

OTFY1500250

View Application Data

The data below is from the application you submitted through Grants.gov. It is for review only; this information cannot be edited here. If changes are needed, contact the NEA.

1. Application # 15-960594
:

2. Applicant Username GRANT11803833
:

6. Applicant Organization Name City of Key West
:

7. Is Organization? YES
:

8. FEIN : 596000346

9. Organization Address 3140 Flagler Avenue
:

10. Organization Address 2 :

11. Applicant Organization City : Key West

12. Applicant Organization State FL
:

13. Organization Zipcode : 33040-4602

14. Organization Telephone : 305-809-3741

15. Organization Fax :

16. Organization Website :

20. Project Start Date : 10/01/2015

21. Project End Date : 09/30/2017

25. Contact Person Prefix Name :

26. Applicant First Name : Carolyn

27. Contact Person Middle Name :

28. Applicant Last Sheldon

Name :**29. Contact Person Title** Senior Grants Administrator

:

30. Applicant Email csheldon@keywestcity.com

:

31. Applicant Address 3140 Flagler Avenue**32. Applicant Address 2** :**33. Applicant City** Key West

:

34. Applicant State FL

:

35. Applicant Zipcode 33040-4602**36. Applicant Phone** 305-809-3741**37. Project Director Prefix Name** :**38. Project Director First Name** Alison**39. Project Director Middle Name** :**40. Project Director Last Name** Higgins**41. Project Director Title** Sustainability Coordinator, LEED AP

Part 1: Organizational Information

Please refer to the NEA's website for instructions on how to fill out the Grant Application Form, as well as what items to upload, in "Step 2: Submit Materials to NEA-GO". See here for more information:
arts.gov/grants-organizations/our-town/step-2-submit-through-nea-go

OMB Number: 3135-0112
Expiration Date: 11/30/2016

NOTE: All red asterisk (*) items on this form are required and must be completed before you will be able to submit the form.

Applicant Legal Name (per your IRS Determination Letter): * City of Key West

Applicant Popular Name (if different):
:

Date organization was incorporated (if applicable): 11-08-1828

Applicant Organization Status:
Select the one item that best describes the legal status of the

organization * :

Mission/purpose of your organization: Briefly summarize the mission and purpose of your organization. For non-arts organizations (e.g., universities, human service agencies), summarize your mission as it pertains to your creative placemaking activities. * :

Key West is the largest city in the Florida Keys. A small island equidistant from Miami and Havana, it has multi-cultural roots: first inhabited by the Calusa, it was claimed by the Spanish and then the English. By the 1,800s, it was the region's wealthiest city, built on shipwreck entrepreneurship. Our economy has experienced booms and busts, relying on fishing, the cigar industry, the railroad and an enduring military presence. Good times were punctuated by hurricanes and the Depression, when the City went bankrupt. Our tourist economy expanded in 1938 with the Overseas Highway and now, 2.7 million visitors and 25,550 residents embrace Key West for its unsurpassed natural and cultural environment.

City Mission: "To protect our natural and built environment and honor our heritage and cultural identity with citizens actively engaged in the life of our neighborhoods and community. Together we shall promote ongoing redevelopment of a sustainable economy, quality of life, and city infrastructure. Our government shall act on behalf of the long-term, generational interests of residents and visitors of Key West."

The building blocks of our "place-based" economy are the natural environment, a vibrant arts scene, historical architecture, and an engaged community. The City provides logistical support to cultural events and organizations. It will build an amphitheater and Afro-Caribbean Folk Art Community Garden and Market at the new Truman Waterfront Park.

Organization Budget: Complete this section using figures from completed fiscal years. In the case of a local government, limit this information to the department or office that will oversee the proposed project.

Please see the instructions for filling out the Organization Budget in "Step 2: Submit Materials to NEA-GO". See here for more information: arts.gov/grants-organizations/our-town/step-2-submit-through-nea-go :

	Most Recently Completed FY	Previous FY	Two Years Prior
FY End Date (MM/DD/YYYY)	09/30/2014	09/30/2013	09/30/2012
Income			
Earned	\$ 52,285,480	\$ 50,865,346	\$ 40,697,956
Contributed	\$ 0	\$ 0	\$ 0
TOTAL INCOME	\$ 52,285,480	\$ 50,865,346	\$ 40,697,956
Expenses			
Artistic Salaries	\$ 1,432,133	\$ 1,368,010	\$ 1,430,350
Production / Exhibition / Service Expenses	\$ 574,660	\$ 556,424	\$ 579,400
Administrative Expenses	\$ 50,278,687	\$ 48,940,912	\$ 38,688,206
TOTAL EXPENSES	\$ 52,285,480	\$ 50,865,346	\$ 40,697,956
Operating Surplus / Deficit	0	0	0

In the space below, discuss the fiscal health of your organization. In addition, you must explain: 1) any changes of 15% or more in either your income or expenses from one year to the next, and 2) plans for reducing any deficit (include the factors that contributed to the deficit and its amount). * :

With a tourism-based economy, the City -- like many Florida municipalities -- experienced cutbacks during the recent recession. It is on firm footing as the U.S. economy rebounds.

Notes:

Total Income consists of Total Revenues for the City of Key West General Fund.

Total Expenses consists of:

Artistic salaries & fees = Parks & Recreation Department salaries (the department that supports arts events in the City)

Production/exhibition expenses = Parks & Recreation Department Operating Expenditures

Administrative Expenses = All other City Division's Personnel & Operating Expenses

Applicant Organization Description: Select the primary description that is most relevant to your organization and, optionally, up to two additional descriptions.

If you are government, select "None of the above" * :
Government

Applicant Organization Description: Optionally, choose up to two additional descriptions.
(To select more than one option on Windows, hold down the CTRL key and select multiple options.
To select more than one option on Mac, hold down the Command key and select multiple options.) :
, Government

Applicant Organization Discipline: Select the primary discipline that is most relevant to your organization and, optionally, up to two additional disciplines. This refers to the primary artistic emphasis of your organization. This selection will not be used in the review of your application. * :
Presenting & Multidisciplinary Works Organization

Applicant Organization Discipline: Optionally, choose up to two additional disciplines.
(To select more than one option on Windows, hold down the CTRL key and select multiple options.
To select more than one option on Mac, hold down the Command key and select multiple options.) :
, Visual Arts

Primary Partner The Studios of Key West Inc
Legal Name (per your
IRS Determination
Letter) * :

Primary Partner
Popular Name (if
different) :

Primary Partner's 205116495
Taxpayer ID Number
(9-digit number) * :

Date organization 06-26-2006
was incorporated (if
applicable) :

Primary Partner Nonprofit Organization
Organization Status:
Select the one item
that best describes
the legal status of the
organization * :

Mission/purpose of partner organization: Briefly summarize the mission and purpose of your organization. For non-arts organizations (e.g., universities, human service agencies), summarize your mission as it pertains to creative placemaking activities. :
TSKW is a non-profit multidisciplinary presenter and arts center. Its cultural and educational mission is to support creative community development, nurture artists and the artistic process, while forging collaborations that celebrate and advance Key West's unique sense of place.

