

# Added Value

Timely Info from Karen Eber Davis Consulting

Summer 2005

## Art and Cultural Grants Funding Three Programs and Their Impacts

### Inside

Nonprofits by  
Revenues in  
Four  
Florida  
Counties

Survey Results

Details on  
Three Additional  
Articles

Upcoming Events

Workshop-  
In-a-Brochure

*To help you learn more about the impact of art and cultural funding in this summer's issue, I interviewed staff from three different funding sources . . .*

### Sarasota County, Florida

#### Tourist Development Cultural/Arts Grants

"The impact of the Sarasota County Tourist Development Cultural/Arts Grants (TDC) program is tremendous," Loretta Lee said. For two years, her role at the Sarasota County Arts Council included oversight of the TDC program. "Consider this. Over the last decade approximately 30 local organizations obtained one million dollars yearly from the funds. That's equal to at least a 12 million dollar investment in nonprofit art and cultural organizations. The funds mainly enhance event quality and promote tourism. Indirectly, however, TDC funds help organizations to reduce their risk for new ventures and experimental productions. Other groups use the funds to create shoulder or off-season events between May and December. Each year for example, Florida Studio Theatre's staff shares with the Review Panel how the funds are critical and help launch the theatre to new levels. These funds matter to groups like the Symphony, Asolo, Circus Sarasota—it matters a lot to

all of the organizations to get these funds."

Besides their fiscal impact, we discussed three long-term benefits of the TDC program to funded organizations:

- A growth in marketing skills and savvy
- An increased understanding of tourism
- Motivation to focus on new audience development, resulting in growing younger audiences—a concern of arts groups across the nation.

Communitywide, TDC grants therefore:

- 1) help to entice and enhance tourists stays,
- 2) support and build art and cultural organizations and finally they 3) help the Sarasota Arts Council reach its goal of making Sarasota County Florida "a preeminent arts destination."

### Florida, Department of State, Division of Cultural Affairs

For the past 18 years, Linda Downey served with the Florida Division of Cultural Affairs. Throughout her tenure, Downey said she observed growth in the State's leadership understanding of the arts as more

*Continued on page 2*

Karen Eber Davis Consulting, "the More than Money" planning, facilitation and grants firm, helps people turn good ideas into exceptional, funded ventures. Since 1994, the firm has helped hundreds of organizations, including social service, education, religious, arts, environment, government and healthcare institutions to improve their services, strengthen their organizations and raise millions of dollars.

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(continued from page 1)

than “just entertainment and for the elite.” In recent slim budget years (i.e., Florida Arts Grants funding for 2004 experienced a 50 percent cut) the Division’s staff was told repeatedly “It’s not you, it’s the money.” During the interview, Downey was pleased to announce that this year’s Session restored funding to its 2001-2002 level, plus a 10 percent increase. This renewed funding, at a time of ongoing state fiscal challenges demonstrates, according to Downey, that the Legislature and Governor recognize “the value of art and culture in our state.”

What spurred the growing recognition among Florida’s leaders? First, Downey said, art and cultural groups found, by completing Economic Impact Studies, how to quantify their economic value. Now these same groups are exploring ways to quantify their intrinsic worth to individuals and communities. For instance, a recent Rand Corporation study, *Gifts of the Muse*, found that in addition to positive economic impact, the arts provide, “exposure to new perspectives, sharpened learning skills among young people, expanded capacity for empathy and stronger social bonds in communities.”

Given that art and cultural organizations make a difference, what difference do the Division’s programs make? “They help to create a sense that Florida is a cultural and creative community.” Also since the Division programs require funded organizations to address community needs, the programs, “provide motivation for these groups to make new connections and address these needs.”

The funding, Downey explained, “is like the Good Housekeeping Seal of Approval. It’s about credibility. You’ve been reviewed by your

peers and found worthy.” As an example Downey cited the Northwest Florida Ballet in Pensacola who recently received a very competitive State Cultural Facilities Grant. The Ballet’s Academy brings together neighborhood children to dance. Additionally the Academy’s “intrinsic worth” involves helping these children to improve their behavior and achieve scholastic excellence. “The Division’s grant gave the Ballet credentials so their own County Commission felt confident in funding the organization to build a new facility and expand its programs.”

#### St. Petersburg, Florida Arts Grants Program

For the past five years, Ann Wykell has worked with the City of St. Petersburg Arts Grants Program. Each year, the program provides 30 organizations about \$330,000 (or about \$1 per capita per St. Petersburg resident) in operating funds. “The funds are especially helpful for small groups,” Wykell said. “They help them survive. When your budget is \$50,000 a year, knowing you can receive \$5,000 of it on an annual basis, by writing a grant, makes a big difference in your stability.” The Program also helps larger groups with operating funds, especially those groups who receive the \$30,000 allocation.

Wykell believes the funds support, even if they are not solely responsible for, the City’s thriving cultural community. “Many cities don’t even have an art grant program.”

