

# Cultural Affairs Nonprofit Grant

## Activity/Project Descriptions<sup>1</sup>

### 1. **Applicant ID:** 15471

**Applicant Name:** Clearwater Jazz Holiday

**Activity/Project Description:** Clearwater Jazz Holiday Foundation, Inc. (Foundation) seeks funding to present Clearwater Jazz Holiday, Clearwater's signature music festival with a 43-year tradition of diverse, world-class performances and significant, sustained, cultural and economic impact. The Foundation also delivers a year-round, cultural presence of impactful special events, innovative programs, online resources, scholarships and other funding, creative learning experiences, exciting performance opportunities, and a diverse, vibrant social community.

#### Festival

We are excited for the Clearwater Jazz Holiday music festival (CJH) to return to its home for our 44th year in a newly renovated Coachman Park (expected to be complete in the Summer of 2023). The festival dates are Thursday, October 19 – Sunday, October 22, 2023. We are planning to have the following schedule inside the newly built amphitheater: three acts per night with gates opening approximately 5:00PM (Thursday and Sunday end at 10:00PM; Friday 11:00PM; Saturday 10:45PM).

We are also planning an expanded celebration of special, free downtown concerts during the annual Clearwater Jazz Holiday festival which will occur on Saturday and Sunday prior to the evening amphitheater shows (approximately 12:00PM-4:30PM) as follows: Free Waterfront Stage in the large green adjacent to the amphitheater; Free Young Lions Stage in the upper plaza area connecting Cleveland Street to Coachman Park; and a Free Station Square Park Stage. The plan is for the free, expanded downtown celebration to grow and become a regular and special part of the annual CJH festival tradition. These activities will complement Clearwater's signature event by highlighting the downtown district, increasing visitors, benefitting downtown merchants, and keeping cultural activities accessible.

#### Year-round Initiatives

The Foundation is best known for the 43-year music festival but also delivers year-round education and outreach programming, celebrating the art form of Jazz, in the form of in-person and virtual music appreciation and instructional programs, online educational resources, special funding, learning experiences, and performance opportunities. The Foundation is proud of the tremendous growth of its programming and community impact. The organization has evolved to be a key contributor to community cultural development, impacting lives of people of all ages and backgrounds. Among the more popular initiatives are CJH's History of Jazz Outreach, My Journey with Jazz, Young Lions Jazz Master Sessions, and Give Them a Stage programs. The Foundation has also recently created several virtual/online initiatives that complement these traditional in-person programs. In addition to these activities, the CJH Presents Music Series is supporting artists, attracting visitors, and celebrating a diverse community. Goal 1: Enrich Clearwater's cultural community by providing a unique destination for world-class music programming that brings together a diverse population, creates audiences for Jazz, and provides performance

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<sup>1</sup> As submitted by Applicants

opportunities for established and emerging musicians.

Goal 2: Promote personal and community cultural development, inspire music and Jazz appreciation and upper education/careers in music, make arts accessible, and increase cultural awareness and understanding through year-round social and education and outreach opportunities.

Goal 3: Engage corporate partners, strategic partners, individual supporters, and volunteers to enhance Clearwater's cultural and entertainment climate.

2. **Applicant ID:** 15333

**Applicant Name:** Clearwater Historical Society

**Activity/Project Description:** CHS tells the story of Clearwater through our programs: exhibits, events, speakers, oral video histories and newsletters. We are seeking funding to continue to grow these programs, prepare the spaces for these programs, provide security and a safe environment for participants. We intend to develop cohesive and consistent marketing and communications tools of our current and expanded schedule of programs of exhibits and events. Our work pays tribute to Clearwater and establishes our place as the center of Clearwater history and its community museum

1. To be the resource center of Clearwater's rich history.

The museum has provided a venue for storing and saving history. It is the repository of books, records, photos, maps, blueprints, signage, clothing, tools and equipment that offer accurate information and support to museum programs, historic preservation and exhibits. Gifts and loans, are continually received from South Ward alumni, founding family members, former businesses, local government, estates and collectors. As a supporting resource to the community CHS provides help to stabilize historic buildings listed on the National Register of Historic Places.

2. To be a gathering and safe place for arts, history and cultural activities

The mural tells the story of Clearwater, funded by the City of Clearwater and the Public Arts and Design Advisory Board and the first of many envisioned at the South Ward site. It serves as the backdrop for the outdoor classroom and entrance to the lawn, museum and courtyard. Speakers, artists, historians, period actors and vintage car enthusiasts present, perform or display onsite. The Clearwater Hispanic Farmers market, held monthly, brings fresh produce, Latin cuisine, artisan goods, crafts and music. The Jolley Trolley brings visitors and tourists through their tours. We store the records of Clearwater Arts Alliance, Clearwater Sister Cities and the props, scenery and costumes, for Frances Wilson Playhouse

3. To create exhibits and events to educate, collect, preserve, exhibit and promote the people, culture and events of Clearwater's rich past

3. **Applicant ID:** 15486

**Applicant Name:** Clearwater Arts Alliance

**Activity/Project Description:** For over 20 years, the Clearwater Arts Alliance (CAA) has served as the City's "official" arts organization in spirit, if not officially. With this application CAA seeks funding for 3/4-time administrator. We need this so we can improve our current projects, add new initiatives, and truly become the City of Clearwater's Official Arts Organization much like the highly successful St. Pete Arts Alliance. Our goal is to be a partner with the City in creating a better community through the Arts, both economically and socially. For over 23 years, CAA has relied heavily on a dedicated group of board volunteers that have successfully developed and grown programs and initiative that have benefitted the City greatly. Examples of these programs are our monthly Downtown Clearwater Art Walks, "Thinking Outside the Box" art wrapped Signal Box program, "Clearly Arts" monthly newsletter, private developer Public Art Guide (see in supporting documents), Pianos in Pinellas, Pinellas County Schools Art Teacher Grants, Elementary and High School Art Exhibition awards and All County Chorus Concert sponsorship.

