

# OCALA MUNICIPAL ARTS COMMISSION (OMAC)

## Community Arts Grant Application



Proposal by Ocala Main Street, Inc.



## Table of Contents

<b>OMAC Application .....</b>	<b>Page 3-4</b>
<b>Supporting Documentation Narrative .....</b>	<b>5-8</b>
<b>Exhibit A .....</b>	<b>9-12</b>
<b>Exhibit B .....</b>	<b>13-14</b>
<b>Exhibit C .....</b>	<b>15-18</b>



# GRANT APPLICATION

Name of Arts or Educational Organization or Individual Artist: Ocala Main Street, Inc.

Name of Program or Project: Vacant Storefront Activation

Grant Amount Requested \$ \$3,500 (\$1,000 for current vacancies & \$2,500 for reserves to be reimbursed as needed)

Application for:

Arts Organization Must provide copy of IRS letter or Tax Exempt Certificate.  
 Educational Institution Must provide copy of IRS letter or Tax Exempt Certificate.  
 Individual Artists Must provide Social Security # \_\_\_\_\_.

Has the Art Organization, Educational Institution, or Individual Artist previously received funds from the Ocala Municipal Arts Commission? If so, provide the below listed information regarding the last project/program for which funding was received from the Arts Commission.

Date: N/A Amount \$ \_\_\_\_\_

Name of Program/Project: \_\_\_\_\_

Address: Mailing: 46 SW 1st Ave., Ocala, FL 34471

Physical Address: 516 NE Sanchez Ave., Ocala, FL 34470

Telephone: 352-454-8793 Email: executivedirector@ocalamainstreet.org

Contact Person: Jessica Fieldhouse

Discipline Category:  Performing Arts (i.e., dance/drama)  
 Visual Arts  
 Literature  
 Music  
 Other \_\_\_\_\_

Recipient, individual or authorized agent of the designated organization warrants and guarantees to the City of Ocala that the funds will be used only for the purpose herein specified, at and on the time, dates and location as herein specified, or, if not so used, will be returned to the City of Ocala.

Recipient also agrees to defend, indemnify and hold harmless, the City of Ocala and all officers and employees of the City of Ocala from and against loss, damage, demand, liability or expense by reason of any damage or injury to property or persons which may be claimed to have arisen as a result of or in connection with these services.

Jessica Fieldhouse  
Applicant Signature

Print Name: Jessica Fieldhouse  
Print Title: Executive Director

Applicant Name: Ocala Main Street, Inc.

Program Name: Vacant Storefront Activation

\*\*\*\*\*

**OFFICE USE ONLY**

Date Application Received \_\_\_\_\_

If this organization/individual previously received OMAC funding, has all follow-up documentation been received?  Yes  No, Explain \_\_\_\_\_

**OMAC Action:**

Approved Date of Approval \_\_\_\_\_ Amount Approved \$\_\_\_\_\_  
 Not Approved for Funding

Date Paid \_\_\_\_\_ Check # \_\_\_\_\_



## OMAC COMMUNITY GRANT APPLICATION

### \*Proposal Narrative

This proposal outlines a project to activate vacant storefronts in the downtown and midtown areas of Ocala through the creation of window murals.

#### **The primary goals of this initiative are to:**

1. Promote public art: Showcase the talent of local artists and enhance the visual appeal of the city.
2. Address the negative impact of vacant spaces: Revitalize underutilized storefronts, encouraging walkability and fostering a sense of community, which will assist with reducing crime, vagrancy and vandalism in these inactive spaces.
3. Create a sense of place and connectivity: Develop a unique identity for the downtown and midtown areas, attracting visitors and residents alike. Downtown locations will celebrate traditional Ocala imagery, while Midtown locations will celebrate industrial / modern aesthetics to match the zoning themes being created by Ocala Main Street to create a stronger identity for each area (i.e. "zone") of the OMS district which spans from the S-Curve to the Reilly Arts Center.

#### **Project Approach**

The project will involve commissioning local artists to create temporary window murals for vacant storefronts. These murals will be designed to reflect the city's culture, history, and natural beauty. By utilizing the talents of local artists, we aim to foster a sense of ownership and pride among the community.

Vacant storefronts are unfortunately more prominent in the Midtown Ocala area, though Downtown locations still exist. OMS proposes a program that can be implemented on an annual basis, as vacancies arise. As an example, the State of Florida Department of Corrections building, located at 24 NE 1st Ave., has sat vacant for many years and is a large eye sore between Sayulita and the many shops located on 1st Avenue include Running Elements, Crank Works and Symmetry. With eight 10' window sections, this would be the first location to be implemented into the program. Based on additional funding available, we would look at locations such as the first floor of the Hilton Garden Inn, The Corkscrew and/or Molly McGuires.

The hope is that OMS can obtain enough funding from FAFO, OMAC and other sources, to activate every current vacant storefront and have reserves to continue the program as new vacancies pop-up throughout the year.

