

LAKE WORTH BEACH
**STREET
PAINTING
FESTIVAL**

Lake Worth Beach Street Painting Festival



**Division of Arts & Culture
General Program Support**



Application & Attachments

General Program Support Grant Application
Substitute W-9 Form
Programming Information
Event Photos
Community Support Letters

City of Lake Worth Beach

Project Title: Lake Worth Street Painting Festival

Grant Number: 24.c.ps.180.270

Date Submitted: Tuesday, May 31, 2022

Request Amount: \$45,000.00

A. Cover Page

Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 3

Discipline: Sponsor/Presenter

Proposal Title: Lake Worth Street Painting Festival

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** City of Lake Worth Beach 
- b. **DBA:**
- c. **FEID:** 59-6000358
- d. **Phone number:** 561.586.1687
- e. **Principal Address:** 1900 2nd Ave North Lake Worth ,33461
- f. **Mailing Address:** 1900 2nd Ave North Lake Worth ,33461
- g. **Website:** lakeworth.org
- h. **Organization Type:** Municipal Government
- i. **Organization Category:** Other
- j. **County:** Palm Beach
- k. **UEI:** GKQ1QGJPEVC7
- l. **Fiscal Year End Date:** 09/30

1. Grant Contact * First Name

Lauren

Last Name

Bennett

Phone 561.586.7421

Email lbennett@lakeworthbeachfl.gov

2. Additional Contact * First Name

Lauren

Last Name

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Phone 561.586.7421

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3. Authorized Official * First Name

Carmen

Last Name

Davis

Phone 561.586.1600

Email CDavis@lakeworthbeachfl.gov

4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Government - Municipal

4.2 Institution Type

Government - Executive

4.3 Applicant Discipline

Multidisciplinary

C. Eligibility Page 3 of 12

1. What is the legal status of your organization?

- ☒ Florida Public Entity
- ☐ Florida Nonprofit, Tax-Exempt

2. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

- ☒ Yes (required for eligibility)
- ☐ No

3. Project start date: 7/1/2023 - Project End Date: 6/30/2024 *

- ☒ Yes (required for eligibility)
- ☐ No

4. How many years of completed programming does your organization have?

- ☐ Less than 1 year (not eligible)
- ☐ 1-2 years (required for eligibility for GPS and SCP)
- ☒ 3 or more years (required minimum to request more than \$50,000 in GPS)

D. Quality of Offerings Page 4 of 12

1. Applicant Mission Statement - (500 characters) *

We are LAKE WORTH BEACH. A hometown City that is committed to delivering the highest level of customer service through a commitment to integrity, hard work and a friendly attitude. We strive to exceed the expectations of our citizens, our businesses, our elected officials and our fellow employees.

2. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

The City of Lake Worth Beach has hosted the Lake Worth Street Painting Festival for 27 years. The Festival is a tradition that is beloved by the local community and has a legion of devoted followers. During

one weekend in February, the City shuts down the streets of downtown Lake Worth Beach to transform into a temporary outdoor museum and artistic oasis of creativity and imagination. Over 600 artists converge on the City and use the sidewalks as a canvas for their artwork. More than 100,000 visitors come from Palm Beach County and around the world to attend the event. Musical acts play on stages set up along the roadway and food trucks line the perimeter, but it is the sidewalk below your feet that takes center stage. Artists range from the famous to the infamous, to local school art clubs working collaboratively to make their vision a reality. Artists are categorized from the level of art provided at application. Artists are assigned their own designated space and use chalk and paints provided by the City to create a masterpiece. Walking down the promenade one can see anything from fine art reproductions and portraits of movie stars and politicians to grand landscapes, local water scenes, and art deco designs.

It is a unique art festival in that no one can purchase the artwork. Unlike other street painting festivals around the country, Lake Worth Beach's does not have a competition element. Artists are there purely to entertain their audiences without the pressure of trying to win a prize. The Festival is free for any artist who wants to participate. The artwork stays on the sidewalks until the first heavy rain of the season washes it away. It is a museum on the roadway, meant for guests to appreciate the artwork and enjoy the community.

The City of Lake Worth Beach is requesting funding from the Florida Department of State Division of Arts and Culture to support funding the Lake Worth Beach Street Painting Festival.

2.1 Programming Goals (2000 characters)

Please list at least three goals associated with the project or program for which you are requesting funding.

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

Goal #1: Grow the Featured Artists Section

Goal #2: Increase Mainstream Media to Advertise and Market locally and Globally to Increase Attendance

Goal #3: Schedule more recognized musicians and artists for the stages

Goal #4: Increase The Number of Local Students Participating in the Festival

Goal #5: Move away from Paper to an All-Digital Process for Artist Application, Sponsorship, and Vendor Application

2.2 Programming Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Sample Objective: At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

Goal #1 Objective: Increase funding to recruit famous artists through compensation for attendance.

Goal #1 Objective: Increase the area for featured artists to appear.

Goal #2 Objective: Improve mainstream marketing to include more local TV, newspaper, and radio stations.