TSKW was founded with the vision of bringing world class artists to the island, connecting them with local audiences and artists, and offering space for both to explore their creativity. We've hosted Pulitzer prize winners, world renowned artists and musicians, and introduced thousands of students to different ways of

seeing and working.

We offer:

Workshops for over 1,000 people with more than 50 distinct classes.

Exhibitions featuring established and emerging artists, local and from out of town.

Studios. The Artist In Residence program draws 36 artists annually from across the country and overseas. Local artists rent work space year-round.

Performance. Our rollicking concert series features roots-music from folk and blues to world and jazz. Cutting edge performances include dance, performance art, theatrical productions and burlesque and circus arts.

Community Engagement. Breaks down barriers to art and integrates art into Key West life. We offer youth education programs in out-of-school settings, presented in collaboration with other institutional partners. We've recently added art camps in Bahama Village and in collaboration with the Key West Art & Historical Society.

Primary Partner Proposed Role:

Briefly describe your organization's involvement in planning and executing the project including programming, management, finances, and any responsibilities for matching the Arts Endowment's grant. Be specific; do not provide a general statement of support for the project. :

As the lead nonprofit arts partner, The Studios of Key West will, beginning in October of 2015:

- Work with City staff and project partners to move this Creative Placemaking project forward;
- Publicize and participate in workshops and charrettes;
- Assist with recruitment of Truman Waterfront Cultural Master Plan Vision Team of 11 artists representing: Dance, Music, Theatre, Spoken Word, Afro-Caribbean/Cuban Folk Art, Bahama Village Neighborhood, Graphic Design, Historian, Visual Arts, Eco-Art and Arts Education. Project Partners Florida Keys Council of the Arts and the Art In Public Places board will also assist;
- Conceptualize 6 Multi-disciplinary Arts Demonstration Projects to be presented during Truman Waterfront Park's first year of operations; a fee for TSKW's work and commissions to participating artists are included in the project budget.

Primary Partner Organization Description: Select the primary description that is most relevant to your organization and, optionally, up to three additional descriptions.

If you are government, choose "None of the above" * :
Arts Center

Primary Partner Organization Description: Optionally, choose up to two additional descriptions.

(To select more than one option on Windows, hold down the CTRL key and select multiple options.

To select more than one option on Mac, hold down the Command key and select multiple options.) :

Artists Community, Arts Institute, or Camp, Presenter / Cultural Series Organization

Primary Partner Organization Discipline: Select the primary discipline that is most relevant to your organization and, optionally, up to three additional disciplines. This refers to the primary artistic emphasis of your organization. This selection will not be used in the review of your application.

If you are government, choose "None of the above" * :

Presenting & Multidisciplinary Works Organization

Primary Partner Organization Discipline: Optionally, choose up to three additional disciplines.

(To select more than one option on Windows, hold down the CTRL key and select multiple options.

To select more than one option on Mac, hold down the Command key and select multiple options.)

:

, Music, Theater & Musical Theater, Visual Arts

Part 2a: Project Information

Project Activities

Project Title

Please provide any updates to the information you submitted through Grants.gov. The text field below is in plain text and cannot be formatted (e.g., bold, italics).
200 character limit

:
Truman Waterfront: Strengthening Community through Creative Placemaking on Retired Navy Lands

Project Description

Please provide any updates to the information you submitted through Grants.gov. The text field below is in plain text and cannot be formatted (e.g., bold, italics). :
Since the December SF424 submission, our lead arts nonprofit organization has changed from Art In Public Places to The Studios of Key West. We learned in January that AIPP is not a distinct 501(c)(3) organization.

Background

Formerly a U.S. Navy base, the largely vacant Truman Waterfront site has 2,300 feet of waterfront bulkhead overlooking a 46-acre marine basin. It connects Key West's downtown to the 87-acre Fort Zachary Taylor Historic State Park. Designated a National Historic Landmark, the state park is home to Fort Taylor, completed in 1866. The park also has a beautiful beach and nature trail.

NEA Project Activity Category

Our Town Project Arts Engagement, Cultural Planning, or Design Project
Area: * :

Our Town Project Cultural district planning
Type: * :

Project Activity Type: * :

Artwork Creation - Includes media arts, design projects, and commissions

Additional Project Activity Type Optionally, choose up to two additional activity types.

(To select more than one option on Windows, hold down the CTRL key and select multiple options. To select more than one option on Mac, hold down the Command key and select multiple options.) :
, Artwork Creation - Includes media arts, design projects, and commissions, Exhibition - Includes visual arts, media arts, design, and exhibition development

Major Project Activities: Be as specific as possible about the activities that will take place during the allowable project period. Where relevant, include information on any educational component or outreach activities of the project. Do not describe organizational programming unrelated to the proposed project.
Please see the instructions for filling out the Major Project Activities in "Step 2: Submit Materials to NEA-GO". See here for more information: arts.gov/grants-organizations/our-town/step-2-submit-through-nea-go

:
The development of the 28.2-acre Truman Waterfront parcel into a world-class urban park offers residents and visitors breathtaking views of the Gulf of Mexico as they enjoy cultural activities. It provides pedestrian connectivity, opening a waterfront boardwalk to connect downtown to the new park and the contiguous State Park. The new \$31 million Truman Waterfront Park, which will break ground in September of 2015, will incorporate an outdoor Amphitheater, an Afro-Caribbean Folk Art Community Garden and Market, and public art installations.

The City of Key West seeks NEA funding for:

1. **Eco-Art Workshop** orienting residents, officials, design professionals to a design approach addressing environmental challenges.
2. **Design-Admiral's Cut Pedestrian Bridge & Signage.** The planned pedestrian bridge will span the Admiral's Cut inlet (park's northeast end), connecting Mallory Square and downtown to the new park. This new connection will finally create access for people to walk/bike to Truman Waterfront Park, reducing vehicle traffic. The City has budgeted \$20,000 for an

excellent, environmentally-sensitive bridge design with a landscape buffer shielding adjacent residences.

3. **Truman Waterfront Arts Master Plan.** Stakeholders and South Florida's regional arts and design community will participate in charrettes to inform the park's Arts Master Plan, including the new Amphitheater. The project budgets \$40,000 for this component. The City and its partners will recruit a committee of 11 regional and nationally known artists from myriad disciplines -- dance, theater, music, visual arts, written/spoken word, arts education, public art, architecture -- to guide the development of the plan, which will include recommendations for activating the amphitheater and Folk Art Garden, education programming, funding, and procedures to ensure that commissioned works demonstrate artistic excellence.
4. **Public Art and Performance Demonstration Projects.** The project will commission six arts performances at \$10,000 each (conceptualized by Project Partner The Studios) in multiple disciplines to be presented in the new park's first year from October 2016-September 2017. The project also budgets \$150,000 to commission public art pieces for installation at the park.

Goal: By placing Design Professionals and Artists at the center of the design and planning activities of this project, we will create an inclusive, accessible and dynamic urban waterfront public space where residents and visitors gather for innovative, interactive arts experiences, resulting in excellent, collaborative and memorable art that will inspire people to return again and again. This project will not only impact the surrounding Bahama Village and downtown neighborhoods by integrating arts programming into their daily lives, but the Truman Waterfront Park Demonstration Projects will establish a new, innovative arts programming model for our City.

