

LOI Form

LOI

If you would like to complete this Letter of Intent in Word first and copy your answers over later, use the following link: [Download LOI](#)

The rubric that will be used to score your Letter of Intent can be found here: [Download LOI Rubric](#)

Please pay attention to character limits while working on your draft. These limits include spaces.

Organization Name*

St. Petersburg Warehouse Arts District, Inc.

Project Name*

Create a brief name for this large capital project. This is how it will appear throughout the PCF grant portal.

Roof Replacement & Community Arts Stage/Screen

EIN*

460826859

Incorporation Year*

What year did your organization incorporate? This will be the year listed on your determination letter from the Internal Revenue Service.

2014

Organizational Mission Statement*

What is your organization's mission statement? This should be no longer than one or two sentences.

The Warehouse Arts District Association (WADA) is a 501(c)3 non-profit arts organization dedicated to building and sustaining a vibrant arts community that supports the success of all artists and the community at-large through a broad spectrum of tools including community revitalization, marketing, advocacy, and arts education programming.

Unique Entity ID (SAM)

Please provide your organization's Unique Entity ID number. This is a specific number used by the federal government to identify your organization. **This is different from a DUNS number, which the federal government no longer uses.**

If you do not have a Unique Entity ID number, you can create an account on SAM.gov and apply for one here (it is free and may take 3-4 days for approval): <https://sam.gov/content/home>

This field is optional as to not stop a qualifying organization from applying. HOWEVER, a Unique Entity ID number will be required if your organization is approved for a grant. Your organization should apply for a number now if it does not yet have one.

Character Limit: 12

HE3TUX5ZXDJ3

Annual Operating Budget Size*

Please provide the amount of your annual operating budget (expenditures only) for your entire organization.

\$834,950.00

Amount Requested*

The maximum grant amount is \$5 million. You may request up to 5% for grant administration, project management, and other indirect costs. Please be sure your indirect cost rate is represented in the figure you put below.

Note: You will be required to upload a more detailed budget if you are approved for the full application stage. You will need to also attach any bids, estimates, and agreements with contractors or other vendors in relation to the proposed project.

\$131,250.00

Does the total project cost exceed the amount your organization is requesting?*

Please note: Answering "Yes" will cause additional questions to load later in this application.

Examples

ABC Childcare is seeking funding for a new playground. ABC Childcare is asking PCF to fund \$150,000 for certain equipment, and will seek other funding and donations for the remaining \$20,000 of the playground. ABC Childcare would select "Yes" for this question.

Better Tomorrow, a mental health provider, is looking to expand their counseling center by two rooms to meet increased service demand arising from the pandemic. Better Tomorrow has secured \$25,000 in private contributions, and wants to request the remaining \$125,000 in this grant. Better Tomorrow would select "Yes" for this question.

DBE Food Pantry is seeking funding for a new HVAC unit for their pantry, and is requesting \$40,000 from PCF to cover the entire cost. DBE Food Pantry would select "No" for this question.

No

Parent Non-Profit/Subsidiaries*

If your organization has a parent non-profit that has multiple subsidiaries, will multiple subsidiaries be applying in this process?

Example

Better Tomorrow is the parent non-profit of three organizations. Two of those organizations want to apply in this process. Both would select "Yes" on this question.

No

Request Specifics

Organization Programming Background*

Please describe the programming your organization offers to the community and the length of time it has been doing so. That is, what does your organization **do** and **how long** has it been doing it?

Founded in 2013, the Warehouse Arts District Association (WADA) was the innovative idea from working artists in St. Petersburg who were looking for reasonably priced studio space for professional artists. This goal was accomplished in 2017 when the ArtsXchange was completed, a 2-story building that houses 28 studios and a gallery/event space for the community to use and enjoy. The ArtsXchange supports professional artists by creating opportunities for art creation, exhibition, and financial sustainability. It also helps extend its programming to the community with events like Second Saturday ArtWalk and arts education classes for youth and adults.

