

## **Needs Statement**

### **A. Objectives of the Project**

The objectives of the High School Art Stars (HSAS) scholarship program are to nurture local students' artistic talents, to encourage further education and advancement in the arts among Bay Area youth and to lessen the financial burden for students and their families. Through these objectives the TBBCA is able to foster a healthy cultural presence in Tampa Bay by encouraging development of future arts audiences.

### **B. High School Art Stars – Ongoing Program**

The annual HSAS scholarship program provides continued support for award recipients by promoting their talents and skills in the arts throughout their educational experience. Scholarship recipients are given opportunities during their educational experience to perform for the community as well as receive financial incentives for some of their performances. HSAS scholarships provide financial assistance for training that will help students in their creative pursuits, thus producing lifelong gratification. The scholarship program was created in 2007 and has since awarded \$32,500 to talented local high school students and will continue to assist students in years to come.

### **C. Constituency to be Served**

HSAS scholarships serve local high school seniors and their families as well as the arts and cultural community in the greater Tampa Bay area. The arts and cultural community includes artists, cultural organizations and institutions.

### **D. Community and Volunteer Involvement**

The Tampa Bay community can become involved in the TBBCA's scholarship program by volunteering to judge high school award nominees and assisting in coordinating HSAS award recipients' performances at TBBCA community events. Additionally, local businesses and business representatives provide in-kind donations in order to promote the program so students and their families can learn about HSAS scholarship opportunities.

## **Sustainability Statement**

### **A. Tampa Bay Businesses for Culture & the Arts Qualifications**

The TBBCA has been committed to supporting culture and arts since 1989, building a stronger arts and cultural community with the support of area businesses. The TBBCA is the only Florida affiliate of the national Business Committee for the Arts, established in 1967 by David Rockefeller. In 2008 TBBCA became an affiliate of Americans for the Arts, which enables TBBCA members to keep up with the latest developments on the national scene with regard to cultural trends, business-cultural relationships and social changes. The applications will be judged by the best in their industry. The jurors include Cynthia Hennessy (dance) with Moving Current; Richard Sparrow (instrumental music) with The Florida Orchestra; Dawne Eubanks (vocal music) with Eckerd College; Michael Connelly (literature), a internationally acclaimed, New York Times Best Selling crime fiction novelist; Anna Brennen (theater) with Stageworks; and Michael Murphy (visual arts) with Gallery M.

### **B. Evaluation**

The HSAS scholarship program will be evaluated by tracking award recipients throughout their education and post graduation to see which career field the students entered and the affect on the community.

### **C. Plans for Continued Funding**

HSAS scholarships will continue to be funded through grants, individuals and businesses in the Tampa Bay community.

### **D. Additional Funding Sources (Committed and Applied For)**

The TBBCA has applied for funding sources for HSAS from the Community Foundation of Tampa Bay.

The following businesses have committed to participating in sponsorships: Renaissance Center for the Arts, Smith & Associates Real Estate, Shumaker Loop & Kendrick, Smith & Associates Real Estate, Phelps Dunbar, LLP and Premier Eye Care.

## Tampa Bay Businesses for Culture and the Arts

### 2009-2010 High School Art Stars Scholarship Program

<b>Revenue</b>	High School Art Stars	Grant Request
Grants	\$ 12,500	\$ 5,000.00
Corporate contributions	\$ 2,500	\$ -
Individuals	\$ 1,500	\$ -
Fundraisers, events, sales	\$ 1,300	\$ -
Miscellaneous	\$ 200	\$ -
<b>Total</b>	<u>\$ 18,000</u>	<u>\$ 5,000.00</u>
<b>In-Kind</b>	\$ 2,000	\$ -
<b>Total Revenue</b>	<u><u>\$ 20,000</u></u>	<u><u>\$ 5,000.00</u></u>
<b>Expenses</b>		
Staff salaries and wages	\$ 1,100	\$ -
Supplies and materials	\$ 100	\$ -
Scholarships	\$ 15,000	\$ 5,000.00
Printing and copying	\$ 130	\$ -
Miscellaneous	\$ 34	\$ -
<b>Subtotal</b>	<u>\$ 16,364</u>	<u>\$ 5,000.00</u>
General Operating (indirect)-10%	\$ 1,636	\$ -
<b>Total</b>	<u>\$ 18,000</u>	<u>\$ 5,000.00</u>
<b>In-Kind</b>		
Marketing and advertising	\$ 1,100	\$ -
Mailings	\$ 900	\$ -
<b>Total In-Kind</b>	<u>\$ 2,000</u>	<u>\$ -</u>
<b>Total Expenses</b>	<u><u>\$ 20,000</u></u>	<u><u>\$ 5,000.00</u></u>
<b>Net Income</b>	\$ (0)	\$ -