Goal #3 Objective: Increase funding to recruit famous musicians through compensation for attendance.

Goal #3 Objective: Schedule more diverse bands to participate in the event.

Goal #4 Objective: Engage local students and art clubs to participate in the festival.

Goal #5 Objective: Provide an online platform for artists, sponsors, vendors, and volunteers to apply online.

2.3 Programming Activities (2000 characters)

Please list the project or program activities.

Activities: These are the specific activities that achieve the objectives.

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

Goal #1 Activity: Actively recruit nationally renowned, Featured Artists to participate by offering to cover transportation, lodging, and expenses.

Goal #1 Activity: Pursue local nonprofit, state, and federal grant opportunities to increase funding for compensation to visiting Featured Artists.

Goal #1 Activity: Pursue local corporate organizations for sponsorships to increase funding for compensation for visiting Featured Artists

Goal #2 Activity: Offer sponsorships to local TV, radio, and newspapers in return for marketing and advertisements for the festival.

Goal #2 Activity: Market the Festival in different languages to foster a diverse community of support.

Goal #2 Activity: Through more focused social media campaigns, market the festival to increase attendance both locally, nationally, and internationally.

Goal #3 Activity: Actively recruit nationally renowned musicians to participate by providing appropriate compensation for performances.

Goal #4 Activity: Partner with local high school and art clubs to actively recruit students to participate in the festival.

Goal #4 Activity: Reserve 100 of the 250 canvas spots for youth participation.

Goal #5 Activity: Work with the internal tech support of the City and IT organizations to create an online software platform that will be used for all applications to the Festival.

2.4 Partnerships & Collaborations (2000 characters)

Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

The City works with many local Lake Worth Beach Businesses, food trucks, musicians, shuttle buses, photographers, entertainers, and all modes of internal city departments for event support. The

Department of Public Works assists with closing down both Lake and Lucerne Avenues in the Downtown area for the event.

The Festival partners with the Neighborhood Association President’s Council (NAPC.) The city of Lake Worth Beach downtown is divided into 13 local boroughs which all belong to the NACP. The organization is meant to be three-fold: a charitable organization to promote local events, information distribution about local events and information to its neighborhoods, and a conduit for community feedback to the local City Commission.

The Street Painting Festival partners with the Compass Community Center. Compass is focused on the Gay and Lesbian community in Palm Beach County. The Compass Center is a Sponsor of the Festival and also has an artist participate.

The City partners with Arts4All Florida – Palm Beach County. The mission of Arts4All Florida – Palm Beach County is to create a society where people with disabilities can learn through, participate in, and enjoy the arts.

The City provides a detailed Sponsorship Deck for interested businesses to inform them of levels of support and value for each level of sponsorship. It has had successful partnerships with local businesses to provide sponsorships and in-kind support. Some of the organizations providing sponsorships include Wild95.5, Mia94.3, Gater 98.7fm, 92.1FM Real Radio of the Palm Beach, WPTV, Lake Wroth Beach Electric Utilities, South Florida Podiatry, Flagler Bank, Rosenthal, Levy, Simon & Sosa, The Palm Beach Post, Lake Worth Beach Tee Shirt Company, Rudy’s Pub, Ocean Hair, and many more.

The media radio stations, newspapers, and local television stations all provide their advertising and marketing services in-kind for sponsorship of the Festival.

E. Impact - Reach Page 5 of 12

For questions 1-6, do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

1. What is the estimated number of events related to this proposal?

1

2. What is the estimated number of opportunities for public participation for the events?

1

3. How many Adults will participate in the proposed events?

95,000

4. How many K-12 students will participate in the proposed events through their school?

1,000

5. How many individuals under the age of 18 will participate in the proposed events outside of their school?

4,000

6. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

6.1 Number of artists directly involved?

600

6.2 Number of Florida artists directly involved?

500

Total number of individuals who will be engaged?

100600

7. How many individuals will benefit through media?

10,000

8. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the "No Specific Group" options.

8.1 Race Ethnicity: (Choose all that apply) * ☒ Asian

- ☒ Black or African American
- ☒ Hispanic or Latino
- ☒ White

8.2 Age Ranges (Choose all that apply): * ☒ Children/Youth (0-17 years)

- ☒ Young Adults (18-24 years)
- ☒ Adults (25-64 years)
- ☒ Older Adults (65+ years)

8.3 Underserved/Distinct Groups: * ☒ Individuals with Disabilities

- ☒ Individuals below the Poverty Line
- ☒ Individuals with Limited English Proficiency
- ☒ Military Veterans/Active Duty Personnel
- ☒ Youth at Risk

9. Describe the demographics of your service area. (2000 characters)

Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and employment.