As WADA worked to build the ArtsXchange, it was realized that there is a community that surrounds the campus that has been historically excluded from access to arts education. Located in south St. Petersburg, WADA includes Midtown and The Deuces, two of the most historic and relevant African-American neighborhoods in St. Petersburg. In 2018, the WADA Board set out to add to its campus and create spaces where youth and adults from the surrounding neighborhoods could participate in arts education programming. The Pruitt Arts Education Center was opened in January 2022 with a focus on providing arts education scholarships and breaking down financial barriers to creative learning.

WADA's programming includes exhibits and classes that are free and open to the public for students of all ages. Our most recent summer camp served youth ages 7 - 11 years old with weekly themed activities such as Artists from Around the World and Nature and Sustainable Art. Upcoming fall/winter classes will include ArtsXploration!, a free class for the entire community held once-a-week on Saturdays. Our classes are accompanied by thought-provoking exhibits such as the recent "Intentional Tension," an exhibit that weighs in on gender and racial identity as well as popular culture and features 7 established as well as up-and-coming Black artists.

Community Need*

Please describe the community need that exists for your programming. If you are able to cite quantitative, local data, that will strengthen your proposal.

In addition to working artists, the primary community WADA strives to serve programmatically is the one in which we are physically located and includes youth and families who have historically had geographic and/or financial barriers to arts education. More than 50 years ago The Deuces was a bustling hub of African-American culture, which was displaced when I-275 was built to run through the community. This began a

long history of lack of resources and inaccessibility for the neighborhoods African-American residents. WADA would like to honor the history of the neighborhood and help bring back its important cultural contributions, and these two projects can help accomplish this goal.

The WADA campus can be found in south St. Petersburg on The Deuces corridor. According to the most recent census, this area consists of 2,065 total households. The median household income is \$24,014, which is half of the average in Pinellas County. This community largely identifies as Black/African American (87%).

Data from our most recent summer camp sessions offers a profile of the community residents we have served through arts education thus far in 2022. Of 160 daily summer camp seats across 8 weeks:

- 68% of campers received scholarships of some sort. 42% of these recipients noted long term financial need, and 50% noted short term financial hardship on their application.
- 42% of all campers self-identified as BIPOC.
- 58% of scholarship recipients self-identified as BIPOC.

A testimonial from a summer camp participant's primary caregiver that recently received financial assistance illustrates the types of need we are addressing through arts education scholarships:

"[My granddaughter] and her mom lived with me after leaving a shelter. I have custody of her older siblings and 1 other grandchild. I am also a full time caregiver to a special needs sibling. Finances have been very tight and scholarships have been a MAJOR blessing."

Negative Economic Impact*

The following question is the keystone of a strong application in this process. If your organization cannot demonstrate a negative economic impact from the pandemic, your application will not qualify for committee review. If you are uncertain about what constitutes negative economic impact or how to demonstrate it, please contact PCF staff for technical assistance.

Describe your organization's negative economic impact arising from the COVID-19 pandemic. Examples could include:

- A reduction in revenue from 2019 to 2020
- Inflationary pressures
- Increases in demand for services that have not been compensated for through new revenue
- The use of reserves for unbudgeted expenses since the onset of the pandemic, and such use of reserves has prevented the purchase of capital assets
- A need for capital assets to offset community need for which your organization does not have the resources to purchase due to the negative economic harm from the pandemic
- A need for additional capital assets to adapt operations to accommodate health and safety guidelines by the CDC
- Growth in restricted pandemic-related revenue that does not permit capital asset acquisition

Note: If you are applying for both a Small Purchase and Large Project, you may reuse the answer for this question PROVIDED THAT the negative economic impact is relevant to both requests.

WADA was negatively financially impacted by the COVID-19 pandemic in the following ways:

In January 2020, the WADA Board was working to hire a qualified Executive Director. When the pandemic became a grim reality, we paused the search for financial and logistical reasons. With no leadership, our fundraising strategy became bleak. While the Board was very helpful, it did not replace having a consistent

leader raising the operational and programmatic dollars every organization needs to survive. Given there was no consistency in that role for two years (and what we know our expenses to be), we can estimate the dollars lost were upwards of \$500,000. Additionally, in early 2020 WADA was in the beginning stages of planning its first fundraising event, which was canceled for obvious reasons. The event goal was set at \$50,000, which we were unable to collect given we did not host the event.

