



**2023 GRANTS-IN-AID
STANDARD & EXCEPTIONAL GRANT APPLICATION**



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

APPLICANT INFORMATION

1. Applicant (Legal name of organization): **African American Museum of the Arts, Inc.**

2. Address (mailing): **P.O. Box 1319**

City: **DeLand** State: **FL** Zip Code: **32721-1319**

3. Type of Organization:

☐ Municipal government ☐ Volusia County Government

☒ Not-for-Profit Corporation classified as a 501(c) (3)

4. Federal ID #: **59-3277908**

Florida Not-for-Profit Corporation Charter # (if applicable): **N/A**

Florida Dept. of Agriculture & Consumer Services Registration # (if applicable):
CH14787

5. County Council District of Project: ☒ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

6. Is the project in a Community Redevelopment District (CRA)? ☐ Yes ☒ No

7. Contact Person:

Name	Title	Contact Phone #	Email Address
AAMA	n/a	386 736 4004	art@africanmuseumdeland.org
Mary Allen	Executive Director	386 717 1773	allen18cm@gmail.com
Reginald Williams	Board Chair	386 801 3567	Reginaldcwilliams1950@gmail.com

Name: Contact name Title: Contact title

Telephone #: Contact phone number E-Mail: Contact e-mail

8. Provide the Mission Statement for your organization:

The African American Museum of the Arts, Inc, (AAMA) is a not-for-profit 501(c) (3) arts facility dedicated to promoting multicultural artistic excellence and providing educational, historical and cultural opportunities to all ages, specifically the African American community, in visual, literary and performing arts; while encouraging interaction with the community through on-site and outreach exhibitions, presentations and historical research.



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

PROJECT INFORMATION

1. Project Title: **African American Museum of the Arts, Inc., Expansion Project**
Project Location Address: **325 South Clara Avenue**
City: **DeLand** State: **FL** Zip Code: **32720**
2. Type of Project:
☐ Renovation ☐ Restoration ☒ New Construction ☐ Acquisition
3. ECHO Category – Select One (review ECHO Guidebook pages 3 - 4):
☐ Environmental ☒ Cultural ☐ Historic ☐ Outdoor Recreation
4. The Project Site of Facility is (select one):
☒ Owned by Applicant ☐ Leased by Applicant (length of lease): Length of lease
☐ Land/Project Management Agreement (length of agreement): Length of agreement
NOTE: LEASES/AGREEMENTS MUST BE BINDING AND NON-CANCELABLE
5. Is the Project Site/Facility mortgaged or will it be? ☐ Yes ☒ No

PROJECT DESCRIPTION

1. Describe the project and explain how it will achieve the goals of Resolution 2020-79 to plan for the future growth of Volusia and enhance the quality of life for its residents (use factual information/documentation to show how this project will accomplish these goals):

AAMA Museum Expansion: With significant funding awarded this year from a Florida Department of State Cultural grant (\$474,040.00) proposal to enhance the presentation of African American art, culture, and history; (\$30,000.00) In-kind Service; (\$20,000.00) Land Match; (\$8,500.00) AAMA; we are asking for (\$498,060.00) in ECHO; Total project of \$1,030,600.00 funds are required to complete the new building that will offer much needed gallery, community meeting, and event space.

This long-needed expansion was envisioned by the founders, Irene Johnson and her husband Rev. Maxwell Johnston, and the vacant lot they donated to the Museum is the perfect site to complete a campus which also includes the Dr. Noble “Thin Man Watts” Amphitheater, completed in 2004 with generous support from ECHO. Currently, the museum’s 800 square foot gallery is the primary space for rotating exhibits, artist and scholars’ talks, community celebrations, and youth programming.

An expansion of the Museum will help us to show more of our growing permanent collection



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

also, to host visiting artists and shows. This will include lecturers on art, culture, and history, with a focus on American and Caribbean arts, culture, and history and the arts of African peoples across the globe.

