



COVER SHEET

Agency Legal Name: Hollywood Art and Culture Center, Inc.

Address: 1650 Harrison Street

City: Hollywood State: Florida Zip: 33020

Telephone: (954) 921.3274 Fax No.: (954) 921.3273

Federal Tax ID (EIN): 59-1951668

Program Title: STEAM-Themed Free Arts! Family Days

Primary Focus Area (select **one** category from approved list): STEAM-focused education

Name of CEO or Board President: Joy Satterlee, Executive Director

CEO or Board President Date of Birth: Please call Joy Satterlee for this information.

CEO or Board President Email: Joy@artandculturecenter.org

Name & Title of Grant Contact: Jeff Rusnak, Director of Development

Grant Contact Cell Phone: (954) 235.0354

Grant Contact Email: JRusnak@artandculturecenter.org

Application must be signed (in blue ink) by the applicant's CEO, Board President or authorized representative. By signing this application, the authorized representative certifies that the organization for which funding is sought has full knowledge of the grant request and all City requirements, and will solely utilize the funds sought for their stated purpose.

Print Name: Joy Satterlee

Title: Executive Director

Signature of CEO or Board President: Joy Satterlee, Executive Dir.

Date: FEB 2, 2023

I. STATEMENT OF THE AGENCY'S PURPOSE

The Art and Culture Center/Hollywood is a regional leader among South Florida arts institutions for its year-round presentation of arts education programs for youth; contemporary visual art exhibitions; the Open Dialogues documentary film-short series; and free/low-cost events for families and arts professionals. The Center makes programming accessible to all populations with Free Arts! Family Days, the leadership development program Arts Aspire, and free Distance Learning arts instruction presented to Broward County K-12 schools. Each year, more than 130 unique curriculum-based activities and program sessions are presented for youth in the visual and performing arts. Programs include Summer Arts Camp, ARTastic Artists, Stage Kids, and Community Gallery exhibitions. The Center presents originally curated contemporary gallery exhibitions in four distinct gallery spaces that showcase works by about 150 artists annually. Exhibitions feature artist receptions, interactive art-making, and artist/curator talks. The Center's *Open Dialogues* films – 2020's *Stories From the LGBTQ Community* and 2022's *Black Voices / Black Stories* – foster community engagement through public screenings and moderated discussions. The Center was founded in 1975 and incorporated on August 31, 1978, as the only visual arts non-profit organization in south Broward County, operating out of a small community space on Hollywood Beach. The Center now manages visual arts galleries in the renovated Kagey Home built in 1924, an Arts School that is adjacent to the main facility, and a 500-seat theater in Downtown Hollywood.

II. STATEMENT OF THE AGENCY'S MISSION

The mission of the Art and Culture Center/Hollywood is to cultivate creativity and the support of the arts in our community through education, innovation, and collaboration.

III. PROGRAM/PROJECT DESCRIPTION:

- a. Please provide a one paragraph description of your program that will be used as the summary description of your program for the review board.

Include specific program activities including timeline and program strategies. (250 word maximum)

STEAM-Themed Free Arts! Family Days will connect the visual and performing arts to STEM-focused education through free art-making activities and free admission to contemporary gallery exhibitions at the Art and Culture Center/Hollywood. Presented from noon to 4 p.m. on the third Sunday of every month (October 2023 to September 2024), STEAM-Themed Free Arts! Family Days will put the A in STEAM – Science, Technology, Engineering, Art, Math – by utilizing artists and Center educators to apply the visual and performing arts to core academic subjects. Each month, the Center’s Education staff or Curator of Exhibitions will create a unique, highly accessible art-making activity that engages families and school-age children in interactive, STEAM-focused learning. Art-making activities may address such topics as the migration of Monarch butterflies, the principles of motion in creating “spin” paintings, and how polymer can create snow in South Florida. STEAM-Themed Free Arts! Family Days takes place in the upstairs Community Gallery, the Interactive Room, or the Arts School adjacent to Center’s Main Gallery facility. There is no admission charge on monthly Free Arts! days to view originally curated exhibitions in our contemporary galleries, making this a multi-faceted cultural experience accessible to a diverse audience from all socio-economic backgrounds in Hollywood and South Florida. Free Arts! activities will provide participants with hands-on learning that encourages communication, cooperation, and fun!