WADA's earned income as of 2020 was largely focused on rental space in the ArtsXchange and member dues from artists and local businesses. The pandemic hit artists extremely hard, as they were unable to promote and sell their work and did not have the stability of a salary to rely on. Businesses as well began tightening their belts because of the uncertainty surrounding the pandemic. Because of this, both our membership and rental space revenue decreased from 2019 through 2021. Our rental space brought in \$27,000 less than budgeted in 2021.

In June of 2020 in the wake of the deaths of George Floyd and Brianna Taylor, WADA's Board made the decision to provide 5 local BIPOC artists studio space at no charge. This decision aligns with WADA's mission to support working artists, especially those that represent the community where we are physically located. It does, however, also result in a decrease in revenue generation for the organization as a whole given these 5 spaces are being used for free.

Similarly, the roof is located on a small building of shops that were part of the community when the Warehouse Arts District purchased the property/land 10 years ago. The owners had paid rent for years and then maintained their own spaces at their own expense when the property wasn't being used by anyone else. As a good faith gesture and a nod to their community commitment, WADA decided not to establish monthly rent for these businesses so as to keep everything in place as it had been for years. We are happy to make this commitment, but it does affect our bottom line, especially during the pandemic when budgets became tight anyway.

Proposal Description*

The American Rescue Plan Act requires a request that is reasonable and proportional to the level of economic impact your organization experienced. This means the request you describe below should not be greater than the economic harm your organization has suffered.

Please describe your project proposal and address the following:

- What project will be undertaken with these funds?
- What is the estimated lifespan of the project/property improvement?
- How does it address the negative economic harm you described in the previous question?

Funds from this project will be used to make several improvements and repairs to the WADA campus, all properties of which are owned by WADA:

- Replace the roof of the original building that provides space to several local businesses on the Deuces corridor. Most of these businesses are owned and operated by BIPOC residents. The businesses include Blendz Barber Shop, Ameenah's Catering & Event Design, and Soul Food Cafe.

- Build an outdoor stage for community events on the WADA campus. This will be instrumental in bringing more neighborhood residents to the space and bringing in the community at-large.

The lifespan of the roof is likely around 20+ years. The stage itself should have an infinite "shelf life," outside of maintenance that may be needed due to use and regular wear and tear.

The community stage will address negative economic harm in several ways as follows:

- Bolster our ability as an organization to successfully generate earned income through fundraisers and by renting out the space for private events.
- Generate additional income through grant funders looking to underwrite and support community events/festivals. (We are already considering applying for a grant from the National Endowment for the Arts to support a season of activities once the stage is built.)
- Provide working artists with another unique avenue to showcase their art in a different way and/or act as another “draw” to bring individuals to the neighborhood campus, offering member artists income-generating opportunities.
- Further develop our position as an accessible community space for all along The Deuces Corridor, providing opportunities for economic development and growth of the area as a whole.

The roof replacement was originally part of the scope of work when we built the Arts Education Center, but due to rising construction costs and in-part to ripple effects from the pandemic (i.e., supply chain issues and inflation), the roof replacement line item was eliminated from the project. By replacing the roof we are not only solidifying our support of the businesses in that building, we are also working to stabilize expenses and reverse the negative economic impact we’ve experienced as an organization.

Number Served*

How many people will directly benefit from this capital project annually?

1600

Unduplicated vs. Duplicated*

Is the number indicated above duplicated or unduplicated?

Duplicated: A client is counted each time they access services

Unduplicated: A client is counted once, regardless of the number of times they access services

Example: ABC Food Bank operates two mobile food pantries, one in Clearwater and one in St. Petersburg. Taylor, a Pinellas County resident, goes to both food pantries. If ABC Food Bank counts Taylor's visit TWICE, it is **duplicated**. If ABC Food Bank counts Taylor's visit ONCE, it is **unduplicated**.