To be in alignment with County Resolution 2020-79 plan for the future growth of Volusia, an enlarged and family-oriented museum shall consistently work to meet the needs of its community as well as the needs of its citizens and visitors. The African American Museum of the Arts will enhance the quality of life for its residents by continuing to provide environmental, cultural, and historical opportunities and exhibits. With the current building, the amphitheater, and the new gallery/meeting space, the Museum will also be more welcoming to families, groups, seniors, school children, and those needing accommodations. A larger space to accommodate bigger groups, such as school fieldtrips or senior citizen tours will be provided.

In addition the new expansion will:

- Provide cultural, historical/heritage, projects, and exhibits
- Improve the quality of life for Volusia's citizens by providing access to the cultural arts
- Increase cultural tourism from Florida and beyond, and
- Expand redevelopment and revitalization of the Voorhis Avenue Historic business district

The museum is:

- Located near several other redevelopment projects
 - Increases access to the arts for a community that may not have access elsewhere
 - The museum's well-organized programming encourages community involvement by reaching an economically and racially diverse audience that is often underserved
 - Most of the annual events hosted at the museum are free to the public. The museum's focus on African American culture and heritage and its location is within walking distance of the Spring Hill neighborhood, where the average median household is at or below poverty level
 - The only African American museum in West Volusia County, and attracts tourists from other places in Florida and beyond
 - As the only museum in the West Volusia devoted to African and Caribbean American Art and Culture, the AAMA is an important anchor institution that strengthens the community's artist and cultural position.
2. If applying for an exceptional grant, describe how the project meets the requirements of an exceptional project. An exceptional project means a project of paramount and crucial countywide importance which provides for receipt of services by significantly large numbers of people in all areas of the county. For more information on exceptional projects see page 8 of the [ECHO Guidebook](#).
[Exceptional project description](#)



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

3. Describe the project and construction timeline:

The project is anticipated to begin by April 2023 and be completed and open to the public by April 2025. The AAMA will select a certified Project team that will consist of an architect, engineer, and design consultant. The project will begin relatively quickly once a Notice to Proceed has been issued.

4. Describe how the green infrastructure and sustainability standards will be used in the project (information can be found at <https://www.volusia.org/services/growth-and-resource-management/environmental-management/green-volusia/green-buildings.shtml>):

Creating a healthier and welcoming community environment is important to AAMA. The AAMA Board is determined to create a building and space that inspires and brings joy through the arts and education to our community and its visitors. This will be done by promoting environmental values, including sustainability and healthy building standards. The architect, engineers, and contractor/subcontractors will be required to utilize “green standards” where practical in the design, use of building materials, construction methods, and building waste recycling. The goal is to construct a building which will testify to the importance of clean air, clean water, and sustainability for generations. The highest efficiencies in building design, including eco-friendly products that are sustainable and GREEN will be used. Close attention will be paid to parking needs, including bicycles, vans, and buses, while also encouraging walking to our campus by residents. Landscaping will focus on plants native to Florida, especially those that are low-maintenance and do not require excessive watering. In summary the design and building of this project, will support a Greener Volusia by promoting a healthy environment inside the building as well as its grounds, encourage efficient transportation, conserve energy, and promote water efficiency. Finally, we will consider the use of solar panels and increased insulation.

5. Describe how the project will comply with the ADA accessibility requirements:

All ADA requirements will be met with the construction project. The AAMA Museum Expansion project will comply with the Americans with Disabilities Act of 1990 which prohibits discrimination on the basis of disability in employment (Title I), State and Local government service (Title II), and places of public accommodation and commercial facilities (Title III). Close attention will be paid to access issues, restrooms, lighting, audio issues, as well as placement of displays and furniture to allow for ease of access by persons using walkers or transport chairs as well as the proper placement of ADA ramps and handrails. Additional ADA spaces for parking and a smooth pathway from parking to the new building will be provided.

6. If applicable, describe any additional phases:

At this time, no additional project phases are planned.



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

PROJECT TEAM

1. List the name and address of the architect, engineer, design consultants and/or general contractor selected. Include the information for the persons signing the Certification of Information and Compliance Form:

The AAMA completed the selection process to choose a Certified Project Team. On December 1, 2022, the AAMA Board choose a local firm, CPH, LLC., 436 West New York Ave., DeLand, FL. 386 736 4142. AAMA staff and board members will meet with CPH on Wednesday, December 14th to discuss the terms for a contract.