Schedule of key project dates: Costs incurred prior to the earliest allowable start date (October 1, 2015) cannot be included in the project budget. If you include activities that occur before the earliest allowable start date, make sure you note that those activities and costs are not included on the Project Budget form. * :

Oct-Dec 2015

Partners recruit Park Arts Master Plan Vision Team (11 members-multi-arts disciplines)

Vision Team meets

EcoArt Workshop

Vision Team and Partners draft RFP criteria for Park Arts Master Plan and Pedestrian Bridge Design

RFPs bid

Park Construction Begins: Roads, Promenade

The Studios begin to plan Arts Demonstration Performances

Jan-March 2016

Bridge Design Team selected

Park Arts Master Plan Consultant selected

Community Workshops/Charrettes

April-June

Draft Master Plan reviewed

Final Master Plan accepted

Selection & Installation of Public Art (AIPP match dollars)

Arts Demonstration Events Developed

July–Sept

Engagement for Stage 2 Public Art

Arts Demonstration Performance #1 presented

Oct-Dec

Performance #2

Construction: Garden Playground, Water Feature

Selection/Installation-Stage 2 Public Art (AIPP match dollars)

Jan–March 2017

Performance #3 & 4

RFP-Amphitheater Programming

Amphitheatre Programming consultant chosen

April-June

Performances #5

July–Sept

Performance #6

Post-grant: Reporting; amphitheater construction complete

Accessibility: Explain how you will make your project accessible to individuals with disabilities in compliance with federal law and regulations through access accommodations for both facilities and programs, such as audio description, sign-language interpretation, closed or open captioning, large-print brochures/labeling, etc. See the Nondiscrimination Statutes in "Assurance of Compliance" for more information <http://arts.gov/grants-organizations/our-town/award-administration>. (For technical assistance on how to make your project fully accessible, contact the Arts Endowment's Accessibility Office at accessibility@arts.gov, 202/682-5532, or 202/682-5496 Voice/T.T.Y. or the Civil Rights Office at 202/682-5454 or 202/682-5695 Voice/T.T.Y.) * : City staff will ensure the accessibility of all planning activities, workshops and demonstration projects of the Truman Waterfront Placemaking Project. Park facilities -- including the pedestrian bridge design that is a component of this project -- will fully comply with technical requirements for accessibility under the Americans with Disabilities Act.

The City will also offer inclusive, accessible and affordable opportunities for arts engagement and interaction for participants of all ages, abilities and income levels.

When the amphitheater performance facility's construction is complete (after the end of the project period), the City will ensure that assistive listening devices, large-print brochures and other accessibility support for those with disabilities will be publicized and available.

Part 2b: Project Outcomes

Outcome Narrative: Briefly discuss how your project directly addresses the NEA outcome of Livability: Strengthening communities through the arts.

This includes the potential to:

- Catalyze a persuasive vision for enhancing the livability of the community.
- Incorporate the arts into a systemic approach to equitable civic development.
- Support artists, design professionals, and arts organizations by integrating the arts and design into the fabric of civic life.

Reflect or strengthen a unique community identity and sense of place, and capitalize on existing local assets.

* :

The project catalyzes in Key West:

-Increased Livability & Community Engagement. It will foster connection among artists, design professionals and community members through collaborative, meaningful, and memorable workshops on integrating sustainable design. It will foster connection through the Truman Waterfront Cultural Master Planning process and the multi-disciplinary Demonstration Projects and Performances.

-Economic Benefits through Arts Integration in Underserved Neighborhood. By leveraging its distinctive Afro-Caribbean roots, Bahama Village will diversify and strengthen its economy by attracting cruise ship and cultural tourists. The Community Garden will offer a regular performance and market schedule.

-Physical Connectivity from Downtown to Arts & Cultural Venues and Waterfront/Beaches. The pedestrian bridge enables people to walk from downtown along the water to the amphitheater, Community Garden, Fort Zachary Taylor and the state park's beaches.

Performance Measurement: Briefly describe the performance measurements you will use to provide evidence that the Livability outcome was achieved, including plans for documenting and disseminating the project results, as appropriate. If applicable, include the metrics or indicators that you will use to identify and evaluate the project's short-term and long-term impact on your community's livability.

Please see "Program Evaluation Resources" (<http://arts.gov/exploring-our-town/project-process/measuring-project-results>) for additional information. * :

The following outcomes will measure project success:

-Increased community understanding of Ecologically-Sustainable Design. Measures include: Number of community members, artist-team members and design professionals participating in workshop and charrettes.

-Bridge Design that Incorporates and Celebrates Unique Natural Environment. Measures include: Bridge design.

-Public Art Pieces Installed. Measures include: Process to ensure artistic excellence. Photographs of pieces selected for installation.

-New Capacity to Present Excellent Arts Programs and Serve New Audiences. Measures include: a) number of artists, organizations presenting their work in 6 arts demonstration projects; b) number of special needs and/or diverse individuals/groups who partner; c) number of arts performances and events produced; d) audience demographics of Demonstration Project attendees.

-Dissemination of results at Sustainability & Parks/Recreation conferences.

Intended Beneficiaries (Audience/Participants/Community)

Briefly describe the target community to whom the project is directed. In your response, address the expected benefit. * :

The project serves 25,550 Key West residents who are 66% White, 21% Hispanic, 10% Black, 17% foreign born. 12% live below poverty level; 15% are under 18, 13% are over 65.

Immediately adjacent is Bahama Village, an underserved neighborhood with Bahamian roots. Needs include jobs, recreation, educational opportunities. Residents prioritized the installation of an Afro-Caribbean Folk Art Community Garden/Market with regular Afro-Caribbean arts programming to attract cruise ship visitors and cultural tourists.

Key West welcomes 2.7 million visitors. Most plan their stays 3-6 months prior, often in conjunction with cultural festivals. Participation in cultural activities has doubled since 2010, indicating strong interest in arts-based tourism. The average age is 45. Surveys show an increase in LGBT visitors. Most visitors come from Florida, the Northeast and Midwest. International visitors come from Canada (9%), Europe and Brazil.

Have the intended beneficiaries been consulted in the development of this project? * :
Yes

Community Engagement: Briefly describe substantive and meaningful engagement with the target community (e.g., residents and other stakeholders) in the development of the shared vision for your project and its implementation. Discuss the process used to engage the target community. For example, describe what community leaders you will work with, community meeting formats, and outreach techniques (digital and in person, translation), etc. Be sure to address, if appropriate, how you will engage communities traditionally marginalized from such processes, while accommodating limited English speakers, persons with disabilities, and the elderly. * :

To shape the Park's design and amenities, planners met with residents and businesses.

To conduct Our Town Placemaking Activities, we will meet folks on their turf. Residents will creatively define how they will interact with their Park. We will be inclusive, building on the unique heritage and experiences of a diverse populace.