## **Committee Members**

To ensure the success of this project, our design committee will oversee the project and consist of representatives from the following organizations, among others,:

- Jaye Bailey, Marion Cultural Alliance (MCA)
- Charlita Whitehead, City of Ocala Ocala Cultural Arts & FAFO (OMS Board Member)
- Rachel Fautsch, City of Ocala Growth Management (OMS Board Member)

These committee members will provide valuable expertise and guidance throughout the project's implementation.

## **Marketing and Promotion**

A comprehensive marketing plan will be implemented to promote the window mural activation project. Key components of the marketing strategy include:

- Sponsorship recognition: Companies that sponsor the project will be prominently featured on a QR code associated with each artwork. The QR code will provide information about the artist and the mural's inspiration.
- Online promotion: The project will be actively promoted on the Ocala Main Street website and social media channels, reaching an audience of over 330,000 people in 2023.
- Press releases and newsletters: Targeted press releases and newsletter articles will be distributed to local media outlets and community organizations.

By implementing this window mural activation project, we can create a more vibrant, attractive, and welcoming downtown and midtown area for residents and visitors alike.

## **Timeline:**

Call to Artist: October 1, 2024

Application deadline: 11:59 PM on October 20, 2024

Selection by: October 30, 2024

Anticipated start of work by: November 15, 2024

Window Mural must be complete by: December 22, 2024 (day before Light-Up Ocala)

## **\*Community Impact**

By activating vacant storefronts, downtown areas can experience a significant transformation:

- Increased Property Values: Occupied storefronts can boost property values in the surrounding area. As businesses move in, the increased economic activity and improved aesthetics can make the area more attractive to investors and homebuyers.
- Boosted Foot Traffic: A vibrant downtown with occupied storefronts draws more people to the area. Increased foot traffic benefits existing businesses by providing them with a larger customer base.

- Enhanced Aesthetics: Occupied storefronts contribute to a more visually appealing downtown. Businesses often invest in their storefronts to create attractive and inviting spaces. This project also provides an opportunity for celebrating our local artists and showcasing their work.
- Improved Safety: A bustling downtown area is generally safer than one with many vacant storefronts. Increased foot traffic and activity deter crime and vandalism.
- Stronger Sense of Community: A vibrant downtown area fosters a sense of community and belonging. When storefronts are occupied, it creates a more lively and engaging atmosphere.

In conclusion, activating vacant storefronts can have a profound positive impact on a downtown area. By revitalizing these spaces, our city can improve property values, boost economic activity, enhance aesthetics, improve safety, and strengthen the sense of community.

### Community Partners for the Project

- Marion Cultural Alliance
- City of Ocala Cultural Arts
- City of Ocala Growth Management

Grant request has been submitted to FAFO for \$5,000 for the following locations:

- Corrections Windows (8 window sections): \$500 / section = \$4,000
- Corkscrew Property: \$500
- Molly McGuires Property: \$750 (**deficit of \$250**)

The FAFO grant will be restricted to artist compensation. Ocala Main Street, Inc. is seeking additional funding for the project to provide supplies for the artists and for additional locations.

### \*Budget Narrative

Artists completing Window Murals will be compensated based on the size of the window. All art will be completed with chalk paint that is temporary and removable within 12 months. Chalk paint will be provided to the artist for no additional cost and there is no application fee required by the artist.

Proposed locations and associated pricing:

Molly McGuires Property: \$250 deficit from FAFO grant

Shannon Roth Property: \$750

All funds are provided directly to the artist with 50% deposit and 50% upon completion of project.

### **\$1,000 request for current vacant storefronts**

Additionally, if favorable to the OMAC Board, Ocala Main Street (OMS) also seeks additional funding on a reimbursement basis to allow the program to be ongoing based on future needs. OMS respectfully requests an additional \$2,500 allocated to future vacancies to re-activate storefronts within a 4-6 week period instead of waiting the necessary 3 months needed for grant applications and funding solicitation.

This additional request will reduce the crime surrounding these properties and enable artists an opportunity to partner in the program on a as-needed basis.

**\$2,500 request to be allocated for future reimbursement as needed in the Downtown/Midtown Community.**

**\*Proposal Attachments**

Please see the attached call to artist, as well as sample marketing materials for the project.

EXHIBIT A: Call for Submissions: Vacant Storefront Murals

EXHIBIT B: Vacant Storefront Project Marketing

EXHIBIT C: IRS Tax Exempt Documentation

# EXHIBIT

## A



## Vacant Storefront Activation Program



### Call for Artists: Vacant Storefront Activation

Ocala Main Street (OMS) is seeking to activate vacant spaces in the Downtown and Midtown Zones of the OMS District. In partnership with local artists and the Fine Arts Festival of Ocala (FAFO), OMS will transform dead space into an interactive, outdoor gallery.

#### DETAILS:

**This call is for painted mural artists.** Muralists will be paired with a small business to transform a vacant storefront window into a visual installation.

Exterior temporary window paint will be provided to the artist for no additional cost and there is no application fee required by the artist. Any additional materials or equipment (ladders, brushes, etc.) needed to complete the project will be the responsibility of the artist.