Lake Worth Beach is a city in central Palm Beach County located 64 miles north of Miami. It is one of the most ethnically and racially diverse municipalities in Palm Beach County, home to a strong Hispanic population, African American, and LGBTQ communities. The population increased 20% from the 2010 U.S. Census estimate of 34,910 to the 2020 Census estimate of 42,219 residents who call Lake Worth Beach home. 44.2% report as Hispanic with large Guatemalan and Haitian communities, 33% report as White, 19.2% report as African American, 9.9 % reported as two or more races, and the remaining percentages report as Asian and American Indian. It has a median age of 37 years. The poverty rate for the area is 24.4%. Nearly 39% of the city is foreign-born with the majority being part of the Mayan immigrant community and the Haitian community.

Lake Worth Beach is the home of the Compass Community Center, which is a community center focused on the Gay and Lesbian community in Palm Beach County. Lake Worth Beach is also the home of the Palm Beach Pride festival. This is a two-day festival that celebrates the LGBTQ community, equality, and respect in a family friendly environment. The festival is located in Bryant Park in Downtown Lake Worth Beach. For more than two decades, Palm Beach Pride has served as Palm Beach County's largest gay & lesbian visibility event. The event features a parade, live performances and entertainment for all ages.

10. Additional impact/participation numbers information (optional) (1500 characters)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

11. In what counties will the project/program actually take place?

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county.

☒ Palm Beach

12. What counties does your organization serve?

Select the counties in which your organization provides services. For example, if your organization is located in Alachua County and you provide resources and services in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. This might include groups that visit your facility from other counties.

☒ Palm Beach

13. Describe your virtual programming. Only for applicants with virtual programming. (2500 characters)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

14. Proposal Impact (3500 characters)

How is your organization benefitting your community .What is the economic impact of your organization?

Organizations: Include education and outreach activities.

Solo or Individual Artists: Include any positive social elements and community engagement anticipated from the project.

The economic impact of the Street Painting Festival on the local community cannot be overstated. With over 100,000 people attending the event, the local city has estimated its impact to be over \$3 Million in the Lake Worth Beach area. This is home to many diverse restaurants and businesses which count on the festival each year to aid in their bottom lines.

In 2021, the City of Lake Worth Beach made the difficult but necessary decision to cancel the in-person festival. The festival was instead a virtual event with about two dozen chalk masters sketching at locations around the country in the safety of their own homes. Videos and photographs of 25-30 artists making their own chalk artwork were publicized through many social media campaigns. This was a huge financial hit to the local economy. The event returned to an outdoor festival in 2022 with pre-pandemic numbers of artists and attendees.

Joel Yau, a Featured Artist who attends chalk and art festivals worldwide including all over Europe and the United States, has stated the Lake Worth Beach Street Painting Festival is by far the best run, the best organized, and the most popular of festivals he attends during the year.

15. Marketing and Promotion

15.1 How are your marketing and promoting your organizations offerings? * ☒

Billboards

- ☒ Brochures
- ☒ Email Marketing
- ☒ Newsletter
- ☒ Newspaper
- ☒ Radio
- ☒ Organic Social Media
- ☒ Paid Social Media
- ☒ Television

15.2 What steps are you taking in order to build your audience and expand your reach? (3500 characters)

How are you marketing and promoting your organizations offerings?

The Lake Worth Beach Street Painting Festival has over 100,000 people who attend each year. In the past, the event was marketed through some mainstream media advertising and mostly social media platforms. The festival was virtual in nature last year due to the Covid-19 pandemic, and the organizers were prepared for a decrease in attendance this year due to the closure of the event in 2021. A decision was made this year to increase the amount of mainstream media marketing for the event, and the City felt this decision really paid off. The City concentrated its efforts for marketing on the two large local newspapers in the Palm Beach and Broward County areas, The Palm Beach Post and The SunSentinel. This included both advertisements and articles of interviews and coverage of the festival in the newspapers. Interviews were also given to the Local TV stations, WPTV, WPB12, and FOX29 stations.

These included interviews with artists, the organizers, and a full program of events for the festival. Interviews and advertisements on local radio stations included WiLD95.5, 92.1FM Real Radio, Gater 98.7FM, and Spanish speaking Miami station Mia94.3. Sponsorships were provided in-kind for coverage of the event.

The Festival has its own website that provided a clock countdown to the event, Artist Applications, Volunteer Signups, the Musical Lineup on the stages for the festival, the Sponsorship packet, and the Sponsors and Partners' logos with their hyperlinks for the event.

Sponsorship levels can be anywhere from \$500 - \$30k with discounts available for nonprofits and government agencies. The Sponsor Levels included:

Matisse Level: Sponsors received On-Site Presence – includes a 10x10 tent, table and chairs, the right to donate a booth to an outside non-profit organization with the City's prior approval, recognition at one of the artist's pieces that is created at the show

Picasso Level: Sponsors received the Matisse Level benefits plus inclusion in collateral, logo inclusion on event volunteer t-shirts (200+), PA announcements – continuously throughout the event, inclusion in signage, inclusion in social media campaign promoting event 90 days out, logo inclusion on website with hyperlink, and recognition in the thank you campaign

Van Gogh Level: Sponsors received the Picasso Level benefits plus official sponsor status of the event