Besides public meetings, we will ask groups to co-lead intimate sessions -- Frederick Douglas Memorial Project, Bahama Village Music Program, BV Redevelopment Advisory Council, BV Housing Authority/Senior Center, Keys Disabilities Council, Tourist Development Council, youth/art/history associations and large festival hosts.

Updates will post in social media, emails and newsletters, and on bulletin boards at gathering areas. Czech/Haitian Creole/Spanish translation, food and child care will be available.

As implementation begins, milestone celebration events will bring to life the visions that residents set in motion.

Has your organization worked with these beneficiaries in the past? :
Yes

Briefly describe your previous work with these beneficiaries or relevant work your organization has done that will help you reach these beneficiaries. :

Aside from recent Truman Waterfront Park focus groups described above, collaborations with the community are strong among all project partners. The Studios of Key West runs a Spring Break ArtCamp in Bahama Village and a summer ArtCamp with the Art & Historical Society. The Art In Public Places Board hosts an annual ChalkFest adjacent to Bahama Village and recently introduced a sidewalk poetry contest/installation, specifically involving the Housing Authority and Senior Center. The City of Key West also has a strong Community Redevelopment Area in Bahama Village, and the Sustainability Coordinator has collaborated on a Learning Garden with the Frederick Douglas Black Educators Memorial Project, and the "Green Jobs & Futures" vocational program with Habitat for Humanity.

Project partners have also collaborated with Chambers of Commerce and Monroe County Tourist Development Council on progressive projects enhancing livability, business viability and the tourist experience.

Is this project intended to reach a population historically underserved by arts programming and/or does the project target a specific audience based on characteristics such as race, ethnicity, or age? * :
Yes

From the options below, select all descriptors that best describe the intended audience and/or other beneficiaries to whom the project is directed.

Race/Ethnicity (choose all that apply):

(To select more than one option on Windows, hold down the CTRL key and select multiple options.

To select more than one option on Mac, hold down the Command key and select multiple options.)

- Race/Ethnicity - U.S. federal government agencies must adhere to [standards issued by the Office of Management and Budget \(OMB\)](#) in October 1997, which specify that race and Hispanic origin (also known as ethnicity) are two separate and distinct concepts. These standards generally reflect a social definition of race and ethnicity recognized in this country, and they do not conform to any biological, anthropological, or genetic criteria. Origin can be viewed as the heritage, nationality group, lineage, or country of birth of the person or the person's ancestors before their arrival in the United States.
 - American Indian or Alaskan Native - A person having origins in any of the original peoples of North and South America (including Central America) and who maintains tribal affiliation or community attachment.
 - Asian - A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
 - Black or African American - A person having origins in any of the Black racial groups of Africa.
 - Hispanic or Latino - People who identify their origin as Hispanic, Latino, or Spanish may be of any race.
 - Native Hawaiian or Other Pacific Islander - A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
 - White - A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

:
, Asian, Black or African American, Hispanic or Latino, White

Age Ranges (choose all that apply):

(To select more than one option on Windows, hold down the CTRL key and select multiple options.
To select more than one option on Mac, hold down the Command key and select multiple options.) :
Children/Youth (0-18 years), Young Adults (19-24 years), Adults (25-64 years), Older Adults (65 years)

Underserved/Distinct Groups (choose all that apply):

(To select more than one option on Windows, hold down the CTRL key and select multiple options.
To select more than one option on Mac, hold down the Command key and select multiple options.) :
, Individuals below the Poverty Line

Describe how the project will benefit the underserved community. :

A component of the Park's Arts Master Plan is planning for the Afro-Caribbean Folk Art Community Garden, a priority of Bahama Village residents. Its Folk Art Programming and Market will bring both economic and cultural benefits to residents. Community members and nonprofits will create Afro-Caribbean folk programming and projects like a "gourd tunnel" living art installation, growing gourds for musical instruments and folk art pieces.

The Bahama Village Community Redevelopment Plan prioritizes economic development, jobs and neighborhood integration with the City's placemaking and tourist development efforts. This project addresses these priorities by engaging arts nonprofits and community leaders in visioning, planning and programming; incorporating a market for folk art vendors; incorporating a gathering space for residents and visitors to engage in workshops and performances, and spotlighting innovative green infrastructure design to draw eco-tourists.

Population for your 25550
Town/City/Tribal
Land: :

Part 2c: Project Locations

Part 3: Project Budget

Please see the instructions for filling out the Project Budget in "Step 2: Submit Materials to NEA-GO". See here for more information: arts.gov/grants-organizations/our-town/step-2-submit-through-nea-go

Income :

1. Amount Requested from NEA	\$ 150,000
2. Total Match for this project	
Cash	Cash Amount
Cash Match from KW Art In Public Places*	\$ 150,000
Total cash (a):	\$ 150,000
In-kind	In-kind Amount
City of Key West staff - salaries & fringe benefits*	\$ 28,883
Room rental & supplies - City of Key West	\$ 2,000
Total In-Kind (b):	\$ 30,883
Total match for this project (2a + 2b):	\$ 180,883
3. Total project income (1 + 2):	\$ 330,883

Expenses :

1. Direct Costs: Salaries and wages				
TITLE AND/OR TYPE OF PERSONNEL	NUMBER OF PERSONNEL	ANNUAL OR AVERAGE SALARY RANGE	% OF TIME DEVOTED TO THIS PROJECT	AMOUNT
Project Director	1	45085	5	\$ 4,509

City Civil Engineer	1	67155	5	\$ 6,716
Staff Liaison-Art In Public Places Board	1	37482	9.2	\$ 6,920
Grants Administrator	1	45085	3.6	\$ 3,250
Total Salaries and wages (a):				\$ 21,395
Fringe Benefits				
Total fringe benefits (b):	\$ 7,488			
Total salaries and fringe benefits (a + b):	\$ 28,883			
2. Direct Costs: Travel (include subsistence)				
# OF TRAVELERS	FROM	TO	AMOUNT	
3 x 3 trips	West Palm Beach	Key West	\$ 4,000	
2 x 3 trips	Miami	Key West	\$ 2,300	
Total Travel			\$ 6,300	
3. Direct Costs: Other	AMOUNT			
Artist Stipends-Truman Waterfront Park Master Plan Vision Team 11 artists/neighborhood representatives x \$900	\$ 9,900			
Consultant (Mary Jo Aagerstoun) Eco-Art Workshop and Bridge Design Liaison	\$ 6,000			
Lead Partner Consulting Fee-Studios of Key West-Demonstration Event Artist Liaison	\$ 5,000			

Consultant Fee - Truman Waterfront Arts Master Plan (including Amphitheater & Folk Art Garden activation)	\$ 40,000			
Design Professional Fee - Admiral's Cut Eco-Art Pedestrian Bridge	\$ 20,000			
Partner Consulting Fee-FL Keys Council for the Arts (conduct CAFE)	\$ 2,800			
Demonstration Event - Artist (multi-disciplinary) commissions/fees - 6 events @ \$10,000 each	\$ 60,000			
Room rental & supplies \$83.33/month x 24 months	\$ 2,000			
Public Art Installations @ Truman Waterfront Park	\$ 150,000			
Total other expenses:	\$ 295,700			
4. Total Direct Costs (1 + 2 + 3):	\$ 330,883			
5. Indirect Costs (if applicable)				
Federal Agency:				
Rate (.0000):				
Base:				
Total Indirect Costs	0			
6. Total Project Costs (4 + 5):	\$ 330,883.00			

The amounts below will populate from what you have entered after clicking Save at the bottom.

