



Clearwater Arts Alliance Support

Proposal to City Council

August 4, 2016

History



- **Founded in 1999**
- **Partnered with the City to create 2002 Cultural Plan**
- **Clearwater-specific advocacy agency**

Projects



Signal box by Tim Boatright

- **2016: Thinking Outside the Box wrap program**
- **2015: Pianos in Pinellas installation**
- **2013: Rock the Arts fundraiser**
- **Annual:**
 - **Arts in Education Support (since inception)**
 - **Private Development Awards (past 3 yrs.)**

Request

- \$8,000 annually to support Administrative Assistant
- 10 hours a week
- Day-to-day management
- 501c3 compliance
- Financial & legal docs
- Fundraising & stewardship
- Website & social media



Jazz Holiday piano by Junior Polo

Deliverables



Private Development Art Award

- Year 1:
- Driven by Cultural Plan and Strategic Plan
- Strengthen Board capacity and clarify committee guidelines
- Workshops for artists, architects, engineers, developers (50 attendees/year)
- Coordinate 6 artist shows or public advocacy events/year
- Continue signal box program

Deliverables

- Year 2:
- Workshops for artists, architects, engineers, developers (50 attendees/year)
- Coordinate 6 artist shows or public advocacy events/year
- Create Private Development advocacy and information brochure

Deliverables

- Year 3:
- Workshops for artists, architects, engineers, developers (50 attendees/year)
- Coordinate 6 artist shows or public advocacy events/year
- Develop sustainable business model and fundraising plan

Outcomes



- If request is not funded:
 - Continue at present level
 - Significant portion of fundraising will go to Administrative Assistant salary
 - Grant stewardship is beyond volunteer capacity
 - Supporting Administrative Assistant depletes reserves for other programs