Architect, Engineer, Design consultants, General contractor

2. List the person/persons who created the budget and describe their experience with this type of project:

Keith Riger has agreed to serve as an advisor on this project. Mr. Riger is a Florida Certified Engineer Professional, who retired in 2021 after a 30-year career with the City of DeLand as the Public Service Director. As the Public Service Director, he was involved in the construction of many projects for the City of DeLand. The most recently construction project was the Joyce M. Cusack Resource Center.

3. If a complete list is not available, explain why (include when the project team will be selected):

The project team will be selected upon completion of contract negotiation with CPH. On Wednesday, December 14th, The AAMA Board met with Mr. Brook K. Sherrard, Vice-President, AIA, NCARB and Mikal Rogers, Design Architectural with CPH

PROJECT MANAGEMENT TEAM

1. List the name of staff dedicated to this project (include their responsibilities and the amount of time each will be spending on the project per week):

The AAMA board consist of 11 board members, the Executive Director, and several volunteers who all are committed to providing 5% to 15% weekly on the project. List of Board Members attached.

Reginald Williams (Board Chair), will serve as the Project Leader; Keith Riger will serve as the Project Advisor, and Mary Allen (Executive Director), will serve as the Project Overseer, all committed to providing 5% to 15% weekly on the project.

PERFORMANCE MEASURES



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

1. Explain the project's goals and objectives:

The goal of the expansion project is to increase the number of activities that are held at the facility which will increase the annual attendance as well as increase the overall availability and exposure in the community. The construction of this project will be of great cultural significance to the community and enhance the beauty and aesthetic value of AAMA galleries and spaces named for significant African Americans.

2. Elaborate on how these goals and objectives will be measured for the length of the restrictive covenants:

The AAMA is honored to be able to offer expanded services, exhibits, diverse programs, and exposure to permanent collections to the community and visitors through a newly constructed first-class facility.

Data will be collected through the use of sign-in sheets for all programs, exhibits and performances held at AAMA facilities to measure attendance. We will also request attendees to evaluate the effectiveness of all programs. Data collected will be reported monthly, quarterly, and annually. Data will be reviewed semiannually to determine if program goals and objectives are being met. Data collection will continue in perpetuity and thereby meet the restrictive covenants length requirement.

Categories for Performance Measurements increase attendance and activities

Festivals

- Annual Dr. Noble "Thin Man Watts" Jazz Fest, Amphitheater
- Umoja Festival
- Juneteenth Celebration
- Emancipation Day Celebration
- JAM Fest Arts and Cultural Fest

Literary Events

- Stonewall International Poetry Slam
- Literary and Leadership Art Exhibit Winds of August Poetry Slam
- Creative Writing Workshop
- Book Signing (Local Authors)
- Children Summer Camp Poetry Classes
- Know Thyself Lectures Series
- Artist Talks – Amphitheater
- College studies, tours, and exhibits (Bethune Cookman University, Stetson University, Daytona State, University of Central Florida, Embry-Riddle Aeronautical University)

Performing Arts



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

- Violinist Mazz Muse Concert
- Mary Fears Voices of Pride Reenactors
- Celebrating Good Friday event with music and song
- Re-enactment of Thurgood Marshall
- Volusia Remember Coalition Ceremony

Artist / History Exhibit – 8 to 10 Exhibits yearly

- Exhibits are open to emerging artist as well as established artist, youth and non-African American artist
- Private collection of the Gullah Geechee Traveling Exhibit from Savannah, Georgia
- Portable mobile trailer of the Tuskegee Airman history/exhibit
- Crealde' School of Art -Story Quilters of Hannibal Square, Exhibition
- Crealde' School of Art Oral History Project "18" with the youth from the DeLand community and community partners

Black History Month Celebration

- Dr. Noble "Thin Man" Watts Jazz Fest
- Delta Sigma Theta Sorority presentation honoring Dr. Noble Watts
- AAMA Virtual Program - Mary Harrell Black Heritage Museum, Bethune Cookman University
- Film Presentations African American History and Culture
- African American Heritage Festival in Orange City