Total Project Income MUST equal Total Project Costs.**If they do not equal, you must adjust your figures in your budget above and Save.**Amount Requested \$ 150,000
from the NEA (1) :Total Match (2a 2b) \$ 180,883
:TOTAL PROJECT \$ 330,883
INCOME (3) :TOTAL PROJECT \$ 330,883.00
COSTS (4 5) :

Part 4a: Project Participants - Individuals

Selection of Key Individuals: Briefly describe the process and criteria for the selection of key staff, consultants, advisors, artists, designers – anyone who will be a key contributor to the success of your proposed project, regardless of their organizational affiliation -- that will be involved in this project . Where relevant, describe their involvement in the development of the project to date. Where they remain to be selected, describe the procedures that you plan to follow and the qualifications that you seek. * :

The City Commission and Art In Public Places board recognized two years ago that Creative Placemaking techniques would be essential to the success of the City's new Truman Waterfront Park, its amphitheater and Afro-Caribbean Folk Art Community Garden & Market. Project Director Alison Higgins has been working with The Studios of Key West, AIPP, Florida Keys Council of the Arts and eco-art expert Mary Jo Aagerstoun on project components for 6 months. The Studios of Key West, AIPP, the Arts Council and Aagerstoun will develop criteria for the competitive selection of the Admiral's Cut Bridge design firm, the Truman Waterfront Cultural Master Plan, and Public Art installations. The Studios, with their deep experience in performing and visual arts, as well as arts education and relationships with the international arts community, will conceptualize six Arts Demonstration Events to celebrate the opening of the park in Year 2.

Bios of Key Individuals: Include brief, current biographies of the key individuals. You may include up to 10.

First Name : Alison

Last Name (use this field for artistic group names or single names) : Higgins

Title : Sustainability Coordinator-City of Key West

Project Role : Project Director

Proposed or committed? : Committed

Bio :

As former ED of Green Living & Energy Education and Land Manager for Nature Conservancy, Higgins has worked with Keys leaders for 18+ years. An innovator, she tweaked Wildlife Center Artwalk, engaging multi-disciplinary artists and businesses. An Eco-Art proponent, she guides public works toward aesthetic, environment and community-friendly design solutions. She researched a vegetated roof for The Studios/Key West and rewrote the City's Comprehensive Plan to include sustainability drivers.

First Name : Jed

Last Name (use this field for artistic group names or single names) : Dodds

Title : Executive Director, The Studios of Key West

Project Role : Lead Non-profit Arts Organization Partner

Proposed or committed? :
Committed

Bio :
Dodds has a BA (Yale), and MFA in Sculpture (SAIC). Before TSKW, he served 13 years as Artistic Director of the Creative Alliance in Baltimore, a community-based center with residencies, performances, exhibitions, workshops, screenings and youth education. Dodds was the first full time staff and oversaw growth to 14 staff and a \$1.4M budget. His early work for Baltimore's Contemporary Museum earned global acclaim for site-specific work in temporary spaces, grounding art in a sense of place.

First Name : Erin

Last Name (use this field for artistic group names or single names) : Stover Stickman

Title : Artistic Director, The Studios of Key West

Project Role : Lead non-profit organization partner

Proposed or committed? :
Committed

Bio :
BFA-Illinois State University, MFA-James Madison University. Erin has worked with an opera company, city museum, and children's museum; taught studio art at Randolph College and James Madison University. For 7 years, she was the Exhibition/Program Manager at Riverviews Artspace, a live/work cornerstone of downtown revitalization; she curated 75+ exhibitions, initiated a Literacy Through Photography course serving at-risk youth, and helped build a film program and annual film festival.

First Name : Michael

Last Name (use this field for artistic group names or single names) : Shields

Title : Arts Journalist & Art Festival Producer

Project Role : Volunteer & Chair of Partner Key West Art In Public Places

Proposed or committed? :
Committed

Bio :
President of Java Studios, Chair of Art In Public Places, serves on Council of the Arts Advisory Board. He produces/hosts KONK Radio's daily "Art Waves" and produces Midsummer's Night Dream Festival. He founded Key West Film Society and Tropic Cinema. Formerly executive director-Paradise Ballet Theatre; executive director-Art Behind Bars; president-Tennessee Williams Fine Arts Center; board member-Key West Cultural Preservation Society. BS, Community Development, Pennsylvania State University.

First Name : Mary Jo

Last Name (use this field for artistic group names or single names) : Aagerstoun

Title : Eco-Art & Design Consultant

Project Role : Eco-Design Workshop Presenter, Design Criteria, Design Community Liaison

Proposed or committed? :
Committed

Bio :

Ph.D., Art History, University of Maryland. Agerstoun's expertise is in contemporary activist art and cultural production. Through the arts she works to address ecological destruction and what she terms cultural desert issues in Florida. She founded EcoArt South Florida, Inc. in 2007. Dr. Agerstoun has shepherded eco-art projects to completion, including biosculptures that filter water and a nature park that provides wildlife habitat. She lectures widely on Eco-Art principles.

First Name : Elizabeth

Last Name (use this field for artistic group names or single names) : Young

Title : Executive Director, FL Keys Council of the Arts

Project Role : Nominator, Vision Committee. Consultant on CAFE process.

Proposed or committed? :
Committed

Bio :

Young directs the local arts agency, staffs Tourist Development Council's Cultural Umbrella Committee and Monroe County's Art in Public Places Board. Her experience spans non-profit programming, board relations, fund development and marketing. After 10 years in New York as a Casting Director for film, television and theater she relocated to the Florida Keys in 1987. She has served on the grant panel for FL Division of Cultural Affairs. BA - Art History and Theater, Wheaton College.

First Name :

Last Name (use this field for artistic group names or single names) : Eco-Art Design Professional

Title : Architect

Project Role : TDesign Admiral's Cut Pedestrian Bridge using eco-art concepts

Proposed or committed? :
Proposed

Bio :

Desirable intensive and long term expertise and leadership in the following:

- Envisioning/rethinking urban infrastructure as artistic placemaking
- Collaborative design and master planning that emphasizes integration of public art with architecture and engineering
- Community engagement beyond typical charrette, including ongoing ephemeral programming to enhance and activate public use of hardscape and engineering once completed.

First Name :

Last Name (use this field for artistic group names or single names) : Truman Park Arts Master Plan Consultant

Title : Arts Engagement Consultant

Project Role : Complete Arts Master Plan for Park, Amphitheatre & Folk Art Community Garden

Proposed or committed? :
Proposed

Bio :
Consultant with experience in best practices of arts engagement, public art and performing arts planning; performing arts facility sustainability and business planning, coupled with a vision of creative placemaking that celebrates Key West's unique culture, diverse citizens and visitors and rich array of local arts resources, art organizations, artists and art-minded citizens.