- b. Beginning program date Oct. 1, 2023 _____
- c. Ending program date Sept. 15, 2024 _____
- d. Days and Hours of Operation Noon-4 p.m. on third Sunday of each month from Oct. 15, 2023 to Sept. 15, 2024 (project dates only)
- e. If your service agency function is to provide financial subsidies enabling your clientele to enroll in other programs, please check this box. ☐

IV. PROGRAM/PROJECT NEEDS AND OBJECTIVES:

Include why the program / project is essential for the residents of the City of Hollywood. What needs will the program / project address? (250 word maximum)

STEAM-Themed Free Arts! Family Days will provide Hollywood families with high-quality, standards-based activities that integrate the creativity and critical thinking of the arts to the linear, logical thinking common to STEM subjects – Science, Technology, Engineering, Math. STEAM instruction is offered on a limited, targeted basis in select K-12 public schools in Broward County. This means students in Hollywood lack consistent exposure to an arts-inclusive, STEAM-based learning process that prepares children for further academic success. Free Arts! activities such as utilizing math fractions in dramatic performance or using recycled materials to engineer original structures will promote teamwork, imagination, analysis, and creative problem solving for children and families. These so-called “soft” skills are considered essential for future workers. The goals of STEAM-Themed Free Arts! Family Days are: 1) Inspire the creativity in children and nurture their engagement in core STEM subjects through high-quality art-making activities; 2) Strengthen the parent/child relationship through free interactive projects that promote collaboration and problem solving; 3) Grow awareness of the arts and STEAM-based learning as an essential resource in a child’s social/emotional development and academic success among parents and in our community. Free Arts! days will provide families of all backgrounds with an inclusive, creative space that enriches and informs all facets of the learning process through the arts.

V. ANTICIPATED OUTCOMES:

- a. Describe the anticipated outcomes as the result of this program / project (150 word maximum).

Through STEAM-Themed Free Arts! Family Days, the Center will engage Hollywood students and families in creating original artworks based on STEM-inspired topics. Twelve unique STEAM projects will be developed by the Center and presented by

professional artists and educators. Students will utilize higher-level thinking skills in ways that can improve their academic performance and social outcomes. A 2019 report by the Brookings Institution found that among elementary students, "increases in arts learning positively and significantly affect students' school engagement, college aspirations, and their inclinations to draw upon works of art as a means for empathizing with others." These students were also "more likely to agree that schoolwork is enjoyable, makes them think about things in new ways, and that their school offers programs, classes, and activities that keep them interested in school."

b. Total **non-duplicated** number of **all** clients, recipients or participants expected to be directly served by the proposed program / project in FY 2024. 600

c. Number of **non-duplicated** number of **Hollywood** residents expected to be directly served by the proposed program / project in FY 2024. 275

Please Note:

- ***Grant funding, if awarded, may be offered at a lesser amount than requested in this application; however, the number of Hollywood residents to be served that appears on the final agreement will remain the same number as entered above.***
- *For item V.c., please provide an estimate of the number of unique residents of Hollywood you expect to serve throughout FY 2024 (October 1, 2023, through September 30, 2024).*

VI. STAFF QUALIFICATIONS:

List the names and qualifications of staff involved in this program / project.

Name	Qualification(s)/Degree(s)	Year(s) of Experience
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Joy Satterlee	BS in Communications Technology, Florida International University with highest honors. Harvard Business School's 2006 "Strategic Perspectives in Nonprofit Management program," Boston, Mass.	Nearly 30 years working in non-profit sector. At Center since July 2002; Executive Director since 2005
Amanda Smith Director of Education	BA in Art History, Oberlin College (Ohio, 2003); Master of Science in Education with an emphasis in Museum Education, Bank Street College of Education, New York (2011)	At the Center since Sept. 2019. Previously 17 years at Brooklyn Children's Museum, Cleveland Museum of Art, Museum of Contemporary Art Chicago, Chicago Academy of Science / Peggy Notebaert Nature Museum
Meaghan Kent Curator of Exhibitions	BA, College of Santa Fe (New Mexico); MA in Art History, George Washington University (Washington, D.C.)	Curator at Center since Oct. 2019. Gallery Director, 15 years in New York, Washington, D.C., and Guadalajara, Mexico; Founder/Director of the non-profit Site95; Director, Cody Gallery, Marymount University

VII. PREVIOUS BENEFITS AND OUTCOMES:

If the program/project was operating in FY 2022 (October 1, 2021 through September 30, 2022), please provide a year-end statement of that year's accomplishments, the total number of participants directly served by the program/project in FY 2022 and the number of Hollywood residents directly served by the program/project in FY 2022. If the program/project is currently operating in FY 2023, please provide a year-to-date status update. (250 word maximum)