Unduplicated

Other (Explanation Required)

If you selected "Other" in the previous question, please explain how your organization determined the number of clients that will benefit from the proposed capital project.

Rent vs. Own*

Does your organization rent or own the property for which you are proposing modifications?

Note: Selecting "Rent" will cause more questions to load below.

Own

Guiding Principles - Client Impact*

The American Rescue Plan Act, which provides the funding for this grant program, aims to ensure an equitable recovery from the COVID-19 pandemic. The term “equity” is defined as:

The consistent and systematic fair, just, and impartial treatment of all individuals, including individuals who belong to underserved communities that have been denied such treatment, such as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.

One of the guiding principles of this fund is that it will apply a lens of equity to ensure the needs of specified priority populations are met.

Will this project benefit the community members defined above that have experienced disproportionate negative impacts from the COVID-19 pandemic? If so, how?

This purchase will directly benefit the audiences WADA serves who have been disproportionately negatively impacted by the COVID-19 pandemic.

The roof repair will benefit community members negatively impacted by the COVID-19 pandemic. These local businesses support residents who reside in an area of the city that is largely low-income and under resourced. As such, these businesses were hit especially hard by COVID-19, as their customers were some of the first to feel the effects of the pandemic’s economic ripple effects.

The addition of the stage to the WADA campus opens a new programming avenue not only for our organization, but also for those residents who have lived and worked in the surrounding neighborhoods for over 50 years. While we can’t right the wrongs overnight that can be attributed to systemic racism, we work to bring more access to neighborhoods that have endured hardships longer than should be expected.

Lastly, working artists are a demographic that were significantly impacted in its ability to bring in income as all opportunities for exhibiting their work and connecting with potential customers were effectively taken away entirely from the onset of the pandemic. Making these enhancements to WADA’s physical space supports our efforts to ensure these individuals can create and maintain sustainable livelihoods through their art. Given that art is a public good that has numerous benefits for our community’s well being, there are still significant difficulties in being able to start and successfully maintain a creative business. Creating avenues for self employed working artists to showcase their art and generate income through selling that art is key to successfully supporting themselves through their art.

