

# Community Vibrancy

## Call for Proposals.



### Introduction + Opportunity

United Arts of Central Florida is the local arts agency uniting the community and fueling the arts. With the help of individual donors, corporations, foundations, and public funding, United Arts inspires creativity, builds community, and strengthens the economy in Central Florida. United Arts is proud to facilitate arts education programs for all ages and provide critical funding and comprehensive marketing for local art, science, and history organizations, and individual artists. Leading the second-largest collaborative fundraising campaign in the country and uniting over 30 of the region's cornerstone arts and cultural organizations, United Arts is dedicated to ensuring the arts are for all.

Investing in the intersection of arts & culture and economic & social impact, United Arts of Central Florida is excited to launch the Community Vibrancy grant program funded by the Ginsburg Family Foundation.

The Community Vibrancy grant program is a place-based pilot program that engages local performing artists to enliven public spaces within the commercial districts of Lake, Orange, Osceola, and Seminole counties.

The primary goals and objectives of the Community Vibrancy program are to:

- Elevate Community Vibrancy – Increase pedestrian traffic and spending in local businesses, restaurants, and other hospitality venues.
- Support Creative Placemaking / Creative Community Development initiatives by engaging and paying performing artists to amplify civic engagement, community pride, and local business success.
- Strengthen the arts and cultural ecosystem in Central Florida to support local artists to thrive in their communities and develop an audience for their art form.
- Increase access to diverse artistic experiences.

To activate this pilot program, United Arts seeks proposals from main street and market street programs, merchant associations, and downtown partnerships that are 501(c)(3) nonprofits in Lake, Orange, Osceola, and Seminole counties.

For more information about United Arts, visit <http://www.UnitedArts.cc>.

### Key Dates + Deadlines

Portal Opens: April 12, 2023

Deadline: Rolling – with a priority deadline of May 21, 2023, @ 11:59 pm

First Round of funding decisions: May 31, 2023

- Grant Period Dates – June 1, 2023 – May 31, 2024
  - Funds not obligated or expended during this time shall be returned to United Arts of Central Florida.

## Funding Details

- There are ten (10) funding opportunities within this pilot program.
- Award Amount: up to \$4,500
- Administrative Fee: up to 7% of the award can cover the program's administrative costs.

## Organizational Eligibility + Project Requirements

### Organization Eligibility requirements

- 501 (c)3 organizations that are Main Street Programs, Market Street Programs, Merchant Associations, or other nonprofits with an economic development or creative community development mission
- Located in Lake, Orange, Osceola, or Seminole Counties
- Ability to obtain all necessary permits that your municipality may require.

### Project Requirements

- Use of vetted performers (any performance discipline is eligible)
- Performers must be paid a stipend per performance (minimum \$125 per 2-hour block [2 – 45 min sets])
- Cannot be added to an already established event (i.e., Milk Mart, street festivals, or farmer markets<sup>1</sup>)
- Ability to collect and report pedestrian/customer participation data (survey + information from local businesses)
- Use of program-branded sandwich board signs – United Arts will provide the branded sandwich board inlays.
- Final Impact report

## Submission Requirements

Eligible Organizations will submit their proposals via the [United Arts Grant Portal](#). Funding decisions will be made from this proposal, appearing in the portal as a Letter of Interest.

A submission, at a minimum, must include the following elements.

- Describe the neighborhood/ district/ community that your organization represents (1 short paragraph)
  - Highlight the need, opportunity, and potential impact of this program.
- Organization's Mission Statement
- Describe the project plan. (500 words or less)
  - Where will the performers be placed and why?
  - When [proposed days/hours] and why these dates/hours?
  - Frequency [how many times per week, for how many weeks]
  - Promotion plan
  - Evidence of support from local businesses and community partners (Letter of Support | can be an email directly to [Elyse@UnitedArts.cc](mailto:Elyse@UnitedArts.cc))

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<sup>1</sup> Community Project Grants might be an applicable funding source for these ideas.

- How will audience participant data be collected, + how will you know if the pilot was successful in your community?
  - Examples include:
    - An estimated number of individuals stopped to listen to / watch the artist for a minute or longer.
    - Estimated age breakdown of audiences
    - Estimated race & ethnicity of the breakdown of audiences
  - The proposed budget on how the \$4,500 will be spent (budget table included on LOI Form – word/character count does not apply)

#### How to Submit:

Submit Proposals through the United Arts Grant Portal

- View all Funding Opportunity Information at <https://unitedarts.cc/grantee-resources/grants-2/>
- If your organization is eligible & interested, contact [Elyse@UnitedArts.cc](mailto:Elyse@UnitedArts.cc) for the LOI access code
- Access the Grant Portal At - <https://www.grantinterface.com/Home/Logon?urlkey=unitedarts>

#### Impact Reporting + Deliverables

Upon program completion, each awardee must submit a short impact report sharing the survey data; lessons learned (what worked + what did not), how funds were dispersed, and photos/videos.

#### United Arts Staff Contact

Elyse Jardine, Grants Program Officer

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Direct Line: 407-790-7844

Website: <https://unitedarts.cc/>