Cultural Enrichment Summer Camp Grades 1-5

- The summer camp has been in existence for more than 20 years prior to COVID. The summer camp program offers hands-on cultural activities in photography, art, music, literature, dance and more
- ECHO Ranger - Ecological, Cultural, Heritage, Outdoors; Grades 1-5. They learn about the history of the museum etc. They participate in making a hand-on African artifact to take home

Women's Annual History Month Celebrations

- The AAMA celebrates National Women's Month with Guest Speakers, artist exhibitions and film presentations

FUNDING REQUEST

1. Project Funding (Grant Request Amount and Match Amount):

a. Standard Grant Request (up to \$600,000.00)	\$ 498,060.00
b. Exceptional Grant Request (up to \$2,500,000.00)	\$ 0.00
c. Confirmed Match Funds	\$ 532,540.00
d. Total Project Cost (ECHO + Match)	\$ 1,030,600.00



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

2. Mandatory Workshop was attended by: **Mary Allen**

Date of Workshop: **10/6/2022**

3. List any prior year grants received from ECHO (include year, project name and amount of grant):

2004 – Amphitheater – 396,000.00

The cost of the Amphitheater and the Cultural Park was \$396,000.00 - \$100,000.00 Volusia County ECHO Grant; \$296,000.00 was secured from the following sources: the Federal Government (CDBG), Florida State Government, City of DeLand, corporations, businesses, organizations and numerous individuals.



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

BUDGET INFORMATION

1. A complete project budget must be submitted in the format provided by the county. Budget must be accurate and realistic (projects will be implemented within the budget set at the time of application).
2. The budget should be presented by each type of funding:
 - a. UC = Unencumbered Cash
 - b. LM = Land Match
 - c. IK = In-kind
 - d. PSC = Previously Spent Cash
3. The budget must include temporary and permanent ECHO signage (signs may not be funded with ECHO funding).



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

BUDGET DETAIL							
CHART Construction	UC +	LM +	IN-KIND +	PSC	= MATCH	ECHO	TOTAL
Phase Expenditures							
<i>Add rows as needed</i>							
General Requirements:							
Mobilization, Waste Collection, etc.	183,000.00	0.00	0.00	0.00	183,000.00	155,810.00	338,810.00
Contractor Fees	52,000.00	0.00	0.00	0.00	52,000.00	35,000.00	87,000.00
Subtotal	235,000.00	0.00	0.00	0.00	235,000.00	190,810.00	425,810.00
Architectural Services:							
Consultant Services	0.00	20,000.00	30,000.00	0.00	50,000.00	55,000.00	105,000.00
Final Construction Drawings	0.00	0.00	0.00	0.00	0.00	40,000.00	40,000.00
Subtotal	0.00	20,000.00	30,000.00	0.00	50,000.00	95,000.00	145,000.00
Site Construction:							
Earthwork	31,660.00	0.00	0.00	0.00	31,660.00	30,000.00	61,660.00
Parking Lot	52,000.00	0.00	0.00	0.00	52,000.00	40,000.00	92,000.00
Landscaping	26,000.00	0.00	0.00	0.00	26,000.00	30,000.00	56,000.00
Subtotal	120,660.00	0.00	0.00	0.00	120,660.00	100,000.00	220,660.00
Electric:							
Wiring	66,000.00	0.00	0.00	0.00	66,000.00	62,000.00	128,000.00
Smoke Detectors, Security Alarms	52,380.00	0.00	0.00	0.00	52,380.00	50,250.00	102,630.00
Subtotal	118,380.00	0.00	0.00	0.00	118,380.00	112,250.00	230,630.00
Signage:							
ECHO Temp Sign	2,500.00	0.00	0.00	0.00	2,500.00	0.00	2,500.00



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

ECHO Permanent Sign	6,000.00	0.00	0.00	0.00	6,000.00	0.00	6,000.00
Subtotal	8,500.00	0.00	0.00	0.00	8,500.00	0.00	8,500.00
PROJECT TOTALS	482,540.00	20,000.00	30,000.00	0.00	532,540.00	498,060.00	1,030,600.00

Line items should match your project (some examples are Equipment, Metals, Finishes, Wood and Plastic, Thermal, Plumbing). Budgeted match amounts should be placed in the corresponding description column (Unencumbered Cash, Land Match, In-kind Services/Items or Previously Spent Cash).