First Name : Randy

Last Name (use this field for artistic group names or single names) : Hollingsworth

Title : Partner, Bermello & Ajamil Partners

Project Role : Project Architect of 28-acre Truman Waterfront Park & Amphitheater

Proposed or committed? :
Committed

Bio :
Hollingsworth, the Truman Waterfront Park architect, brings more than 30 years' experience as an urban and landscape designer, specializing in design and development of mixed use projects, fully integrated within the urban fabric. With a comprehensive understanding of the needs and requirements of various land uses, he has developed design guidelines, master plans, and landscape designs for commercial and retail areas, office parks and residential communities throughout Florida.

First Name : James

Last Name (use this field for artistic group names or single names) : Bouquet

Title : Key West City Engineer

Project Role : Director of Construction of Truman Waterfront Park

Proposed or committed? :
Committed

Bio :
Bouquet is a licensed P.E. in 6 states with 30+ years' experience in Civil/Environmental Engineering, as consultant/contractor to public and private sectors. He earned a BS in Civil Engineering after a 4 year tour in the Navy. He then embarked on a diversified career ranging from design, right-of-way acquisition, construction administration, and regulatory compliance. Most recently, he was Vice-President and P.E. of Summit Environmental Consultants, which he founded in 1994.

Part 4b: Project Participants - Organizations

Other Organizational Partners: An organizational partner is an outside entity that will provide resources (other than money) to support the project. Because all NEA projects require matching resources from non-NEA sources, organizations that only provide

money are not considered partners. Funders are not excluded from being partners, but they must also supply human resources or information capital, or actively participate in another way. If applicable, briefly describe the process and criteria for the selection of key organizations that will be involved in the project. Where relevant, describe their involvement in the development of the project to date. Where they remain to be selected, describe the selection procedures that you plan to follow and the qualifications that you seek. :

Key West has been planning this Our Town project for over 2 years with:

1. Art in Public Places Board, which agreed to provide \$150,000 in match funds and to work on all aspects of the project;
2. The Studios of Key West agreed to be our lead nonprofit arts agency partner. This multidisciplinary presenter, arts center, and artist residency provider serves as the cultural center of the arts in Key West. Their commitment to excellence and multi-disciplinary focus make them a natural partner to develop the 6 Arts Demonstration Projects to activate Truman Waterfront Park.
3. Mary Jo Aagerstoun – the founding Executive Director of nonprofit Eco-Art South Florida (dissolved on December 31, 2014). Although no longer affiliated, she will orient community participants, architects and design professionals; help fashion bridge design criteria, and assist in outreach to design professionals with eco-arts expertise;
4. Florida Keys Council of the Arts, who will coordinate the Call For Artists.

Description of Other Organizational Partners: Include brief, current descriptions of the key organizational partners. You may include up to 10.

Organization Name : Art In Public Places Board

Proposed or committed? :
Committed

Organization Type :
Nonprofit arts organization

Description of the Organization Role in Proposed Project :

- AIIP will provide guidance and meet regularly to move the project forward;
- Provide cash match of \$150,000. The AIPP Board has pledged these funds to support the public art installations, planning, design and arts engagement activities;
- Work with project partners to 1) Develop a creative placemaking Cultural Master Plan for the park; 2) Commission design for pedestrian bridge, and 3) Commission Multi-disciplinary Arts Demonstration Projects to be presented at Truman Waterfront Park.

Organization Name : Florida Keys Council of the Arts

Proposed or committed? :
Committed

Organization Type :
Nonprofit arts organization

Description of the Organization Role in Proposed Project :

The Council will nominate artists to the Vision Team, develop selection criteria and conduct the Call for Artists. The Council develops and strengthens art and cultural organizations and individual artists through grants and programs; conducts community development and marketing; arts education and advocacy efforts; and cultural planning for a County of 75,000 year-round residents, 4+ million visitors, hundreds of non-profit cultural organizations and artists and arts-related businesses.

Organization Name : Design firm to complete Eco-Art Design of Admiral's Cut Brid

Proposed or committed? :
Proposed

Organization Type :
For-profit commercial organization

Description of the Organization Role in Proposed Project :
This professional firm will have intensive and long term expertise and leadership in: Envisioning/rethinking urban infrastructure as artistic placemaking; collaborative design and master planning that emphasizes integration of landscape design, ecological principles and public art with architecture and engineering; ability to incorporate community engagement through charrettes, and also into the design in order to enhance and activate public use of hardscape and engineering once completed.

Organization Name : Consultant to complete Truman Waterfront Park Cultural Maste

Proposed or committed? :
Proposed

Organization Type :
For-profit commercial organization

Description of the Organization Role in Proposed Project :
This consulting firm will complete a Cultural Master Plan for the new park. It will identify target audiences, public art selection process, potential partners, multi-disciplinary arts performance opportunities for the new Amphitheater & Folk Art Community Garden & Market, potential funding sources, and timeline budget and marketing plan for Truman Waterfront Park and its facilities.

Organization Name :

Proposed or committed? :

Organization Type :

Description of the Organization Role in Proposed Project :

Organization Name :

Proposed or committed? :

Organization Type :

Description of the Organization Role in Proposed Project :

Organization Name :

Proposed or committed? :

Organization Type :

Description of the Organization Role in Proposed Project :

Organization Name :

Proposed or committed? :

Organization Type :

Description of the Organization Role in Proposed Project :

Organization Name :

Proposed or committed? :

Organization Type :

Description of the Organization Role in Proposed Project :

Organization Name :

Proposed or committed? :

Organization Type :

Description of the Organization Role in Proposed Project :

Part 4c: Project Participants - Works of Art

Selection and Description of Key Works of Art: Briefly describe any key works of art (e.g., public art, festivals and performances, and notable public spaces) that will be involved in the project. Indicate the process and criteria for the selection of these works of art and, where relevant, describe the role these works of art played in the development of the project to date. Where key works of art remain to be selected, describe the selection procedures that you plan to follow and the qualifications that you seek. For projects that build knowledge about creative placemaking, describe the training material, research or other items that will be developed as part of the project. For design projects, the work of art would be the final designs or documentation of the community design/visioning process. For cultural planning, the work of art would be a plan or other community documentation. :
This project will produce:

1. An Eco-Art workshop presented by expert Mary Jo Aagerstoun to community members, elected officials, artists and design professionals;
2. Charrettes to inform the planning and design processes;
3. A final design, incorporating eco-art principles and a landscape buffer, for the Pedestrian Bridge to span the Admiral's Cut Inlet and connect the pedestrian promenade. Also Park Wayfinding Signage;
4. Arts Master Plan for the new Truman Waterfront Park. This will identify target audiences, public art selection process, potential partners/performance opportunities (amphitheatre & Folk Art Community Garden & Market), economic impact, break-even timeline and budget, marketing plan
5. Arts Demonstration Performances—6 to be developed by The Studios of Key West, presented at the Park in Year 2 of project period
6. Public Art to be installed at the Park, funded with \$150,000 in match dollars and using Cultural Council & Art in Public Places selection criteria.