Community Connection

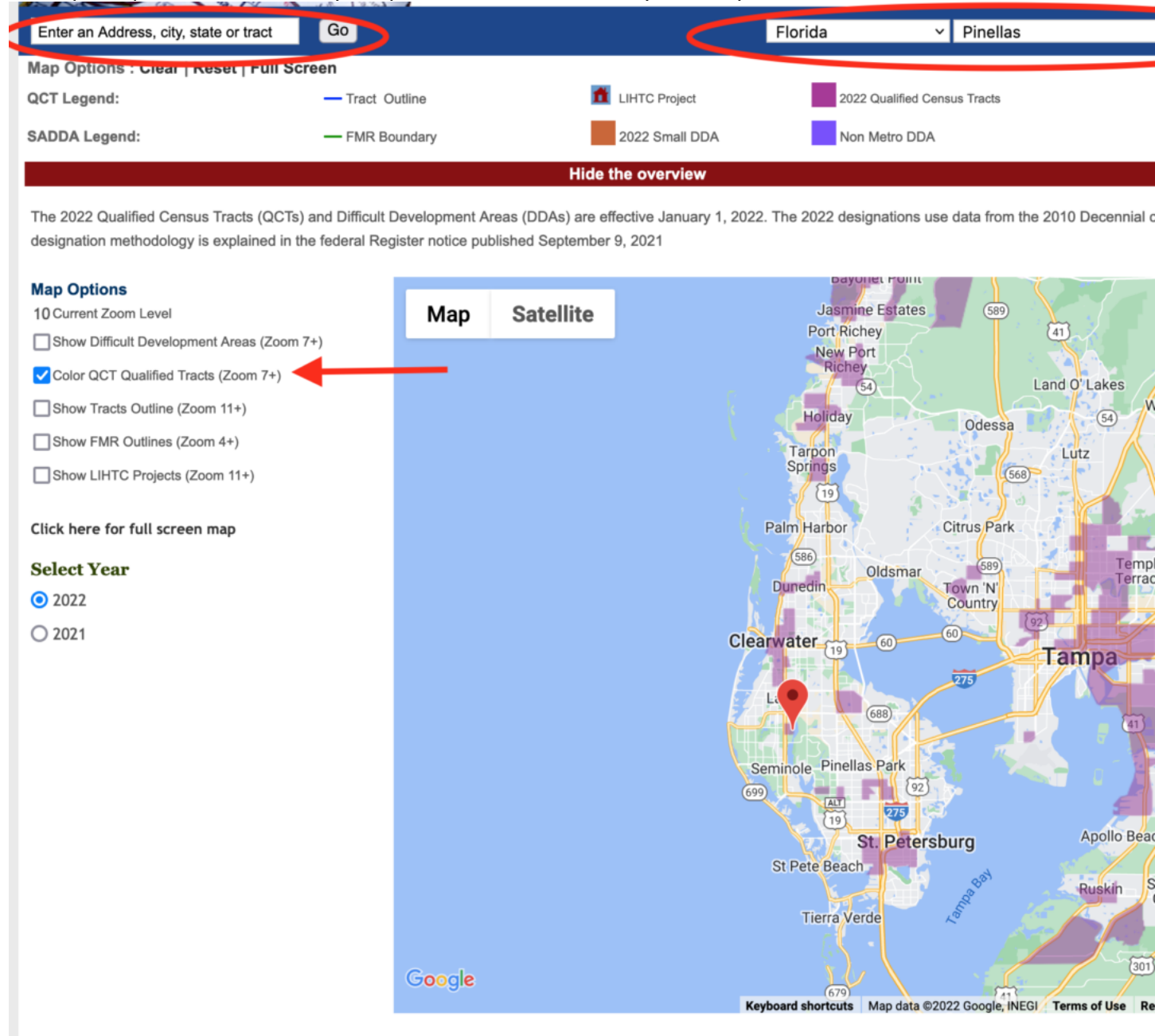
The American Rescue Plan Act (ARPA) prioritizes organizations that either have headquarters or carry out the majority of their operations inside Qualified Census Tracts (QCTs). QCTs are a standard method of identifying communities with a large proportion of low-income residents. The U.S. Department of Housing and Urban Development determines what areas qualify as QCT.

To assess if your organization serves or is headquartered in a QCT, use the following link:

https://www.huduser.gov/portal/sadda/sadda_qct.html

In the top right-hand corner, choose the state of Florida and Pinellas County. Then on the left-hand side of the screen, click the box next to “Color QCT Qualified Tracts.” The QCT zones are denoted in purple. You can also map your address by adding it into the address box at the top to see if your location is inside the zones.

Below, please provide the location of your operations and the location of your headquarters, if different.



Headquarters Location*

Please provide your organization's headquarters address as it appears on your Sunbiz account. To check your Sunbiz registration, you may search here: <https://dos.myflorida.com/sunbiz/search/>

515 22nd St. S., St. Petersburg, FL 33712

QCT Determination - Headquarters*

Is this organization headquartered in a QCT?

No

Project Location*

Please provide the address or intersection where the property being modified is.

Stage - 515 22nd Street South | Roof - 2213 6th Avenue South, 2217 6th Avenue South, 593 22nd Street South, 589 22nd Street South

QCT Determination - Project*

Is this organization's project in a QCT?

No

QCT Impact*

PCF understands that just because a project may not be located in a Qualified Census Tract, those who reside in one may access your services and may come to the location where your organization's project will take place.

- If applicable, please describe if you have clients that reside in a QCT as indicated on the map linked above, and the proportion of your clients that come from these areas.
- If your organization does not serve clients from a QCT, you can write "Not Applicable" below.