MATCH DOCUMENTATION

1. All documentation for match must be included in the application as outlined in the ECHO Guidebook pages 9 - 11.

See attachment

RESTRICTIVE COVENANTS

1. Do you agree to comply with the requirement to file a 20-year Restrictive Covenant with the Volusia County Clerk of Court if ECHO Grant is awarded?

☒ Yes ☐ No

△ If the project of the application is mortgaged or leased property, other than those applying for trails in the County Master Plan or projects on land not owned by the applicant, a letter from the Mortgagee or Lessor, stating that they agree to sign the Restrictive Covenants must be provided with the application.

△ Applicants with projects on State or Federal owned lands are automatically exempt from this requirement but are held to the same liquidated damages cited within the Restrictive Covenants through language found in the final ECHO agreement for which the grantee is held responsible.

OPERATING FORECAST DETAIL

1. Outline how the facility or project will operate once complete. The narration should include such items (as applicable) as staffing, maintenance requirements, increased programming, fees and memberships. Include a detailed maintenance and replacement plan for the 20-year compliance period:

The museum will be open for visitors Tuesday through Friday, from 10:00am – 4:00pm; Saturday 10:00am to 2:00pm; and by appointments or for special events, such as the “Thin Man” Jazzfest. Staffing will be coordinated by the Executive Director with the guidance of the AAMA Board. Museum staff will include the Executive Director, Administrative Assistant, Volunteers and Interns from Stetson University, University of Central Florida, and Bethune Cookman



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

University. The Board has discussed the need to raise more funds to meet staffing needs and is investigating options to accomplish this goal. Interns are funded through the Florida African American Heritage Preservation Network; FAAHPN will also provide funding for programs. The new expansion project should increase the substantially of memberships and fundraising efforts. This will help to strengthen the AAMA's visibility within the community, increase programming and membership fees. Increased fundraising initiatives will help to ensure the 20-year compliance period for maintenance and replacement plan will be maintain with the highest quality.

The goals of the Museum are

- Dedicated to promoting multicultural artistic excellence and providing educational, historical and cultural opportunities to all ages, specifically the African American community, in visual, literary and performing arts; while encouraging interaction with the community through on-site and outreach exhibitions, presentations and historical research.

Strategies of the Museum

- Collect, preserve, exhibit and promote African and Caribbean American art
- Provide educational, historical and cultural opportunities to all ages, specifically the African American community, in visual, literary and performing arts
- Encouraging interaction with the community through on-site and outreach exhibitions, presentations and historical research.
 - Increase attendance to the museum
 - Increase group visitors
 - Increase event space for community members
 - Increase programming, activities, and exhibits
 - Increasing fundraising to support staff and museum operations

The African American Museum of the Arts Inc. will be able to maintain the project for at least 20 plus years. Maintenance of operating systems will be contracted. A part-time maintenance person will be employed to ensure the upkeep of the museum campus. The success of supporting and maintaining the Museum since its founding in 1994 attests to the Board's commitment to supporting this important cultural facility and its programs.

2. Submit a business plan, feasibility study and marketing plan. These plans must be specific to Volusia County and the proposed project:

Tips for writing a business plan:

- A business plan is a document detailing a business's future objectives and strategies for achieving them.



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

- A business plan should be a detailed road map that explains the goals and plans to achieve them.

BUSINESS PLAN

The Africa American Museum of the Arts is a not-for-profit 501(c) (3) facility dedicated to promoting multicultural artistic excellence and providing educational, historical and cultural opportunities to all ages. Although exhibits and programs are open and available to all racial groups, they specifically target the African American community, in visual, literary and performing arts. Interaction with the community is promoted through on-site and outreach exhibitions, presentations, and historical research.