Part 5: Items to Upload

There are four types of items:

1. Programmatic activities list;
2. Statements of support;
3. For arts engagement, cultural planning, and design projects, National Environmental Policy Act and/or National Historic Preservation Act documentation; and
4. Work samples.

Please refer to the NEA's website for instructions for documents and work samples to upload in "Step 2: Submit Materials to NEA-GO" for your discipline. See here for more information: <http://arts.gov/grants-organizations/our-town/step-2-submit-through-nea-go>

Upload files here. DO NOT click the Manage Folders button. Simply click Upload and reorder or edit your files if necessary:

**Our
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Our
Town
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:

Programmatic Activities-Key West	Representative events of City and partners: The Studios of Key West, FL Keys Council of the Arts, Key West non-profit organizations	Programmatic_Activities_KeyWest.pdf-
Mayor's Endorsement Letter		letter_MayorEndorsement_KeyWest.pdf-
Partner Letters of Commitment	Lead Arts Non-profit Partner The Studios of Key West; Art In Public Places Board (\$150,000 match), FL Keys Council of the Arts, Mary Jo Aagerstoun	letters_commitment_KeyWest.pdf-
NEPA and Historic Document - Key West	National Historic Preservation Act (NHPA) and National Environmental Policy Act (NEPA) information	NEPAHistoricalReport_KeyWest.pdf-
Truman Waterfront Park Design & Budget	These plans show location of pedestrian bridge, amphitheater and include the capital project budget snapshot of \$32 million for park development.	TrumanWaterfrontParkAmphitheaterPlan_KeyWest.pdf-
Context Photographs and Inspiration Images	1. Context photos of surrounding neighborhood, Mallory Square, site of pedestrian bridge. 2. Inspiration images of design of bridge. 3. Inspiration images of Demonstration Events for Truman Waterfront Park	InspirationImages_3pages_KeyWest.pdf-
The Studios of Key West - Work Sample	This document provides web links to The Studios' home page and calendar of events, which demonstrates the excellence and range of their work.	Work_Sample_TheStudios_web_link.pdf-

Interview of Mary Jo

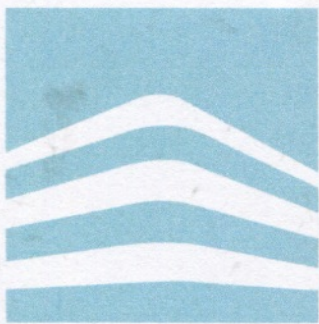
1/15/2015

nea.cloud.culturegrants.org/activeprograms/allprintapplication/cycle_id/3356/formset_id/1855/user_id/459528/auid/459528/cycle_attempt/1

Work Sample- Consultant Agerstoun	Agerstoun, work samples of completed eco-art projects	ConsultantAgerstouninterviewworksamples.pdf-
Culture Magazine- Florida Keys Council of the Arts	This is an example of the work of project partner FL Keys Council of the Arts	CultureMag_FLKeysArtsCouncil.pdf-

Be sure to click Save before clicking Submit.

You must click Submit to finalize your application for NEA review.



THE STUDIOS OF KEY WEST

THE STUDIOS OF KEY WEST

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Elaine Weitzen

Marguerite Whitney

Judith Zabar

January 9, 2015

Mr. Jim Scholl, City Manager
City of Key West
3140 Flagler Avenue
Key West, FL 33040

Re: City of Key West – National Endowment for the Arts 2015 Our Town Grant

Dear Jim:

I am pleased to provide this letter of commitment to collaborate with the City of Key West as its Our Town Program lead arts non-profit partner. We will provide guidance on both the Art Master Plan and the Amphitheatre Programming.

The Studios was founded with the vision of bringing world class artists to the island, connecting them with local audiences and artists, and offering space for both to explore their creativity. We've hosted Pulitzer prize winners, world renowned artists and musicians, and introduced thousands of students to different ways of seeing and working. Our stage bristles with talent, and every month hundreds of people visit The Studios to take in new experiences.

The Studios has long embraced the goal of breaking down barriers to art and being an integrated part of Key West life. Central to our community programs are youth education programs in out-of-school settings, presented in collaboration with other institutional partners. We will, as a partner for the project, participate in developing an appropriate and comprehensive Design Criteria package for the park's Art Master Plan and Amphitheatre Programming.

This is an important opportunity for the City and County and comes at a time when our residents are aware of the many challenges and opportunities of this project. The Truman Waterfront site is situated in a prominent location on the island and will be ideal for us to publicize not only this ambitious project's design elements but will offer an excellent opportunity to develop a plan for public art installations and year-round arts events at the new amphitheater.

The Studios Key West believes that a collaborative team approach will generate a successful Our Town project that integrates creative placemaking techniques into the development of this new centerpiece for the City. The added benefit of excellent design and comprehensive multi-disciplinary arts planning will greatly enhance the cultural landscape of the Florida Keys.

Sincerely,

Jed Dodds
Executive Director



January 5, 2015

Mr. Jim Scholl, City Manager
City of Key West
3140 Flagler Avenue
Key West, FL 33040

Re: City of Key West – Truman Waterfront Creative Placemaking –
National Endowment for the Arts Our Town grant request

Dear Jim:

As the chairperson of the Key West Art in Public Places Board, I look forward to collaborating with the City of Key West on the **Truman Waterfront Creative Placemaking** project. We will work with City staff, community arts engagement consultants, architects and our arts non-profit organization partners to complete this project during the project period of October 1, 2015 through September 30, 2017.

The Key West Art in Public Places Board (AIPP) was founded in 2000 to develop procedures for commissioning excellent artworks and arts engagement activities around our city. The Board's mission is to "advise the City Commission in the selection and location of public art; to enhance and maintain the character of our island community through the aesthetic of public art; to create an... environment which nurtures artists, arts organizations and arts producers; and to ...preserve cultural diversity."

As the lead city agency, and City Commission appointed board, Art in Public Places will:

- Starting in October of 2015, provide the appropriate leadership, guidance and meet regularly to facilitate this Creative Placemaking project;
- Provide cash match funds for the project in the amount of \$150,000. These funds represent 1% of the City's cost to design and develop the Truman Waterfront Park; the AIPP Board has pledged these funds to support the planning, design and arts engagement activities of this public art project;
- Work with project consultants Mary Jo Agerstoun, Ph.D, and Debbie Mason, President of Strategists, Inc. and community non-profit organization partners The Studios of Key West and the Florida Keys Council of the Arts to 1) Develop a creative placemaking Cultural Master Plan for the park; 2) Commission design recommendations for a pedestrian bridge that will connect downtown's famed Mallory Square to the new park, and 3) Commission Multi-disciplinary Arts Demonstration Projects to be presented at the Truman Waterfront's new facilities – the Amphitheater and Afro-Caribbean Folk Art Community Garden;
- Assist with promotion and evaluation of the project.

The members of AIPP are enthusiastic about creative placemaking at Truman Waterfront Park and look forward to working with the City of Key West and the NEA to develop this model project. I am at your service and can be reached at javastudios@gmail.com or 305-394-3804.