Rembrandt Level: Sponsors received Van Gogh Level of benefits plus inclusion in select media

Michelangelo Level: Sponsors received Rembrandt Level of benefits plus exclusivity from competitors participating in the event, event component naming opportunities and recognition in the thank you campaign, including recognition at the February City Commission Meeting announcing details of the Festival to the Lake Worth Beach City Commission and Leadership

Da Vinci Level: The highest level of sponsorship, sponsors received Michelangelo Level benefits plus prominent logo inclusion on banners at entrances welcoming guests, prominent logo inclusion in media, prominent logo inclusion in collateral, right to make a brief stage announcement to crowd, prominent logo inclusion in signage, prominent logo inclusion on website with hyperlink, logo inclusion in digitized billboard on i-95 promoting event beginning as soon as the contract is signed, prominent recognition in the thank you campaign, including recognition at the February City Commission meeting announcing details of the Festival to Lake Worth Beach City Commission and leadership, first right of refusal for the next festival.

F. Impact - Diversity, Equity and Inclusion Page 6 of 12

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. In addition to your facility, what specific step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community? (3500 characters)

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

The Lake Worth Beach Street Painting Festival occurs outdoors in downtown Lake Worth Beach on closed streets. There are multiple parking areas with shuttle buses available in addition to on-street parking close to the festival. As it is outdoors, the festival is a safe environment for anyone concerned with Covid-19 pandemic guidance. Physical space can be maintained, sanitizer is provided along the routes, and masks are suggested for those with strong health concerns or who are immunocompromised. The downtown area is a public space, and the streets and sidewalks are all ADA compliant as are signage for assistance and portable restrooms. Identified handicapped parking spaces are made available close to the festival for visitors who may need a geographically close parking spot. Any persons requiring additional assistance can call the City of Lake Worth Beach for aid in attending the Festival.

The Festival partners with Arts4All Florida – Palm Beach County to ensure that any attendee with physical or emotional disabilities feels welcome and can participate. A booth is provided with art supplies to support any attendee with a desire to create artwork too.

2. Policies and Procedures

- ☒ Yes
☐ No

3. Staff Person for Accessibility Compliance

- ☒ Yes
☐ No

3.1 If yes, what is the name of the staff person responsible for accessibility compliance?

Loren Slaydon, Director of Human Resources

4. Section 504 Self Evaluation

- ☐ Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.
- ☒ Yes, the applicant completed the Abbreviated Accessibility Checklist.
- ☐ No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

4.1 If yes, when was the evaluation completed? 11/1/2021

5. Does your organization have a diversity/equity/inclusion statement?

- ☒ Yes
- ☐ No

5.1 If yes include here. (500 characters)

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990, the City of Lake Worth Beach will not discriminate against qualified individuals with disabilities on the basis of disability in the City's services, programs, activities, or facilities. In accordance with Title II of the ADA, when viewed in their entirety, City of Lake Worth Beach programs, services, activities, and facilities are readily accessible to and usable by qualified individuals with disabilities.

6. Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all? (2000 characters)

Lake Worth Beach is one of the most ethnically and racially diverse municipalities in Palm Beach County. The Festival encourages all ethnicities, races, and genders to participate and attend. Musical groups are scheduled with the intent to be a diverse mix of music to represent the Caribbean, African American, Hispanic, and LGBTQ communities. Artists of all backgrounds are encouraged to participate in the event. Even the Food trucks were designed to satisfy different cultural food palates by having a variety of diverse and international foods available to all who attend the event.

To encourage the area youth to participate in the festival, 100 artist spaces are set aside for Palm Beach County students. The Festival works in partnership with local schools and art clubs to inspire students to join the Festival. The Festival provides a children's area with chalk, chairs, and tables for families to take a moment to participate.

The City has partnered with the local radio station, Mia94.3, which is a popular Spanish speaking radio station. The advertisement and marketing for the Festival were all in Spanish to provide information and access for the many Spanish speaking residents of Palm Beach County.

7. Describe the Diversity of your staff, volunteers, and board members. (1000 characters)

According to the provisions set forth in the City Charter, Lake Worth Beach operates a CommissionManager form of government. Authority is vested in an elected City Commission, which in

turn, appoints the City Manager. The City Commission consists of five members including the Mayor. The Lake Worth Beach City Commission is made up of three women, one senior, and one minority.

The City of Lake Worth Beach has 340 staff members. Of those, 48% report as White, 27% report as Black or African American, 20% report as Hispanic or Latino, 3% report as Asian, and 2% report as American Indian or Alaska Native.

G. Track Record Page 7 of 12

1. Organization History (2000 characters)

Briefly describe your organization's history including founding dates and significant changes in management, location, mission, etc. Also, include major accomplishments and program growth, adaptation to external factors and significant relationships and partnerships.

