Coast and the approved organizations.

**SECTION 3. SEVERABILITY.** If any section or portion of a section of this Resolution proves to be invalid, unlawful, or unconstitutional, it shall not be held to invalidate or impair the validity, force, or effect of any other section or part of this Resolution.

**SECTION 4. CONFLICTS.** All resolutions or parts of resolutions in conflict with any of the provisions of this Resolution are hereby repealed.

**SECTION 5. IMPLEMENTING ACTIONS.** The City Manager is hereby authorized to take any actions necessary to implement the action taken in this Resolution.

**SECTION 6. EFFECTIVE DATE.** This Resolution shall take effect immediately upon adoption by the City Council.

**DULY PASSED and ADOPTED** by the City Council of the City of Palm Coast, Florida, on this 18th day of October 2022.

*ATTEST:*

**CITY OF PALM COAST**

\_\_\_\_\_  
VIRGINIA A. SMITH, CITY CLERK

\_\_\_\_\_  
DAVID ALFIN, MAYOR

APPROVED AS TO FORM AND LEGALITY:

\_\_\_\_\_  
NEYSA BORKERT, CITY ATTORNEY

Attachment: Exhibit A-Cultural Arts Grants Eligibility List

**Cultural Arts Grant FY 22-23**

	<b>Organization/Function</b>	<b>Contact &amp; Title</b>	<b>Pass/Fail</b>	<b>Amount Requested</b>	<b>Amount Proposed</b>	<b>Program Total</b>	<b>80% of Program Budget</b>
<b>Tier One</b>							
1	African American Cultural Society	Meshella Woods - Grant Administrator	Pass	\$5,000.00	\$5,000.00	\$22,500.00	\$18,000.00
2	Flagler Auditorium	Amelia Fulmer - Director	Pass	\$5,000.00	\$5,000.00	\$452,500.00	\$362,000.00
3	Flagler Performing Arts Academy	Ann Paris - President	Fail	\$3,000.00	\$0.00	\$16,500.00	\$13,200.00
4	Palm Coast Music Festival	Garry Lubi - President	Pass	\$5,000.00	\$5,000.00	\$29,900.00	\$23,920.00
			<b>Total:</b>	<b>\$18,000.00</b>	<b>\$15,000.00</b>		
<b>Tier Two</b>							
1	Choral Art Society	Betty Christian - Treasurer	Pass	\$3,000.00	\$3,000.00	\$5,110.00	\$4,088.00
2	City Lites	Meshella Woods - Marketing & Promotions Director	Pass	\$3,000.00	\$3,000.00	\$30,000.00	\$24,000.00
3	City Repertory Theatre	Diane Ellertsen - Admin Exec.	Pass	\$3,000.00	\$3,000.00	\$29,100.00	\$23,280.00
4	Community Chorus of Palm Coast	Marilyn Wilson - Treasurer	Pass	\$3,000.00	\$3,000.00	\$11,000.00	\$8,800.00
5	Hispanic American Club	Ramon L Marrero - Social Event Director	Pass	\$3,000.00	\$3,000.00	\$65,000.00	\$52,000.00
6	Palm Coast Arts Foundation	Nancy Crouch - Executive Director	Pass	\$5,000.00	\$3,000.00	\$30,000.00	\$24,000.00
7	Palm Coast Garden Club	Denise A Garcia - Spring Festival Chair, Club President	Pass	\$3,000.00	\$3,000.00	\$6,500.00	\$5,200.00
8	Palm Coast United Methodist Church	Bronnetta Hamilton - Administrative Coordinator	Pass	\$3,000.00	\$3,000.00	\$18,550.00	\$14,840.00
9	Stars of Hope/Knights of Columbus	Bart Lore - Chancellor	Fail	\$5,000.00	\$0.00	\$5,000.00	\$4,000.00
			<b>Total:</b>	<b>\$31,000.00</b>	<b>\$24,000.00</b>		
				<b>Total Proposed:</b>	<b>\$39,000.00</b>		
				<b>City Funds Budgeted:</b>	<b>\$50,000.00</b>		



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				<b>City Funds Budgeted:</b>	<b>\$50,000.00</b>		