

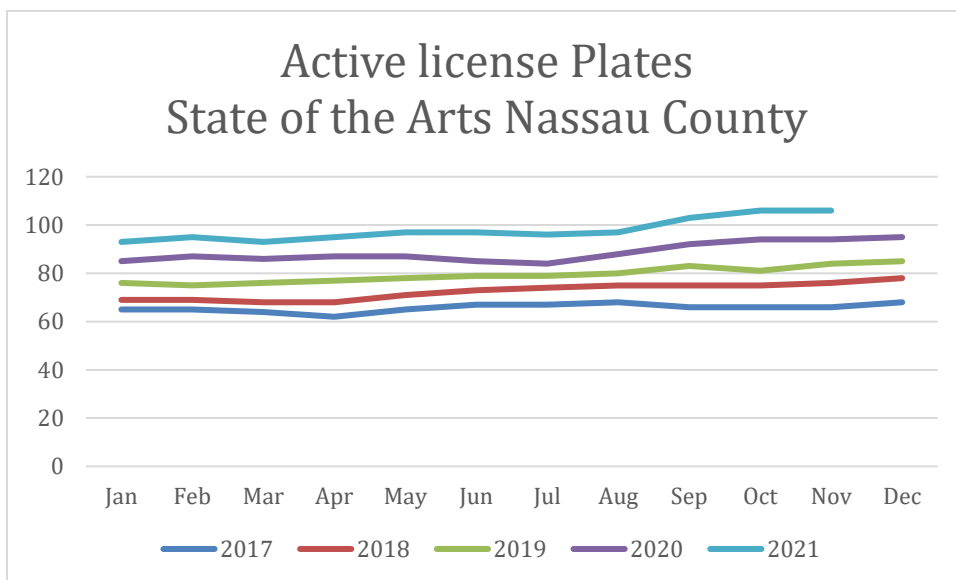


Report to Nassau County on the Activities of Arts and Culture Nassau for the Period of December 14, 2020 to December 31, 2021

Dear Taco Pope:

On behalf of Arts and Culture Nassau (ACN), we thank you and your staff as well as the County Commissioners for your support over the past year. The mission of Arts and Culture Nassau is to promote the awareness, appreciation and interest in all types of arts and culture to the entire community within Nassau County as well as to facilitate cooperation and communication among all those involved in the arts and culture community.

ACN receives their funding from the State of Florida based on the sale of *State of the Arts* license plate sales in Nassau County. These license plate sales are the only specialty plate sale where money is returned directly to the county where the plates were purchased. ACN has continually strived to make Nassau County residents aware of this. We started tracking (via a State of Florida website) the number of *State of the Arts* license plates in 2017 when there were 65 active plates in Nassau County. Now, as of November 2021, there are 106 active plates. This has increased the funding available to ACN. This data is illustrated in the following graph.



The challenge we chose to prioritize in 2021 was creating a greater awareness of ACN throughout Nassau County so that the nonprofit arts and culture organizations would be aware of the grant opportunities that we offer and to share with county residents the benefits of buying a *State of the Arts* license plate. We called this Project Outreach. We developed a marketing plan and allocated a budget for 2021 of \$1000. We decided the best way to implement Project Outreach would be to have a presence at local fairs and farmers markets. We first focused on the farmers markets in Wildlight and in Fernandina Beach. This proved to be problematic because we are technically a committee of Fernandina Beach's city government.

We are not, in ourselves, a 501(c)3 organization though these are the organizations of our mission. The owner of the farmers markets decided because we were not a 501(c)3, we would have to pay the full commercial price to have a presence. This would not be the best use of our resources. We continued to plan the logistics of having a booth, but we focused our efforts further west. We planned our first booth to be at the Hobos and Hotrods festival in Callahan hosted by the West Nassau Historical Society (WNHS). Unfortunately, the day of the festival was marked by a strong Northeaster and the festival was cancelled. WNHS offered to transfer the money we paid for the booth to the craft fair associated with the Callahan Christmas Parade and we accepted. At our booth in the craft fair, we held five free raffles for items donated by our member organizations, and we handed out magnets with our logo. We learned much in this first endeavor and plan to continue the format when we can find market venues that are within our budget. A picture of our booth is below.



Other activities for 2021 include the following:

1. We received four youth grant applications for 2021 expenditures from Amelia Community Theatre, Amelia Island Book Festival, the Amelia Island Jazz Festival, and the West Nassau Historical Society. As all these applications satisfied our criteria and with increased license plate funding, we asked the County Committee that approves the grants to approve all 4 requests.
2. We updated both the senior and youth grant applications and placed the updated applications on our website.
3. ACN members participated in Sounds on Centre to create awareness of ACN.
4. We began exploring the possibility of posting videos on the local PEG channel.
5. We updated the ACN brochures and distributed it to member organizations.
6. We received grant requests for senior arts and culture activities for 2022 expenditures from Amelia Island Chamber Music Festival, West Nassau Historical Society, Nassau County on Aging, 8 Flags Chapter of the American Needlepoint Guild and the Amelia Island Book Festival. As all these

applications satisfied our criteria and with increased license plate funding, we asked the County Committee that approves the grants to approve all 5 requests.

This will be my last report to the county as after 10 years on the committee and 5 years as chair, I am stepping down. There have been many changes in the County Arts and Culture communities over the 10 years and I am especially heartened by the ability of these organizations to survive the pandemic. It is, however, becoming increasingly awkward trying to function as a Fernandina Beach City committee. As a Fernandina Beach City committee, we must function under the city rules of Fernandina Beach. Arts and Culture Nassau should rightfully function as a county entity. As the west side of the county is growing, it is critical to have a county focus and eliminate any potential of Island bias. And it is my hope that the county will rise to this challenge.

A handwritten signature in black ink, appearing to read 'M. Powell', with a large, sweeping flourish at the end.

Respectfully submitted,
Marge Powell, Chair
Arts and Culture Nassau