The history of the City of Lake Worth Beach begins with the "Homestead Act of 1862." The Homestead Act granted adult heads of families 160 acres of surveyed public land for a small fee and five years of residence on that land. The central parcel of Lake Worth, which was originally called "Jewell" was owned by Fannie and Samuel James who were former slaves who filed their homestead claim in 1887 and began farming 160 acres along the waterfront. They soon owned over 700 acres of land in the area. They became part of the Florida speculation rush and began to sell their lots for \$20 each to new homesteaders looking to settle down. In the early 1900s, a developer bought out all the homesteaders in the area to create the current site for the City of Lake Worth. They divided the downtown area into 7,000 house lots and paired those with 5-40 acre farmland plots on the west side of town. For \$250 you could own a downtown house and a farm. Their advertisements for the land sales stated, "enjoy the same climate, scenery and outdoor life for which the millionaire will pay a small fortune at Palm Beach..."

The 1980s brought a construction boom with new ethnic communities relocating to the area looking for work. These included many indigenous Mayan immigrants from Guatemala and a large Haitian population.

During the late 1990s and early 2000s, the City and funding through the Department of Transportation revitalized the downtown area with new construction including sidewalks, landscaping, lights, and pavers. This began a renaissance for the downtown area that brought in new restaurants, art galleries, and small businesses. The City continues to be committed to improving the downtown area through an active CRA that is redeveloping private and public properties for the sake of community and economic growth. Tourism, retail, and construction are the main industries supporting the local economy.

2. Fiscal Condition and Sustainability (2000 characters)

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

The City of Lake Worth Beach's budget represents a sound financial plan for the fiscal year that continues to provide levels of service expected by its residents. The City Finance Director submits The Comprehensive Annual Report (CAFR) to the Florida Auditor General on a timely basis each year which is posted online for public view.

The City of Lake Worth Beach places major emphasis on improving the quality of life in the municipality. Significant infrastructure investments in the Lake Worth Park of Commerce and the Neighborhood Road Improvement program are just two of the current projects underway in Lake Worth Beach. Additionally, the Water Utilities Department has begun upgrades throughout the city in the replacement of pipes and fire hydrants.

3. Program Evaluation (2000 characters)

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

The Lake Worth Beach Street Painting Festival occurs on one weekend in February in the downtown area. The Festival hired Touch Poll to survey attendees at the event. Survey cards were distributed during the festival and attendees were interviewed to collect feedback from the community. The Festival website, Facebook page, and Instagram pages also collect community feedback on the Festival. Once the Festival is complete, the Director of the Leisure Services Department and the internal team at the City of Lake Worth Beach review the attendance numbers, artist participation, festival expenses, artist feedback, and community feedback. Feedback is so important to the success of the Festival. It is scrutinized, reviewed, and cataloged. Feedback that justifies more scrutiny and review is then discussed and a decision is made whether to act upon it for the next Festival. The Director reaches out to the Palm Beach Sheriff's Office and Palm Beach County Fire & Rescue to go over the safety plans for the Festival. They review the Festival together to see what worked and did not work and make any changes necessary based on the Sheriff and Fire & Rescue's feedback. An assessment of what worked and what can be improved is essential to this review. All the data is collected, compiled, and presented to the City Commission for review.

3.1 Describe the expected outcomes of the project. How will you determine the success of the project? (2000 characters)

A successful Festival is one that goes on without (major) problems and ensures everyone's safety and good time. Successful goals for the festival would be defined by the following:

Goal #1: Grow the Featured Artists Section

Success would be defined by identifying the artist attendees.

Goal #2: Increase Mainstream media to Advertise and Market locally and globally to increase attendance

Success would be defined by identifying the local marketing organizations that participated compared to the last year. Success is also defined by reviewing the attendance from the previous year and seeing an increase.

Goal #3: Schedule more well-known musicians

Success would be identifying the musical artists and reviewing their performances through community feedback.

Goal #4: Increase the number of local students participating in the festival

Success would be defined by calculating the number of students participating in the Festival, comparing that number to the prior year's, and seeing an increase.

Goal #5: Move away from paper to an all-digital process for artist application, sponsorship, vendor application

Success will be defined by moving to an online software platform for all applications and not using paper applications in the future.

5. Operating Budget Summary

Expenses		Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	\$2,782,567	\$3,187,595	\$3,410,727
2.	Personnel: Programmatic			
3.	Personnel: Technical/Production			
4.	Outside Fees and Services: Programmatic			
5.	Outside Fees and Services: Other			
6.	Space Rental, Rent or Mortgage			
7.	Travel	\$25	\$2,000	\$2,100
8.	Marketing			
9.	Remaining Operating Expenses	\$3,360,776	\$2,798,567	\$2,874,743
A.	Total Cash Expenses	\$6,143,368	\$5,988,162	\$6,287,570
B.	In-kind Contributions			
C.	Total Operating Expenses	\$6,143,368	\$5,988,162	\$6,287,570
Income		Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions			

11.	Revenue: Contracted Services			
12.	Revenue: Other	\$6,143,368	\$5,988,162	\$6,287,570
13.	Private Support: Corporate			
14.	Private Support: Foundation			
15.	Private Support: Other			
16.	Government Support: Federal			
17.	Government Support: State/Regional			
18.	Government Support: Local/County			
19.	Applicant Cash			
D.	Total Cash Income	\$6,143,368	\$5,988,162	\$6,287,570
B.	In-kind Contributions			
E.	Total Operating Income	\$6,143,368	\$5,988,162	\$6,287,570

6. Additional Operating Budget Information (1000 characters)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

The City of Lake Worth Beach Leisure Services Department is responsible for putting on the Lake Worth Beach Street Painting Festival. The operating budget provided comprises the department expenses and staff. This includes the golf course, library, recreation, ocean rescue, parks, emergency management, fields and facilities, the Lake Worth Beach casino.