For the arts,

Michael Shields
Chairman
www.artinpublicplaceskw.com

Key West Art in Public Places Board

3140 Flagler Avenue Key West, FL 33040 www.artinpublicplaceskw.com - 305-809-3844



We Support • We Connect • We Promote • We Give

www.keysarts.com

January 5, 2015

Mr. Jim Scholl, City Manager
City of Key West
3140 Flagler Avenue
Key West, FL 33040

Re: City of Key West – National Endowment for the Arts 2015 Our Town grant request

Dear Mr. Scholl:

On behalf of the Board of Directors of the Florida Keys Council of the Arts, I am pleased to provide this letter of commitment stating our willingness to collaborate with the City of Key West and its partners on the Truman Waterfront Park project. We will provide guidance on both the Design and Cultural Planning elements for this ambitious project.

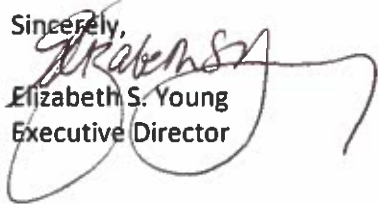
As the designated local arts agency for Monroe County, we administer the prestigious 1% for Public Art ordinance on behalf of the County's Art in Public Places committee. We will, as a partner for the project, participate in developing an appropriate and comprehensive Design Criteria package for the park's Admiral's Cut Bridge which would include a Call to Artists, assistance in assembling an esteemed panel to review proposals, and a process that will engage both the arts community and the public.

This is a significant opportunity for the City and County and comes at a time when our residents are aware of both the challenges and many opportunities of this project. The Truman Waterfront site is situated in a prominent location on the island and will be ideal for us to publicize the positive outcomes this prestigious project's design elements will offer. The opportunity to further develop a Public Art installation plan and schedule year-round arts events at the new amphitheater offers endless possibilities. These events will be a welcome addition to the array of arts and cultural events that the Council currently promotes, including the visual arts exhibitions, film and literary festivals, theater and museum happenings, environmental lectures and more.

The Florida Keys Council of the Arts advocates for partnerships and creative collaborations as the most productive approach to generate a successful project. The Our Town grant opportunity will integrate creative placemaking techniques into the development process of this new centerpiece for the City of Key West. The added benefit of excellent design and comprehensive multi-disciplinary arts planning will greatly enhance the cultural landscape of the Florida Keys.

Please contact me if I may assist you and the team in securing this grant opportunity.

Sincerely,


Elizabeth S. Young
Executive Director

Aagerstoun Associates
429 30th Street
West Palm Beach, Florida 33407

January 8, 2015

Mr. Jim Scholl, City Manager
City of Key West
3140 Flagler Avenue
Key West, FL 33040

Dear Mr. Scholl:

I am very much looking forward to consulting with the City of Key West on the **Truman Waterfront Creative Placemaking Project** to conduct cultural planning and address design challenges in the development of this 28-acre ocean-front park on the former site of the Key West Naval Base.

Most recently, I served as the Executive Director of EcoArt South Florida (EASF), a 501-c-3 nonprofit I founded in 2007. EcoArt South Florida was dissolved as of January 1st, 2015, and its archives have been integrated into the Florida Collection of the Florida International University's Green Library. As founder and executive director of this unique organization, my expertise regarding the breadth of ecological art practice across the world became quite extensive, and I am looked to by colleagues in Europe, the Middle East and throughout the US for my perspectives and expertise on this several decades old practice. Under my leadership, the number of artists practicing EcoArt in South Florida was doubled, and more than a dozen EcoArt works were completed. Please see the summaries here: https://www.dropbox.com/s/4562qt8xqvlmbuyu/ecoart_project_profiles.pdf. A recent interview with me about EASF, our mission and our objectives, was published in the June, 2014 issue of Public Art Review: <https://www.dropbox.com/s/ocqny9ihlqg3ynp/PARinterview-MJ2014.pdf>. I have been engaged for consultation in a similar project with the City of Tamarac, funded in this cycle by NEA's Our Town program (<http://arts.gov/national/our-town/grantee/2014/city-tamarac-florida>). I am also in the process of negotiating a book contract with a South Florida publisher that will look closely at the science-art collaborations of several key EcoArt practitioners across the US.

As consultant on the **Truman Waterfront Creative Placemaking Project**, I will be pleased to work with the City of Key West to:

- Assist with the development of design criteria and orient resident participants, review panel, artists, designers and project engineers to the best EcoArt practices, projects and practitioners;
- Provide guidance about and connect the City of Key West with EcoArt practitioners with the appropriate experience and skills for this project;
- Serve on the Design Planning Committee and participate in stakeholder meetings;
- Assist with project publicity by linking project information to EcoArt related websites and social media.

I look forward to working with the City of Key West and the NEA to develop this model EcoArt project in the Florida Keys, where more than 4.4 million visitors from every corner of the world visit each year.

Sincerely,



mjaagerstoun@mathisnet.com
561-881-5658



THE CITY OF KEY WEST
P.O. BOX 1409
KEY WEST, FL 33041-1409
www.keywestcity.com

3126 Flagler Avenue
(305) 809-3840
ccates@Cityofkeywest-fl.gov

Ms. Jane Chu, Chairman
National Endowment for the Arts
1100 Pennsylvania Avenue, NW
Washington, DC 20506-0001

Dear Ms. Chu:

As the highest ranking official in the City of Key West, I am writing to endorse the City's Truman Waterfront Park Design and Cultural Planning submission to the 2015 Our Town program. This is our city's sole submission.

The 28-acre Truman Waterfront Park will be the centerpiece of Key West's public waterfront, providing a pedestrian connection from the famed Mallory Square to Fort Zachary Taylor State Park. Incorporating a new Amphitheater and an Afro-Caribbean Folk Art Community Garden, the park will reflect artistic excellence and merit in its design, public art and cultural performances. As the lead applicant, the City is requesting \$150,000 from the National Endowment for the Arts for the design of the Park's Admiral's Cut pedestrian bridge as well as the development of a Cultural Master Plan for the inaugural year of Truman Waterfront Park and its new amphitheatre.

Although Key West has only 26,000 year-round residents, we welcome more than 2.7 million visitors throughout the year. We are a popular cruise ship port, a "Gateway Community" providing access to Dry Tortugas National Park, and an internationally renowned destination for cultural, historical and environmental pursuits.

The City's lead arts non-profit partner, Key West Art In Public Places, Inc., is a 501(c)(3) entity. It was established in 2000 to create an environment that nurtures artists and arts organizations and advise the City Commission on public art commissions. It is funded independently through a 1% development assessment fee. AIPP pledges \$150,000 in cash as a match for this project.

We look forward to partnering with NEA to engage our community in a public planning and design process for this centerpiece project. If you have questions, I can be reached at ccates@cityofkeywest-fl.gov or 305-809-3844. Thank you for your consideration.

Sincerely,

Craig Cates
Mayor

Key to the Caribbean – Average yearly temperature 77° F.