In FY22, the Center recorded 672 attendees for 12 Free Arts! Family Days presented in the Main Gallery facility or adjacent Arts School. This surpassed our projected number of 600 attendees. Among Hollywood residents, we counted 269 attendees – 98% of our projected number of 275 – representing 40% of our overall attendance figure. Free Days! art-making activities included "Mural Making" in Sept. 2022, in which community members helped create a new public mural on the Center's Arts School building adjacent to the Main Gallery facility. This free day was presented in partnership with Hollywood Community Redevelopment Agency as part of its

Downtown Mural Project. For the July activity, "Bookmark Abound!" guest artist Ingrid Schindall activated the printing press on view in the gallery with a presentation of bookmarks she made just for the gallery exhibition. Visitors designed and decorated their own bookmarks taking inspiration from the many materials available in the *BookBound* exhibition. Throughout the grant period, the Center created a photo portfolio of visitors participating in art-making activities. These photos are posted at the Free Arts! webpage and available for public view. In the first quarter of FY23, the Center recorded 152 attendees, including 72 Hollywood residents (47%), for four Free Arts! events; 66 children/youth (43%) participated in art-making activities.

VIII. COMMUNITY COLLABORATIONS AND PARTNERS:

Describe the roles of collaborating agencies, programs and individuals if applicable. Attach letters of support from collaborators. (150 word maximum)

In FY23, Free Arts! Family Days is being supported by a sponsorship from the PNC Foundation. We do not anticipate this funding to be renewed for FY24. At this time, the Center collaborates with working artists who exhibit in our galleries, plus schools and community partners, such as the Children's Services Council, to present and promote STEAM-Themed Free Arts! days. Schools include K-12 public and private schools, and pre-K learning centers in Broward County. By presenting STEAM-Themed activities in FY24, the Center will collaborate further with exhibiting artists and arts instructors, as well as individuals and organizations who support our goals to integrate the arts into STEM learning. Marketing is supported by the City of Hollywood, via its New Horizons publication and with Free Arts! dates posted on two marquees at ArtsPark at Young Circle that reach 50,000+ motorists each day.

IX. BUDGET

Using the chart and categories provided, what is the annual program / project cost for FY 2024? Provide the amount of funds requested and secured from other sources or the Agency's budget for the program/project. This grant is designed to provide supplemental funding for program related activities, so please select the best suited categories for your program / project from among the categories below.

Budget Categories	\$ Amount Requested	\$ From Other Funding Sources	Total Cost of Program
Salaries & Benefits or Volunteer Stipends	\$3,600	\$13,400	\$17,000
Consultants & Professional (artist) Fees	\$800	\$500	\$1,300
Program Supplies	\$1,000		\$1,000
Advertising	\$600		\$600
Other: Utilities, Custodial, Administrative		\$4,000	\$4,000
TOTAL =	\$6,000	\$17,900	\$23,900

What is the estimated cost per Hollywood participant? \$86.90

What is the **minimum** amount of award needed from the City of Hollywood to effectuate the proposed program/project? \$3,000

Estimate of total agency projected revenues and expenditures.

Fiscal Year	Revenue	Expenditures
FY 2024 10/1/2023-9/30/2024	\$1,300,000	\$1,300,000

X. OTHER FUNDING SOURCES DETAIL:

List grants received from ALL City of Hollywood sources including the General Fund Agency Grant during the preceding five (5) fiscal years 10/1 through 9/30. Examples of City funding sources would include the Agency Grant Program, the Community Redevelopment Agency, CDBG funding, Police Department grants, etc.

Funding Source	Amount Received FY 19	Amount Received FY 20	Amount Received FY 21	Amount Received FY 22	Amount Received FY23