7. Paid Staff

- ☐ Organization has no paid management staff.
- ☐ Organization has at least one part-time paid management staff member (but no full-time)

- ☐ Organization has one full-time paid management staff member
- ☒ Organization has more than one full-time paid management staff member

8. Hours *

- ☒ Organization is open full-time
- ☐ Organization is open part-time

9. Does your organization have a strategic or long range plan?

- ☒ Yes
- ☐ No

10. Rural Economic Development Initiative (REDI) and Underserved Waiver

- ☐ Yes
- ☒ No

H. Budget Page 8 of 12

1. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at dos.myflorida.com/cultural/grants/grant-programs.

The expense section contains three columns:

- Grant funds (these are the funds you are requesting from the state)
- Cash Match (these are earned or contributed funds supplied by your organization)
- In-kind (the value of donated goods and services)
- Save each individual line within the budget.
- To update budget totals, save each page.

Do not include any non-allowable expenses in the proposal budget. (See: non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any nonallowable expenses (see non-allowable expenses).

For Specific Cultural Projects the Proposal Budget expenses must equal the Proposal Budget income.

1.1 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Administrative Personnel	\$15,071	\$33,625	\$0	\$48,696
Totals:		\$15,071	\$33,625	\$0	\$48,696

1.2

1.3

1.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artists and Performers	\$55,890	\$0	\$0	\$55,890
Totals:		\$55,890	\$0	\$0	\$55,890

1.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Porta Potty	\$10,410	\$0	\$0	\$10,410

		Totals:	\$44,721	\$0	\$0	\$44,721
#	Description	Grant Funds	Cash Match	In-Kind Match	Total	
2	Security	\$21,089	\$0		\$0	\$21,089
3	Shuttle Buses	\$13,222	\$0		\$0	\$13,222
		Totals:	\$44,721	\$0	\$0	\$44,721

1.6

1.7

1.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total	
1	Advertising and Marketing	\$34,318	\$116,375		\$0	\$150,693
		Totals:	\$34,318	\$116,375	\$0	\$150,693

1.9

Amount of Grant Funding Requested: \$150,000

Cash Match: \$150,000 In-

Kind Match:

Match Amount: \$150,000

Total Project Cost: \$300,000

2. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

2.1

2.2

2.3

2.4

2.5

2.6

2.7

2.8

2.9

2.10 Applicant Cash *

#	Description	Cash Match	Total
1	City Funds	\$150,000	\$150,000
Totals:		\$0	\$150,000

Total Project Income: \$300,000

2.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	50%
B.	Cash Match	\$150,000	\$150,000	50%
	Total Cash	\$300,000	\$300,000	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$300,000	\$300,000	100%

3. Additional Proposal Budget Information (optional) (1000 characters)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
-

Description: (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.

- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB documents
	.pdf, .txt, .doc, or .docx	10 MB audio
		10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

1. Required Attachment List

Please upload your required attachments in the spaces provided.

1.1

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute Form W-9.pdf	406 [KB]	5/31/2022 9:59:24 AM	View file

1.2

Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
Substitute Form W-9.pdf	406 [KB]	5/31/2022 9:59:30 AM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
LWB SPF Programming.pdf	Programming		2861 [KB]		View file

Lake Worth Beach Support Letters.pdf	Support Letters	1063 [KB]	View file
WPTV Coverage.mp4	Television Coverage	6232 [KB]	View file
2.1			

J. Notification of International Travel Page 10 of 12

Notification of International Travel

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

1. Notification of International Travel

☒ I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Division of Arts and Culture.

K. Florida Single Audit Act Page 11 of 12

Florida Single Audit Act

In accordance with Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes, and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN (insert FEIN here) expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Florida Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

1. Florida Single Audit Act

☒ I hereby acknowledge that I have read and understand the above statement and will comply with Section 215.197, Florida Statutes, Florida Single Audit Act and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit Page 12 of 12

1. Guidelines Certification

☒ I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.036, Florida Administrative Code.