The physical locations of these buildings lie just 0.4 miles outside of the QCT. We know that many individuals residing in the QCT directly next to the WADA campus frequent the local businesses that would be positively impacted by the roof repair. We estimate a majority of residents who frequent these businesses come from the QCT directly next to the property.

Based on class registrations, arts education programs serve approximately 65% of students who come from the neighboring QCT.

QCT Determination - Clients*

Does this organization's project benefit residents of QCTs?

Yes

This section aims to capture general demographic data about your organization and to see how you engage with and represent the community you serve. PCF has generalized the demographic data questions more than it has in other processes because of the public nature of this process. PCF understands that identity disclosure can be a sensitive matter and wants to respect your organization's board and staff. If your organization feels comfortable sharing more detailed demographic information, it may do so in the "Community Representation and Connection" section.

Community Representation and Connection*

Describe how your organization is representative of, or has authentic connections to, the community your proposal seeks to serve. You can list other community-based organizations that work on programming with you and/or list examples of your work within this community.

Several community organizations are important to WADA's mission and connect us to those we serve. Our primary partners in connecting to neighborhood residents include The Deuces Live, the neighborhood economic development entity for the surrounding area. WADA and The Deuces Live have worked together on a Joint Action Plan for the neighborhood, identifying areas we can both support in lifting up the neighborhood.

WADA is consistently working to build and maintain other community partners for engaging with local youth. These include ACE Pinellas (Arts for a Complete Education) who advocates for equitable arts education access throughout Pinellas County Schools, and the St. Pete Arts Alliance, who provides scholarship funding for students with demonstrated financial need that are interested in participating in WADA arts classes.

To honor the history of the neighborhood we reside in and ensure long-standing local businesses are not disrupted, we do not charge rent to the previously mentioned businesses that were already in place when the vision of WADA became a reality. Also, in June 2020 in the wake of the deaths of George Floyd and Brianna Taylor, WADA's Board made the decision to provide 5 local BIPOC artists studio space at no charge. These decisions align with WADA's mission to support the people who represent the community where we are physically located.

Leadership Demographics - CEO/Executive Director*

Does your CEO/Executive Director consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

None of the above

Leadership Demographics - Executive Level Leadership Team*

Does your executive leadership team consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)

- Neurodiverse/physically disabled

BIPOC

LGBTQ+

Leadership Demographics - Board Membership*

Do your board members consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

BIPOC

Financial Overview

Budget Summary*

Please provide a brief sketch of the categories of expenses and the costs needed for your project. If your organization is requesting compensation for indirect costs, be sure to note the percentage (up to 5%) and dollar amount below.

If you are invited to complete the full application, you will be asked to upload current verifiable bids, proposals, price lists [from your potential vendor(s)] from the past 60 days. If a contractor has already been selected for a construction project for which you are requesting funding, you will need to upload their bid. You are strongly encouraged to collect any remaining bids, proposals, and price lists shortly after submitting this LOI.

The costs captured within this funding request include:

\$25,000 for the roof with a 60/40 split between labor and materials, respectively.

For the stage, half of the cost is for the physical components of a “foldable” stage, that can be pulled out/stored away as needed. Another 30% of the cost is for the sound system. Lighting systems, trusses, and a movie screen each make up roughly 5% of the cost. Finally, electrical costs and concrete make up the last 5% of the project cost. Within each of these categories, both labor and materials costs are captured. We anticipate the total cost of the stage to be \$100,000.

(The foldable component of the stage also includes a large drive-in style movie screen that is usable when the stage folds up. We see this as another asset for the community to help reverse the negative economic impact we all incurred because of the pandemic.)

Finally, \$6,250, or 5% of the total request, is for indirect costs.

Project Preparedness*

If your letter of intent is approved, you will have 30 days to submit a full proposal. This will require multiple estimates/bids for your project that detail the costs you've sketched out above from potential contractors that would do the actual work.