#### Grant-Link and Conclusion

These three programs give three different types of government support to art and cultural organizations and a lot *more than money*. To strengthen your funding requests, including grant applications and case statements, consider discussing long-term

impacts like your contribution to your City’s cultural richness, changes in the composition of your audience and stronger social bonds.

## To Learn More

### Sarasota County Tourist Development Cultural/Arts Grants

Each year the TDC Program awards grants to local arts and cultural organizations that promote local tourism. The funding cycle begins early in the calendar year with the publication of the application manual. Application are due in early spring. Additional information is available on p.101 of *Local Sources* or from Sarasota County Arts Council at 941-365-5118 or [www.sarasota-arts.org](http://www.sarasota-arts.org)

The Florida Department of State’s **Division of Cultural Affairs** offers a multitude of grant programs for individual (2) and organizations (12) with deadlines throughout the year. For more information check out the Division’s website at [www.florida-arts.org/index.asp](http://www.florida-arts.org/index.asp). Use their Grant Wizard to help identify your opportunities then contact the staff for additional information.

For organizations providing services to the residents of the City of St. Petersburg, three **Arts Grants Programs** are available: General Program Support, Project Support and Mini-Grant Support. “Each year staff works to tweak the application and make the process easier. Now, the budget pages are the same ones the arts groups need to use with the County,” Ann Wykell said. To verify your organization qualifies and review the application check [www.stpete.org/grants.htm](http://www.stpete.org/grants.htm)

## Nonprofits by Revenues in Four Florida Counties

Counties	\$20 mil. plus	\$5-20 mil.	\$1-5 mil.	\$500k to 1 mil.	\$250k to 500k	\$100k to 250k	\$25k to 100k	Less than \$25k	Total
Charlotte	1	2	5	17	18	28	36	129	236
Lee	5	23	55	45	63	118	192	1065	1566
Manatee	3	5	32	23	36	60	111	542	812
Sarasota	12	34	82	48	77	125	268	1080	1726

Source: GuideStar, Compilation KED Spring 2005

### New Articles at [www.kedconsult.com](http://www.kedconsult.com)

These three new articles join a collection of more than 15 other articles and back issues of *Added Value*.

- Your Grant's Background Section: 15 Points to Include
- How to Be More Successful with Your Brainstorming
- Identify Your Best Gifts

### Correction

We misspelled Kathy Ketterer's (Manatee County Government) last name in the Spring issue. Thanks Kathy for help!.



Good News for Current Purchasers of *Local Sources* and *More Local Sources*

In addition to the resource book, purchasers get periodic updates, discounts on the **new** *Watch List* service, clinics and teleconferences. (Questions? For additional information contact [karen@kedconsult.com](mailto:karen@kedconsult.com))

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## Survey Results The Million Dollar Question

Since January I've handed out survey cards with this question: "If an individual gave your organization one million dollars in unrestricted funds and *you had to spend it* (i.e., no endowment) where would you invest?" Here are three interesting answers:

- *Family programs and adult learning opportunities* –Linda Kocourek, FSU Ringling Cultural Center
- *Scholarships for students*-Marvin Hendon, Westcoast School for Human Development
- *Children with Prader-Willie Syndrome who have loving parents are doing well. The children (who I call the 'have nots') who do not have the family support are in great jeopardy. I would spend it on those greater-risk children.*- Steve Dudrow, Prader-Willie Syndrome Association USA

If this seems like a "dreamer's question" I invite you to reconsider. The question encourages you to remove money limits from your thinking. It also helps you to identify the next big goal for your organization. Knowing what you want is always the first step to getting it. Besides, a telephone call may come later today from a lawyer, writing a will, asking you just this question.

### Workshop & Event Calendar

#### Save These Dates

##### **July 13**

**AFP Fundraiser's Forum, Sarasota**  
Short and Sweet,  
How to Write a Letter Proposal

##### **September 16**

**Teleconference, International**  
Nonprofit Money Myths  
That Snag Even the Best Organizations

##### **November 29**

**Advanced Grant Clinic, Sarasota**  
Budgeting for Success

For more information check out  
[www.kedconsult.com](http://www.kedconsult.com)

# Workshop-in-a-Brochure



## Help! I am Writing a Grant

Help for the Beginner and Expert Alike Who Want to Create Better Proposals Faster

Step-by-step procedures from organizing your time to producing an outstanding proposal. The five essential grant questions you must answer in every proposal, whether the funder asks them or not. Effective for individual learning and workshops using group discussion.



## How to Lead Great Meetings

"A great help to my board chair, who runs a lovely meeting, but goes on and on" was one comment we heard about this workshop-in-a-brochure. *How to Lead Great Meetings* gathers information from more than 20 publications and years of leading and attending meetings. You can read it in 30 minutes and use the information more than 30 times a year. Useful for all staff and volunteers who run meetings.



## How to Enlist Great Help

In this workshop-in-a-brochure, you will find a guide to assist you in enlisting the help you need, including volunteers and employees. What steps can you take to ensure getting a "yes" when you request help? What can you do if no one wants a job? How do you ask so that you get a dependable answer? Essential reading for anyone who wants more help.

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