2. Review and Submit

☒ I hereby certify that I am authorized to submit this application on behalf of City of Lake Worth Beach and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third-degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

2.1 Signature (Enter first and last name)

Lauren Bennett



Department of Financial Services
Bureau of Accounting
200 East Gaines Street
Tallahassee, FL 32399-0354
Telephone: (850) 413-5519 Fax: (850) 413-5550

Substitute Form W-9

In order to comply with Internal Revenue Service (IRS) regulations, we require Taxpayer Identification information that will be used to determine whether you will receive a Form 1099 for payment(s) made to you by an agency of the State of Florida, and whether payments are subject to Federal withholding. The information provided below must match the information that you provide to the IRS for income tax reporting. Federal law requires the State of Florida to take backup withholding from certain future payments if you fail to provide the information requested.

Taxpayer Identification Number (FEIN): 59-6000358
IRS Name: CITY OF LAKE WORTH

Address: 7 NORTH DIXIE HWY
LAKE WORTH, FL
33460-0000

Business Designation: Government Entity

Certification Statement:

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer information **AND**
2. **I am not** subject to backup withholding because:
 - (a) I am exempt from backup withholding **or**
 - (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of failure to report all interest or dividends, **or**
 - (c) the IRS has notified me that I am no longer subject to backup withholding **AND**
3. I am a U.S. citizen or other U.S. person (including U.S. resident alien)

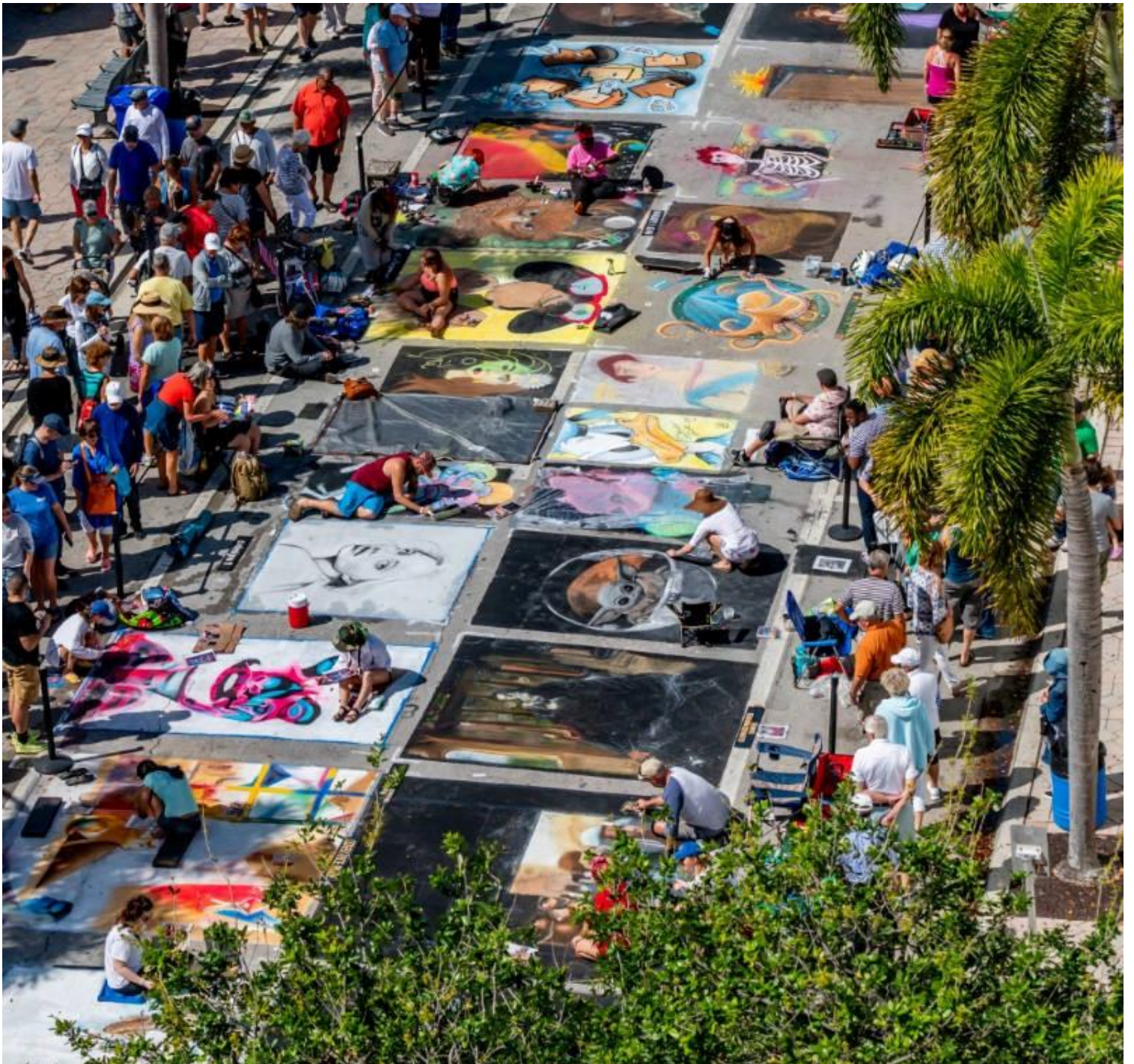
Preparer's Name: CORINNE ELLIOTT
Preparer's Title: ASSISTANT FINANCE DIRECTOR
Phone: 561-586-1602
Email: celliott@lakeworth.org