City of Hollywood (COH) – Misc. appropriation	\$100,000	\$175,000	\$175,000	\$175,000	\$175,000
COH – Contract Services	\$70,000	\$70,000	\$70,000	\$70,000	\$70,000
COH Police – LETF	\$10,000		\$10,000	\$10,000	\$10,000
Hollywood CRA	\$30,000	\$30,000	\$30,000	\$30,000	\$0
Broward Cultural Division	\$110,500	\$130,500	\$194,975	\$118,753	\$118,753
COH – Agency Grants	\$3,055	\$3,000	\$3,722.22	\$3,411	\$3,411
Broward Cultural Division – Cultural Tourism	\$12,400	\$12,700	\$14,500	N/A	N/A
Florida Division of Cultural Affairs	\$7,478	\$38,404	\$40,131	\$58,227	\$100,400
Frederick A. DeLuca Foundation	\$50,000	\$57,500	\$58,500	\$90,000	\$90,000
PNC Foundation	\$5,000	\$12,500	\$5,000	\$15,000	\$10,000
Funding Arts Broward	\$6,500	\$13,000	\$11,500	\$14,500	\$19,400
Francie Bishop Good and David Horvitz	\$10,000	\$10,000	\$20,000		\$10,000
Community Foundation of Broward	\$30,000	\$36,000	\$62,500	\$22,000	\$40,000
Florida Theatrical Association	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Citizens Interested in Arts	\$2,500	\$3,000	\$4,000	\$3,000	\$3,000

Publix Charities	\$2,500		\$2,500	\$2,500	TBD
Visit Florida	\$5,000	\$4,000	N/A	N/A	N/A
BBX Capital Foundation	\$3,500	\$3,500	\$3,500	\$3,500	TBD
Helen Ingham Foundation	\$10,000	\$10,000	\$15,000	\$15,000	\$15,000
Josephine S. Leiser Foundation	\$35,000	\$35,000	\$35,000	\$50,000	\$40,000
Anastasi Charitable Foundation	\$5,000	\$8,000	\$2,500	\$3,000	\$5,000
Maurer Family Foundation		\$15,000	\$5,000		
National Endowment for the Arts		\$10,000			\$10,000
Oolite Arts			\$6,500	\$6,500	\$6,500
Our Fund Foundation					\$15,000
Windhover Foundation					\$10,000
FP&L			\$6,500		

XI. PROGRAM/PROJECT EVALUATION:

How will you measure the success of the proposed program/project? (250 words maximum)

The program will be evaluated based on attendance and the number of Hollywood residents and children who participate in an art-making activity and tour the gallery exhibitions. Attendance is tabulated on a form that records gender, race/ethnicity, and age group. We track residences through sign-in sheets, and through membership and enrollment forms. Reports are compiled monthly. This data is utilized by the Center to determine the effectiveness of our marketing efforts in attracting attendees. The program is further measured by the level of engagement among participants in terms of time spent with an art-making activity, seeking instruction from the presenting artist/teacher, viewing the gallery exhibitions, and sharing feedback with

Center staff and artists about their experience. To date, the response to Free Arts! Family Days has been highly positive, with caregivers expressing their appreciation for the opportunity we provide children, at no cost, to express themselves in such a fun, creative environment. As the program evolves further in FY2024 with STEAM-Themed activities, we will enrich the student and family art-making experience by integrating core subjects that inspire new, exciting ways to learn while making art.

XII. ATTACHMENTS:

ATTACHMENT A	The most recent letter from the Internal Revenue Service (or other evidence) determining the tax-exempt status under section 501(C)(3), 501(C)(4), or 501(C) (6) of the Internal Revenue Code.								
ATTACHMENT B	Letters of community support for the proposed program / project.								
ATTACHMENT C	<p>A current Certificate of Insurance for Commercial General Liability Insurance naming the City as an Additional Insured with not less than the following limits:</p> <table> <tr> <td>Products-Comp/Op Aggregate</td><td>\$1,000,000</td></tr> <tr> <td>Personal and Advertising Injury</td><td>\$1,000,000</td></tr> <tr> <td>Each Occurrence</td><td>\$1,000,000</td></tr> <tr> <td>General Aggregate</td><td>\$1,000,000</td></tr> </table>	Products-Comp/Op Aggregate	\$1,000,000	Personal and Advertising Injury	\$1,000,000	Each Occurrence	\$1,000,000	General Aggregate	\$1,000,000
Products-Comp/Op Aggregate	\$1,000,000								
Personal and Advertising Injury	\$1,000,000								
Each Occurrence	\$1,000,000								
General Aggregate	\$1,000,000								
ATTACHMENT D	All pages of the most recently completed and filed IRS Form 990.								
ATTACHMENT E	The most recent audited financial statement. If the agency does not have a certified audit, submit a compilation of financial statements, with income statement and balance sheet for the most recent year.								

If you have any questions, concerns,
or need additional information please contact:
Angela Stanley at (954) 921-3206
or by email astanley@hollywoodfl.org