



## HOTEL/MOTEL TAX GRANT APPLICATION REVIEW

Name of Organization: Dublin Arts Council

Event/Activity: Community Research Project

Previous Grants Received  Yes  No

If Yes, Years: 2011 Amount: \$22,050

Did project/event meet stated goals and/or criteria:  Yes  No

Permit Needed  Yes  No

Criteria:

**Cultural Arts: Enhance the community through public art to define Dublin – a sense of place**

**Beautification of public property:** [Click here to enter text.](#)

**Improvement of Dublin's Historic District:** [Click here to enter text.](#)

**Special Events:** [Click here to enter text.](#)

**Other projects which will enhance the City of Dublin:** [Click here to enter text.](#)

**Projects/Events that appeal to Dublin visitors and tourists:** [Click here to enter text.](#)

**Comments – Community Relations:** [Click here to enter text.](#)

**Comments – Events Administration:** None

**Comments – Parks & Open Space:** [Click here to enter text](#)

**Comments – Taxation:** Application is complete

**Finance Committee Recommendation:** [Click here to enter text.](#)

**Other:**

# Hotel/Motel Tax Grant

## Project/Event (Please complete the following questions and submit)

### 1. List project/event title

Community research project: "Dublin: A Sense of Place"

### 2. What will the project accomplish?

"Dublin: A Sense of Place" will identify themes and ideas that will strategically inform the development of a drive-by public art collection in Dublin through a cultural arts project that beautifies public property, appeals to Dublin visitors and residents and enhances the community by defining a sense of place. With the addition of drive-by public art to a collection that has historically been pedestrian-friendly, Dublin Arts Council now has an opportunity to strategically add artworks to the collection that define the essence of Dublin, inform, educate and inspire "at a glance."

### 3. Is the request for a one-time special project or new activity, or operating support for an existing program or event?

The activity is a one-time special project designed to inform Dublin Art in Public Places program commissions over a period of years in which more drive-by artworks are considered and realized.

### 4. What are the opportunities that the project will attempt to attract?

Dublin Arts Council will continue to build a world-class public art collection that will enhance Dublin as a place to visit, live and work. Dublin Arts Council will present and share the results of the study with community stakeholders. The data can be helpful to a number of organizations and individuals, including those efforts undertaken by economic development professionals, city staff and leadership, Dublin Chamber of Commerce, Dublin Convention & Visitors Bureau, large and small employers, Historic Dublin Business Association, other community arts organizations, homeowners' associations, The Dublin Foundation, social service organizations such as Dublin A.M. Rotary, and schools among others.



# Hotel/Motel Tax Grant

## 5. What immediate and long-range results are expected?

Immediate results from the study will inform the theme and ideas considered for the Emerald Parkway Bridge public art commission. Long-range results will continue to inform artworks that fall outside of a pedestrian-friendly scope. A well-thought and community-supported identity will shape the collection and reinforce the community attributes of Dublin. Additional long-range results include the integration of these findings into a number of community initiatives that reflect Dublin's community values.

## 6. Who will benefit from the project? How and to what extent?

Primarily, all members of the Dublin community, including visitors, benefit through the continued creation of thoughtful public art projects that reflect Dublin's community as a whole.

Secondarily, a large stakeholders list (including many of the organizations identified in question #4) can benefit by developing projects that rely upon this research to reflect the character of Dublin through the perspectives of leaders, residents, visitors and those who work in the Dublin community.

## 7. Budget – Amount requested and a complete statement of the purpose of the grant.

Dublin Arts Council is requesting \$21,790 via a Hotel/Motel Tax Grant and \$360 via in-kind contributions to develop and realize research to complete this project.

## 8. What is the total cost of the project? Specifically, how will the money be used? When will the money be needed?

Total project cost is \$22,150, which includes \$21,790 via Hotel/Motel Tax Grant funds and \$360 via in-kind contribution. A complete budget breakdown is attached as Appendix 2 to this document. Reimbursement of direct expenses will be requested Jan. 1 – July 31, 2013.

## 9. Support – What other sources of financial support are committed or are being sought for the project? Organizations and amounts should be listed.

No outside financial support is being requested.



# Hotel/Motel Tax Grant

**10. Future Support – Will the project continue beyond the funding period? If so, how will it be supported? If the program is to be sustained, provide plans for permanent support after the City’s funding has been terminated.**

Financial support for the project will not be needed beyond the funding period.

**11. Maintenance Costs – What are the projections for short-term and long-term costs to maintain this project?**

There are no maintenance costs associated with the project.