#### SUBMISSION:

1. **Murals:** Florida-based mural artists will be tasked with painting the business window with an exceptional mural. You must apply through this [\[LINK\]](#).
2. **Downtown Locations** must incorporate traditional Ocala-based themes (i.e. historic landmarks, equestrian, natural wonders, Florida wildlife, historic figures)
3. **Midtown Locations** must incorporate industrial or steampunk themes.

All artwork must follow the City of Ocala and OMAC design guidelines for public murals.

Artists may submit one concept proposal via mail, email, or online. Only one method of submission is required. All submissions must be accompanied by a completed application. Applications without a submitted concept will be considered incomplete and disqualified.

View and complete the application through the link above or by visiting [ocalamainstreet.org/windowproject](http://ocalamainstreet.org/windowproject).



## **WORKSHOP:**

All selected participating artists will receive a **complimentary virtual workshop** by Ocala Main Street on **[November 6, 2024] (tentatively)**.

Please note that attendance at the workshop is mandatory for all participating artists.

## **COMPENSATION:**

**Muralist:** All-inclusive muralist fees will be \$500. These fees cover the cost for painting **a maximum [40 sq ft window]**. **Note: There may be opportunities for more paid work (ex. a larger mural, side-by-side window displays) and any additional work will be compensated.** Please see below for the estimated timeline to understand the scope of work required.

## **COMMITMENT TO DIVERSITY:**

Ocala Main Street is committed to creating a diverse environment. The program seeks to engage individuals from a variety of diverse backgrounds, including women, visible minorities, new residents, LGBTQ peoples, Indigenous peoples, people with disabilities and people from different faith and religious orientations.

## **DEADLINE TO APPLY:**

Submissions close at **11:59 pm on Sunday, October 20, 2024**. Selected artists will be contacted by October 30, 2024 to sign contracts, book a meeting with the business owner, and to confirm the date of the virtual workshop.

## **PRELIMINARY MURAL ARTIST PROJECT SCHEDULE**

(DATES SUBJECT TO CHANGE):

- **October 21-October 30:** Successful Artist to be contacted with contracts.
- **October 30 – November 14:** Meet with the business owner to brainstorm artwork ideas. Painter to begin creating a sketch of the mural and discussing the mural footprint, to be approved by the business owner and OMS.
- **November 6:** All artists to attend a mandatory OMS workshop.
- **November 14:** Deadline for Full-Color Final Mural Drawing – to be signed off by OMS & business.
- **November 15 - December 22:** Window Painting. All muralists must make themselves available to complete the painting during these days.
- **December 22:** Window Exhibition officially opens to the public.

To learn more, visit the **Ocala Main Street website**, or contact: Jessica, Executive Director, [executivedirector@ocalamainstreet.org](mailto:executivedirector@ocalamainstreet.org).

### **Deadline:**

October 20, 2024

### **Timeline:**

Application deadline: 11:59 PM on October 20, 2024

Selection by: October 30, 2024

Anticipated start of work by: November 15, 2024\*

Window Mural must be complete by: December 22, 2024

# EXHIBIT

# B

## Main Header Graphic

to be used in marketing materials, on call for artist, website and social media



## Call for Artist Sample Marketing

### CALL FOR ARTISTS



#### Vacant Storefront Activation



Temporary Window Chalk Murals  
to activate vacant windows in  
Downtown & Midtown Ocala

Apply online or learn more at:  
[ocalamainstreet.org/windowproject](http://ocalamainstreet.org/windowproject)

SPONSORED BY:



DEADLINE: October 20 @12:59pm

OMAC Logo will be added to any collateral and call to artists  
for additional locations

# EXHIBIT

# C

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: NOV 09 2016

OCALA MAIN STREET INC  
110 SW BROADWAY ST  
OCALA, FL 34471

Employer Identification Number:  
47-5200397  
DLN:  
17053266339006  
Contact Person:  
JO A CHRISTMAS ID# 31546  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
September 23, 2015  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

OCALA MAIN STREET INC

Sincerely,



Jeffrey I. Cooper  
Director, Exempt Organizations  
Rulings and Agreements



## Consumer's Certificate of Exemption

Issued Pursuant to Chapter 212, Florida Statutes

DR-14  
R. 01/18

85-8017343189C-7	09/14/2022	09/30/2027	501(C)(3) ORGANIZATION
Certificate Number	Effective Date	Expiration Date	Exemption Category

This certifies that

OCALA MAIN STREET INC  
110 SW BROADWAY ST  
OCALA FL 34471-1139

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.



## Important Information for Exempt Organizations

DR-14  
R. 01/18

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (F.A.C.).
2. Your *Consumer's Certificate of Exemption* is to be used solely by your organization for your organization's customary nonprofit activities.
3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.
4. This exemption applies only to purchases your organization makes. The sale or lease to others of tangible personal property, sleeping accommodations, or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, F.A.C.).
5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third-degree felony. Any violation will require the revocation of this certificate.
6. If you have questions about your exemption certificate, please call Taxpayer Services at 850-488-6800. The mailing address is PO Box 6480, Tallahassee, FL 32314-6480.