Where are you in the planning process for the implementation of this project? Please describe your organization's readiness for this project including your ability to collect bids and select contractors and/or vendors. **If you have already selected a contractor for the project, you will need to describe how that contractor was chosen.**

Example

Better Tomorrow has spoken with contractors about their counseling center expansion project, but has only sought one proposal from a contractor. Better Tomorrow would describe so below, having sketched out the costs in the previous question. Better Tomorrow would indicate its plan to obtain more quotes/bids upon submitting this LOI.

Community Arts 'R Us has begun construction on its new arts center, as it had secured 75% of the funding for it before the pandemic. Therefore, a contractor has already been selected, and is looking to obtain the funding necessary to complete the project. Below, Community Arts 'R Us would explain it has a cost proposal ready to upload from their selected contractor, and is ready to carry out the rest of the project if funding is awarded.

For the roof, we are currently working on soliciting three bids, one of which is from Huffman General Contractors, who is our preferred vendor. We have worked with Rod Huffman on numerous WADA projects, and his pricing is always fair. He has also worked with us over the years to help make things happen even when we were still in the fundraising phase of building the WADA campus. He trusted that we would be successful, and he would be compensated accordingly.

For the community stage/screen, the entire project has been conceptualized to the point that we have renderings, a funding proposal, and collaborative partners identified. We have one bid in place and will work on an additional two bids while the LOI is under review.

Other Funding Sources*

Please describe any other funding not already mentioned that your organization has applied for or obtained for this project. This includes but is not limited to Community Development Block Grants (CDBG), local government grants (including Tourist Development Council funding), foundation grants, and donors (you do not need to disclose donor identities, simply amount raised that is allocated to this project). This includes any matching grants or in-kind contributions you may have obtained.

If none, please write N/A.

There are two conversations happening right now that may have funding potential for the stage. One is with the City of St. Petersburg and the other is with the Armed Forces Families Foundation. The latter funder is interested in the project because the stage backs up to the RISE monument that opened last year as a dedication to 9/11 victims and first responders. They view the project as one that is multi-purpose that can support their event needs as well as the needs of the local community.

Changes in Operating Costs*

Please answer this question based on the descriptions below:

- If this project **increases** ongoing operational costs (programmatic, operating maintenance or other costs), how will you compensate for the difference?
- If this project **decreases** ongoing operating costs, how will it do so?
- If this project **does not affect** operating costs, please note so below.

Replacing the roof will better insulate the building and eliminate the need for short-term “band-aid” style fixes. This can help decrease utility costs in those spaces over time as well as save money on quick fixes that don’t solve the entire problem.

Completion of the community stage will provide both added operational costs and a new revenue stream for WADA. Costs for operational support for the stage (i.e., staffing to help book events, run operations, repairs and maintenance of the physical structure, etc) will be incorporated into our annual organization budget so we can fundraise and secure the revenue needed to make this happen. There will be an opportunity for earned revenue for this project, which can help offset some of the operational costs as well.

We believe that overall, within 3 years of project completion, earned and contributed revenue from this project will increase more than additional operational costs, resulting in net positive cash flow for WADA.

Fund Management Capacity*

Please describe your organization’s capacity to manage these potential ARPA funds in terms of fiscal management and financial infrastructure.

This includes, but is not limited to, the use of accounting software that can track a general ledger and multiple accounts and the ability to work on a reimbursement-basis.

The inability to handle a reimbursement-basis grant does not disqualify your organization from applying.

WADA’s organizational structure ensures sound fiscal management practices through use of Quickbooks accounting software and a contracted bookkeeper that works with the Executive Director on a regular basis. The WADA Board President and Vice President are also engaged with fiscal conversations when needed.

It would be difficult for WADA to work on a reimbursement basis for these projects. The cash/liquid standing of the organization will not allow us to pay for the projects and then ask to be reimbursed after-the-fact.

Additional Information

Additional Upload

If you have something else to share, you can upload it here in PDF format.

Please note: Due to limitation of this grants system, the upload field will not carry over to the full application if you are moved forward to the full application phase. You will need to upload this file again if you are moved forward in the process.

Anything else to share?

If you have any details to share regarding this grant request, you may do so below.

File Attachment Summary

Applicant File Uploads

No files were uploaded