Founded in 1994 and located in historic DeLand, the seat of Volusia County Government, the AAMA is a unique and vital resource in this part of Florida, particularly West Volusia County. The AAMA is the only museum in West Volusia devoted primarily to African American cultures and art. The museum houses a revolving gallery exhibits where visitors will find works of both established and emerging artists. The museum is also home to a permanent collection of more than 150 artifacts, including sculptures and masks from countries of Africa. In addition to the visual arts, the museum founded the Little Theater of DeLand in 1999 to afford children and adults an opportunity to develop their drama and artistic abilities. With regard to the literary arts, the museum is researching the history of Spring Hill, the community in which the museum is located, for the purpose of writing a book.

The purpose of the African American Museum of the Arts, Inc. is to collect, preserve, exhibit as well as to promote African and Caribbean American art. Materials, facilities and instructions are provided for the creation, appreciation and understanding of African American and Caribbean American art and culture.

The African American Museum of the Arts Inc. was founded in 1994 by Irene D. Johnson and her husband, Maxwell. They long envisioned a place where African American artists could display their artwork year-round. They wanted to create a place that would shape the thinking of young African Americans in a positive and self-affirming manner.

Since its founding, the museum has provided exhibitions of the highest quality, held classes for Youngsters, seniors, and is frequently the meeting place for community organizations. In interacting with the community, the museum has participated in numerous festivals and sponsored exhibits in schools, businesses, and churches throughout Volusia County. The AAMA enables the public to become more informed of the rich heritage of African Americans.

The AAMA Museum expansion will be at least 2000 square feet and will increase the museum's visibility and exposure, at its site and regionally if not nationally. It will provide more welcoming space for existing programs, exhibits, lectures, community conversations, and support new and expanded programs for larger shows and larger groups.



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

Tips for writing a feasibility study:

- A feasibility study is an assessment of the practicality of a proposed plan or method that will provide a clear picture of your organization's budget and operations.
- A few factors that should be considered while writing the feasibility study:
 - How will the project provide quality of life benefits to county residents?
 - Have you conducted a survey or public meeting/workshop?
 - Is the project practical?
 - What is the life expectancy of the project?
 - Can the organization maintain the project for the 20year compliance period?

FEASIBILITY STUDY

Opportunity or Need

- Museum's current space is too small, with the aid of the grant from The Florida Department of State Arts Cultural and Historical a new expanded facility will be constructed

Product/Service Description

- An expansion of the museum to more than twice its current size
- Allow an increase in its programming, educational outreach

Target Market

- DeLand community, Volusia County residents, artists, community historians, seniors, youths and tourism for around the state, country as well as the world

Unique Benefits

- All the events and programs AAMA offers with support from spaces that the museum will provide that will increase with a new building, attracting more people to the area
- Most of the events and programs are free to the public

Competitive Analysis

- Only African American museum in West Volusia focus on African American Arts and Cultural
- Located in an area that is being revitalized
- Complement to the Mary S. Harrell Black Heritage Museum in New Smyrna, Museum of Arts and Sciences in Daytona Beach and the DeLand Museum of Arts in DeLand

Risks

- Arts from the primary collections are inadequately stored (climate-control)
- Valuable historical documents related to African American history in the county

The museum shall continue to conduct surveys as well as solicit input from the community through public meeting, etc. These studies shall provide a 95% success rate.



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

The AAMA as with all Museums thought out the county are a vital part of how we tell the stories of who we are, where we have been, and how we shall live together. All museums maintain the cultural heritage and teach us about all the ways we are different and the same. Reflecting the diversity of that heritage is a critical part of the museums' work. To be truly essential to society requires accessibility and visibility to all resident and patrons.

Tips for writing a marketing plan:

- A marketing plan is an operational document that outlines an advertising strategy an organization will implement to reach its target market.
- The marketing plan should include details on the marketing channels and the campaign.

MARKETING PLAN:

Social Media will be used to promote the museum and the new expansion by utilizing Facebook, Twitter, and Instagram to market throughout the local social media outlets. In addition to local newspapers such as: The Beacon, The HomeTown News, The Daytona Beach News Journal, Daytona Times, and the West Volusia Penny saver.