Date Submitted: 05/24/2018

Active Doing Business As names submitted on the Substitute Form W-9:

CITY OF LAKE WORTH

LAKE WORTH BEACH
**STREET
PAINTING
FESTIVAL**













LAKE WORTH BEACH

STREET PAINTING FESTIVAL

May 27, 2022

Florida Department of State, Division of Arts and Culture

R.A. Gray Building

500 South Bronough Street

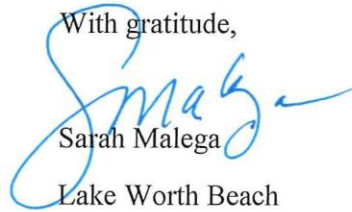
Tallahassee, Florida 32399

Re: 2023 General Program Support Grant Application – City of Lake Worth Beach

Dear Arts and Culture Staff:

I am honored and excited to offer support for the City of Lake Worth Beach's application for cultural programming support through the General Program Support Grant Program. Each February, the City hosts a truly unique art festival, the Lake Worth Beach Street Painting Festival. Our Street Painting Festival is an event showcasing over 600 artists from around the globe representing all demographics and backgrounds. Our businesses and residents welcome over 100,000 visitors to Lake Worth Beach to attend the event over a 3-day weekend. This Festival is imperative as it provides an economic impact of over \$1 Million to the Lake Worth Beach area. With the funding, we will have the capacity to enhance activities during the festival where artists of all ages and capabilities gather to create a tremendous art gallery on the street and sidewalks of the City Promenade. Thank you for your consideration and for taking the time to read this letter of support.

With gratitude,



Sarah Malega

Lake Worth Beach

Commissioner, District 1



May 19, 2022

Florida Department of State
Division of Arts and Culture
R.A. Gray Building
500 South Bronough Street
Tallahassee, Florida 32399

Re: 2023 General Program Support Grant Application – City of Lake Worth Beach

Julie Seaver

Executive Director

Julia Murphy

Chief Development
Officer

Lysette Pérez

Health Programs
Officer

Board of Trustees

Nicholas Coppola

Board Co-Chair

Aquannette Thomas,
MPA

Board Co-Chair

Barry Hayes
Vice Chair

J. Michael Woods,
M.Ed. Treasurer

Nicole Marulli, MSW
Secretary

Manuel Gutierrez

Dear Arts and Culture Staff:

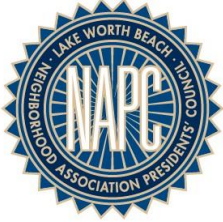
On behalf of Compass LGBTQ Community Center, we are pleased to offer support for the City of Lake Worth Beach's application for cultural programming support through the General Program Support Grant Program.

Each February, the City hosts a truly unique art festival, the Lake Worth Beach Street Painting Festival. Over 600 artists and 100,000 visitors will come to Lake Worth Beach to attend the event. The Festival provides an economic impact of over \$3 Million to the Lake Worth Beach area. This funding will allow the City to enhance activities during the festival where artists of all ages and capabilities gather to create a tremendous art gallery on the sidewalks of the City Promenade.

Since Compass moved its center to downtown Lake Worth Beach in 2009, the Street Painting Festival has become an integral part of our youth and families outreach and programming. Each year, the students look forward to being a part of the festival and are actively involved in expressing themselves through the artwork they create. Moreover, Compass prioritizes the Lake Worth Beach Street Painting Festival on its community outreach schedule as we have seen the impact that the festival brings to expanding Compass' visibility in the life-saving program and services we provide.

We look forward to working with the City to ensure the continued success of this important cultural community event.

Sincerely,



Neighborhood Association Presidents' Council
Lake Worth Beach, FL — www.lwnapc.com

Julie Seaver

Julie Seaver

[201 North Dixie Highway](#) | [Lake Worth Beach, FL 33460](#) | [561-533-9699](#) | [fax 561-586-0635](#)

5-25-2022

Florida Department of State
Division of Arts and Culture
R.A. Gray Building
500 South Bronough Street
Tallahassee, Florida 32399

Re: 2023 General Program Support Grant Application – City of Lake Worth Beach

Dear Arts and Culture Staff:

On behalf of the Neighborhood Association Presidents' Council, I am pleased to offer support for the City of Lake Worth Beach's application for cultural programming support through the General Program Support Grant Program. Each February, the City hosts a truly unique art festival, the Lake Worth Beach Street Painting Festival. Over 600 artists and 100,000 visitors will come to Lake Worth Beach to attend the event. The Festival provides an economic impact of over \$3 Million to the Lake Worth Beach area. This funding will allow the City to enhance activities during the festival where artists of all ages and capabilities gather to create a tremendous art gallery on the sidewalks of the City Promenade.

We look forward to working with the City to ensure the continued success of this important community event.

Sincerely,

Neighborhood Association Presidents' Council, Inc
Ryan Oblander, Secretary