This year alone, we impacted 1200 people through our efforts. However, we are at a point where we can no longer expand, improve, and create more initiatives without more help. Our volunteer Board is spending 25-30 hours/week with tasks such as managing the arts walks, monthly newsletter, social media, website maintenance, communications, advocacy efforts and attending meetings. We are at risk of burning out our board volunteers.

The Clearwater Arts Alliance (CAA) was formed in 1999 with Margo Walbolt, City of Clearwater Cultural Affairs Manager, leading the organization along with Marcia Belle Biel, city staffer, handling many administrative duties such as board minutes, required filings, and consumer affairs. After Margo retired in 2009 due to downsizing of the Cultural Affairs Department, CAA has been managing itself with a very dedicated board and a 10 hr/week part-time administrator. Since CAA can only offer minimal hours and pay at \$15.00/hr. CAA volunteer leaders have had to train new admin help almost every year. Most administrators have full-time jobs and can assist only with monthly board meetings and general administration. We have received sporadic funding from the City over the past 13 years. Most recently we received \$10,000.00 /year with a renewal in late 2023 for another 3 years. Programming Goals

1. Public Art Walks: Train and pay docents to host walks and update walking tour scripts as new art is added. Currently Board members are leading all the walks. (Morning and afternoon walks every 3rd Sat of the month plus special set group walks)

2. Grow our highly successful art wrapped Signal Box program. Although we have worked successfully with City engineering Dept. to secure Clearwater owned boxes, we need to secure FDOT and Pinellas County owned signal boxes to expand our program within the City of Clearwater.

3. Research, write, and integrate historical content to our walking tours. We would work with the Clearwater Historical Museum to gather info on the Post Office, Capitol Theater, and other historically significant buildings that are along the route.

4. Work with the Jolley Trolley to create an Art Tour for sites that are out of range for our regular Art Walk. Our goal is to include historical content to these tours as well.

5. Launch our new "Community Projects Initiative". Because covid prevented most in-person gatherings for 2 years, we had our first fundraiser last year that netted \$8,000.00. We want to launch a program to use such funds to grant to smaller start-up arts organizations as well as expand our own projects such as private murals, more art wrapped signal boxes, increase our Performing and Visual Art Teacher grants, and create short videos highlighting the neighborhood signal boxes.

6. Increase our Arts Advocacy efforts including:

a. Advocate for more public art and cultural programming in Downtown and Imagine Clearwater. Because CAA has been a cultural advocate in Clearwater for over 20 years and represents many arts interested citizens, our insight into cultural related programming to activate downtown and the park will be valuable and offer a unique perspective.

b. Take steps to become officially the Designated Arts Organization for Clearwater.

c. Work with the Sister Cities leadership to have an Art Exchange so we can have Japanese Artists for Signal Boxes and murals.

d. Advocate so the Public Art Ordinance is re-instated so private developers, not just the city, be required to spend 1% of a Capitol Improvement project over \$1,000,00.00 on public art

e. Advocate for Public Art component in the new Mercado community space.

4. **Applicant ID: 15533**

**Applicant Name:** Suncoast Jazz Festival

**Activity/Project Description:** The project 'Celebrating Our Roots' will span over three years. The project will take place during the Suncoast Jazz Festival held each year in November at two hotels on Sand Key. Each year we will work with Ross Norton and Greenwood Recreation Centers and the Hispanic Outreach Center to transport (via Jolly Trolley), provide lunch, and offer free admission to the Festival for an afternoon (approximately 5-6 hours) of curated programming that celebrates the cultural roots of jazz. The program will be open to 60 people of all ages each year, with the hope that multi generations will participate for a five-hour period on one of the following days: November 17, 18, and 19, 2023. Dates for 2024 and 2025 will be determined later.

1. Eliminate barriers such as transportation, finances, and awareness of jazz programming so that persons residing in traditionally underrepresented parts of Clearwater can appreciate and attend live jazz performances.
2. Increase knowledge about the self-determination, ingenuity, and uniqueness of well-known jazz musicians.
3. Provide curated programming that celebrates the cultural roots of jazz.
4. Cultivate and nourish new audiences, expand mentoring opportunities, and create an inclusive gathering place for diverse communities.

5. **Applicant ID:** 15703

**Applicant Name:** Pinellas County African American History Museum

**Activity/Project Description:** Pinellas County African American History Museum would like to implement a new exhibit about historically Black communities in Pinellas County. This exhibit will consist of six double-sided displays about the Black communities of Clearwater, St Petersburg, Dunedin, Palm Harbor, Largo, and Tarpon Springs. We will host an opening ceremony, during which we will have a panel of "experts." These will be local people who lived the histories explained in the panels who will discuss their memories of the communities. Dr. Randolph Lightfoot, history professor at St. Petersburg College, will also be featured in the panel as the scholar and moderator.

This project is rooted in the humanities because the exhibit itself is a study of human societies that have existed and still exist in Pinellas County. Along with the history, aspects of the subjects' culture like music, art, and religious legacies will be a part of this exhibit. Furthermore, primary sources will be weaved throughout to ensure visitors see images and hear voices from these vibrant communities.

This is important because throughout Pinellas County there are only two places where people might learn specifically about Black history of the area. Considering the audience we draw, we want to ensure that they too have the opportunity to learn about Black history in Pinellas County.

- 1) Develop a new museum exhibit featuring Pinellas Black history
- 2) Invite the community to attend cultural programming surrounding the exhibit
- 3) Ensure Pinellas county students have the opportunity to come see the exhibit