



Dear Artists & Arts Organizations,

Phase 1 of our community's reopening is well underway, but our Governor has extended the emergency order through July 1st so that means our local government can be more restrictive but can not move faster than allowed.

What is your plan? Are you opening with 25% capacity or waiting a little longer? Please remember we are here to help support you and get the word out about your status. Each Wednesday we will send an email out to our 4000+ database and we want to include your story.

What do our customers want? I am working with a few of the cultural organizations and the Office of Tourism on a poll to help us all understand what the "consumer confidence" is from our visitors and customers. Is there something you'd like to see on that poll? We'll share the results with you... Email me directly with any comments you have on this topic, please. Thanks (nturrell@martinarts.org).

I am expecting news shortly about the funding that the State of Florida, Division of Cultural Affairs is getting through the CARES Act. It's not a lot (about \$600,000) for all 67 counties across Florida, but it is something. They will be limiting it to organizations who have applied for General Program Support in the past.

This is another GOOD reason to apply this year for a General Program Support Grant from the Division of Cultural Affairs. The deadline is June 1st. There are grants for artists and nonprofit arts organizations.

As a resource, DCA staff is doing an amazing series on each section of the application and the scoring rubric to help you write a great grant. [The recordings of the past sessions are available via their website \(just click on the webinar and it will prompt you to select watch the recording\).](#) Hint they were on Wednesdays at 11:30 am for the past three weeks. They even let you look at the [highest scoring grants of last year's process](#). Good luck.

Stay well. Stay safe.
Nancy

The two surveys linked below will result in useful data in protecting and pursuing support for Arts and Cultural Organizations in Florida. If you haven't yet, PLEASE participate in the survey that represents you.

[Americans for the Arts Cultural Organization Survey](#)

This survey is designed to collect information about the financial and human impacts that the spread of the coronavirus has had on arts and cultural organizations since that date. The survey also collects basic information about the participating organizations so that the data can be analyzed by specific geographic regions, artistic disciplines, and budget categories. Thank you in advance for spending five minutes to fill it out!

[Americans for the Arts Artist and Creative Worker Survey](#)

The information gathered is crucial to telling the story of creative workers and making sure that you are supported during this ongoing crisis and the eventual recovery. This survey should take you no more than 15 minutes to complete, and requires no preparation.

TOOLS & RESOURCES

- **[Get Ready Martin County](#)**
 - Martin County employers, retailers, general managers and owners should begin thinking about what may be needed to bring employees and customers safely back to offices, storefronts, hotels, restaurants, gyms, galleries and other places and spaces once it is determined by government and health officials that it is time to do so.

- [Americans for the Arts Webinar | Spring Appeal and Fundraising in COVID-19](#)
 - This session will discuss fundraising and crafting a spring appeal in the age of COVID-19. We will discuss questions like “Is it appropriate to fundraise in this time?”, “What is the strategy and message?”, “What can arts organizations do now to continue engaging with patrons and donors, even while most of us are unable to gather in person?” Presenters will facilitate a discussion, share best practices and highlight different approaches arts organizations can take.
- [Americans for the Arts | Supporting Individual Artists Coffee Chat: Innovative Funding Strategies for Artists](#)
 - Americans for the Arts is excited to bring you a monthly series of informal discussions about supporting individual artists. As part of Americans for the Arts ongoing program, Arts Administrators Essentials: Supporting Individual Artists, these monthly “Coffee Chats” are your opportunity to hear from individuals and organizations in the arts and culture field that support individual artists as part of their everyday work. Each month, we will bring you a new topic to support your work with artists.
- [Americans for the Arts Webinar | Shifting Power Through Crowdfunding](#)
 - Crowdfunding has been a 21st century way of supporting local, community-driven arts and culture projects. With the growth of crowdfunding as a sources for arts and culture funding, it can be hard to know where to start. In this webinar, we will hear from Dan McLaughlin, program manager for the local arts agency Cuyahoga Arts & Culture and Dawn Arrington, Cleveland Action Strategist from the non-profit crowdfunding organization lobby on how they built their partnership to develop a matching grant program. Maneuvering through government limitations, hear how Dan and Dawn worked together to build a grant program that shifted power dynamics from the municipal fund limitations to providing more financial opportunities for individuals and community groups across Cuyahoga County.
- [How to Speak Well \(Enough\) With Your Extraordinary Family of Trusting Supporters...in These Darker Times](#)
 - A special webinar in these crisis times. Includes “What charities fear,” “What’s actually happening,” “What your supporters can do for you,” and “What you can do for them.” Includes new research from Mark Phillips/Bluefrog on how donors are currently behaving. It also includes tips on how to communicate with donors during these difficult times, from psychologist Dr. Jen Shang. It also includes a wildly successful 8-point emergency email formula developed by The Better Fundraising Co. in Seattle. And two case studies of canceled events that made MORE money by going virtual.
- [Strategies for Running an Art Business During COVID 19 Artwork Archive](#)
 - During this webinar presented by Artwork Archive, you will hear how artists are innovating during this time and adapting their business to the online market. We will share stories and tactics on how others are working to overcome the challenges of event closures and how you can apply them to your career as well.



THERE IS STILL TIME TO APPLY:

Who is eligible:

- Creative professionals with a demonstrable exhibition, publishing, or performance history that clearly indicates an active and sustained career in the fields of dance, theatre, music, literature, and the visual arts.
- Artists must be residents of Martin County, FL for 1 year prior to time of application

Who is not eligible:

- Artists who are enrolled in a degree or certificate-granting program of any kind at the time of application. Applications will not be accepted before graduation date.
- Artists working full-time as teaching staff at a college or university at the time of application are not eligible for the ARTIST RELIEF FUND.
- Artists who are 18 years of age or younger.

Eligible categories of support include:

- Fee coverage for cancelled performances.
- Fee coverage for performances the artist turned down due to health concerns related to COVID-19 (immunocompromised artists, caregiver artists, etc.).
- Funding for cancelled exhibitions, art or craft shows, or other art-related events.
- Funding for cancelled art-related speaking fees (visiting artist lectures, presentations, studio visits, critiques).
- Funding for cancelled non-credit art-related teaching opportunities (workshops, weekly classes). Note: this does not apply to teaching within a K- 12 or higher education institution.

[FOR FULL GUIDELINES AND ONLINE APPLICATION, CLICK HERE](#)

Stuart High School - Cultural Center Update

We are hopeful but there are no guarantees that Superintendent Laurie Gaylord will put our request for a letter from the School District on the May 19th agenda for the Martin County School Board. The letter is a requirement of the Division of Historic Resources that would allow us to apply for a \$50,000 matching grant to support the planning costs associated with making the old Stuart High School a Cultural Center. Without this letter we are planning to transcribe past meetings where school board members vocalized their support for the project. Regardless, The Arts Foundation is still very focused on finding the best location that can be renovated to serve as a cultural center for the community with spaces for working artists, offices for the cultural sector and more... stay tuned. We are currently raising funds to secure the match we need to make application and hope we have your support. To see our status to date, [click here](#).