- Engage in social listening and capture insights
- Promote social media across the many different platforms
- The use of social media to improve service experience
- Building meaningful relationships with the community
- Collaboratively plan campaigns
- Unified – connecting marketing services directly to our customers
- Use marketing tactic to enhance the museum, build our community as well as measure audience response
- Post details of the marketing outcome through social media
- Use social media to advertised activities of the museum

Social Media Marketing:

- Quarterly newsletters are email to board members and membership
- Multi-faced approach
- Focusing on branding, event marketing and customer relationship
- 2011 Facebook page was created
 - Over 4,300 likers / 5,600 followers
 - Service over 25,000 people in last ninety days
- 2021 value increase our visitors by 90%
- Residents and visitors choose to subscribe to our newsletter via email
- Residents receive updates
- Museum activities updated regularly



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

Please note: Recently, students from Stetson University completed a social media marketing study which provided detailed examination of a marketing plan – many great recommendations were shared, which the board is considering. A few are included as attachments.

FISCAL STABILITY

1. BUSINESS INFORMATION (not all line items will apply to all applicants)

Operational funding for this organization	2021	2022	2023	2024
Fundraising, Memberships, Donations, etc.	7,974.00	3,770.00	5,000.00	7,000.00
County Grants (other than ECHO)	3,897.00	4,716.00	4,716.00	4,716.00
Grants (Non-County)	17,602.00	482,539.00	6,000.00	6,000.00
Cash Donations	350.00	295.00	600.00	850.00
TOTALS	29,823.00	491,320.00	11,600.00	13,850.00
Administrative Costs	0.00	0.00	60,000.00	60,000.00
Program Costs	800.00	800.00	800.00	1,000.00
Educational Outreach Programs	500.00	500.00	500.00	500.00
Contractor Services (for this project)	0.00	0.00	0.00	0.00
Marketing & Advertising	1,000.00	1,000.00	1,000.00	1,000.00
Payroll Total Expense	6,000.00	10,368.00	7,200.00	7,200.00
TOTAL	8,300.00	12,668.00	69,500.00	69,700.00
Not-for-Profit	0.00	0.00	0.00	0.00
Endowments	0.00	0.00	0.00	0.00
TOTALS	0.00	0.00	0.00	0.00
Number of Full-time Employees	0.00	0.00	1	2
Number of Part-time Employees	1	2	2	2
Volunteer Hours	2080	2080	2080	2600
Value of Volunteer Hours (@ /hr.)	46,800.00	46,800.00	46,800.00	43,320.00
TOTALS	46,800.00	46,800.00	46,800.00	43,320.00

2. Has this organization defaulted on any grant in the past five years?

☐ Yes ☒ No

If yes, please explain:

Explanation of default

FINANCIAL AUDIT/REVIEW/AGREED UPON PROCEDURES

1. County of Volusia and Local Municipalities must provide a link to their Financial Statement under GASB 34.

Financial statement link

The link should include the following documents:



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

- a. A Management Letter from the last fiscal year Independent Auditor's Report on the Basic Financial Statement.
 - b. A Response Letter from the last fiscal year Independent Auditor's Report on the Basic Financial Statement.
 - c. An Opinion Letter from the last fiscal year Independent Auditor's Report on the Basic Financial Statement.
2. Not-for-Profit Organizations: the required financial information is determined by the operating revenue or expenses/expenditures annual average of the three fiscal years prior to the application deadline, as outlined in the ECHO Guidebook.
 - a. Additional supporting documents for Not-for-Profit organizations:
 - i. IRS letter granting Not-for-Profit 501 (c) (3) status in Florida.
 - ii. The most recent Uniform Business Report (Annual Report) filed with the State of Florida, Division of Corporations.
 - iii. Unrestrictive ownership or undisturbed use of facility documentation (unless the project is an acquisition).
 - iv. Letter of intent to sell from the owner for Acquisition Projects.

DRAWINGS

1. Drawings are required from ALL applicants (documents must be legible and to scale with legends):
 - b. Current drawings and/or excavation plans for the facility.
 - a. Site survey with existing structures and site plans with structures.
2. Vacant land acquisition projects shall include:
 - a. Conceptual drawings of improvements to the property, which are to be completed within two years of acquisition.
 - b. Proposed structures must include elevations, floor plans and design elements such as landscaping.
3. Street Locator Map (indicate the physical location of the project within the local areas; include road names and "North" for directional reference).
4. Site Plan should show the building footprint, travel ways, parking, landscaping, etc. This section should include:
 - a. Site Survey
 - b. Trees and topography
 - c. Civil drawing
 - d. Water retention drainage and circulation
5. Preliminary and Schematic Drawings. Drawings should show:
 - a. A general model of floor/site plans, showing the location of project elements.



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

- b. Florida-friendly landscape plan (The Florida Friendly Landscaping guide can be found at https://ffl.ifas.ufl.edu/pdf/FYN_Plant_Selection_Guide_2015.pdf).
- 6. Design and Development Documents. Documents should show more detail including:
 - a. Selection of materials and engineering systems involved
 - b. Detailed cost estimate
 - c. Environmentally sustainable materials
- 7. Construction Documents should include written and graphic instructions. These documents should be focused on specifications for the project (building systems, floor plans, elevations, etc.) and should include site utilities and ADA information.
 - a. Outdoor, trails, parks, sports facilities and playgrounds require a bid set of plans, which are ready to be used for the procurement process.
 - b. New construction, facility remodel and historic projects require a set of A&E plans, which are ready to be used for the procurement process.
 - c. Historic projects need to demonstrate research and compliance with the Historic Preservation Standards and Guidelines.
- 8. Permanent ECHO Sign documents should include site design, materials and site placement.



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

CERTIFICATION OF INFORMATION AND COMPLIANCE FORM

I/We certify that all of the information contained within this application and subsequent attachments is true and correct to the best of my/our knowledge and that the project for which the application is made shall be in compliance with the Americans with Disabilities Act of 1990, and that should a grant be awarded, the organization agrees to comply with the conditions of the grant award agreement including the Restrictive Covenants.

OFFICIAL WITH AUTHORITY TO CONTRACT FOR THE OWNER OF THE PROPERTY

Signature/Date: Mary Allen (signed)

Printed Name: **Mary Allen**

Phone #: **386 717 1773**

OFFICIAL WITH AUTHORITY TO CONTRACT FOR THE APPLICANT

Signature/Date: _Mary Allen (signed) Reginald Williams (signed)

Printed Name: **Mary Allen Reginald Williams**

Phone #: **386 717 1773 386 801 3567**

CHIEF FINANCIAL OFFICER FOR THE APPLICANT

Signature/Date:

Printed Name: Name

Phone #: Phone Number

NOT FOR PROFITS ONLY – PRESIDENT, BOARD OF DIRECTORS

Signature/Date:

Printed Name: **Reginald Williams, Board Chair**

Phone #: **386 801 3567**

Executive Board or Board of Directors reviewed and approved this application on (date): Board approval date



ECHO GRANTS-IN-AID STANDARD & EXCEPTIONAL GRANT APPLICATION

Attachment Checklist: Please check your application before submitting

The following items/documentation **must** be included with your application or your application **will not** be scored. All match sources must be secured and proof thereof submitted by the application deadline.

APPLICANT

- ☐ ECHO Application, completed and signed
- ☐ Mission Statement for Organization
- ☐ Proof of ownership or copy of lease
- ☐ Restrictive Covenants or Statement agreeing to follow this requirement
- ☐ Project Budget Detail Chart
- ☐ Official Documentation of Match
- ☐ Business Plan
- ☐ Feasibility Study
- ☐ Marketing Plan
- ☐ Fiscal Stability Chart
- ☐ Financial Audit Documents (listed in the ECHO Guidebook page 15)
- ☐ Not-for-Profits only: IRS Status Letter classifying Organization as a 501(c) (3)
- ☐ Completed and signed Drawings
- ☐ Street Locator
- ☐ Map Site Plan
- ☐ Preliminary & Schematic Drawings
- ☐ Design & Development Documents
- ☐ Construction Documents
- ☐ Permanent ECHO Sign Documents
- ☐ Certification of Information and Compliance
- ☐ Project/Construction Timeline Chart
- ☐ Other