**12. City Services – What City of Dublin services are required to implement the project/event? What is the cost of these services? Have these services been coordinated with the City’s Event Administration Department?**

Dublin Arts Council will request a fee waiver for a one-time three-hour use of Abbey Theater – or if unavailable – a Dublin Community Hall at the DCRC – for the presentation to community stakeholders. Abbey Theater of Dublin’s standard fee for a three-hour rental by a community nonprofit organization would be \$360.

**13. Has an Event Permit Application been approved?**

An event permit will not be required for this project.



# Hotel/Motel Tax Grant

## **14. Attendance – What is the expected spectator attendance? What is the expected participant attendance? What are the attendance records for the last two years?**

Initial primary research will involve two to three focus groups or roundtables of 8-12 people per group. One-on-one interviews will be completed with 40 to 50 individuals. All participants will be invited to a presentation of primary findings, which will then be released to the general public. The presentation will be followed by secondary research gathered through a public survey that is open to any and all that wish to offer their thoughts regarding ideas and themes that resonate with the community. An online public survey will be supplemented by a printed survey placed in kiosks in high-traffic locations such as the Dublin Community Recreation Center, Dublin branch of the Columbus Metropolitan Library and the Dublin Convention and Visitors Bureau's Visitor Center. The anticipated outcome is 200 completed community surveys.

## **15. Overnight Visitors – How many overnight visitors are estimated? What is the basis for estimates? How will you promote Dublin hotels?**

It is difficult to project the number of overnight visitors that will be drawn to Dublin by this project. However it is more reasonable to expect that the Dublin Art in Public Places program, which is currently listed as an attraction and is promoted by the Dublin CVB and area hotels, will be an even more attractive activity for individuals and group tours when visiting our community. DAC will work with the Dublin CVB to consider additional promotions and packages designed to increase number and length of stays in Dublin hotels. Examples include an art itinerary used to leverage group tour business or mini-itineraries for leisure travelers.

The Dublin CVB will share existing baseline visitor survey data with Dublin Arts Council. New data that will be gathered through this study, which includes other segments of our community, will be shared to assist in developing promotions and packages.



# Hotel/Motel Tax Grant

## **16. Promotion – How will the project/event be promoted? In what mediums/markets will you be promoting the events?**

Dublin Arts Council will work in partnership with City of Dublin Community Relations to strategically share data and jointly convey the process and project with the entire community.

Initial project promotion will center in Dublin and radiate throughout central Ohio. Resulting data will be released nationally and internationally, with a specific emphasis on national arts organizations of which Dublin Arts Council is a member, such as Americans for the Arts.

Promotion will take a number of shapes, including traditional and social media relations efforts and community relations efforts. Research data and findings will be shared with other community organizations both proactively and by request.

## **17. Approach – How will the project be carried out? Where and by whom? How long will it take?**

A well-qualified independent research firm will be selected to carry out the project. Three firms have been identified and have submitted general project outlines and budgets. The project will be carried out over approximately four months in early 2013. The first use of the findings will be to inform the development of a call to artists for the Emerald Parkway Bridge public art commission.

## **18. Coordination – What other organizations are working on the project/event? How will coordination be accomplished?**

Dublin Arts Council staff will serve as project manager. One research firm will be selected to carry out the project. Dublin Convention and Visitors Bureau has offered to share visitor data to help inform the study baseline. Dublin Arts Council will work in partnership with City of Dublin's Community Relations Department to share data, process and promotion and to avoid duplication of efforts with regard to other community survey projects.



# Hotel/Motel Tax Grant

## **19. Evaluation – By what criteria will the success or failure of the project/event be measured? What are the methods and dates of evaluation?**

Project success will be measured by:

1. Timely implementation and culmination of research tactics (Feb. - May 2013)
2. Appropriate reach through identified audiences, both qualitatively and quantitatively (Feb.- May 2013)
3. Presentation of primary findings to community stakeholders (April 2013)
4. Integration of findings into successful launch of call to artists for Emerald Parkway Bridge public art project (final data available June 2013)

## **20. Letters of support, articles or data relating to the project may be included as appendices.**

Appendix 1: Authorization of Board of Directors

Appendix 2: Complete project budget

Appendix 3: Letter of support, Dublin branch, Columbus Metropolitan Library



# dublin **arts** council

7125 Riverside Dr., Dublin, Ohio 43016  
614/889-7444 • www.dublinarts.org

Nov. 1, 2012

Board of Directors  
2012-2013

President  
Naomi B. Hoyt

President-Elect  
Claudia Plumley

Treasurer  
Mark Jarvis

Secretary  
Linda Killworth

Citizen Representative  
Deborah Graham-Gibson

City Council Liaison  
John Reiner

Members  
Dave Amorose  
Becky Carlson  
Monika Chaudhari  
Erin Daly  
Mark Emerson  
Bryan Faller  
Pete Joodi  
Christine Kullberg  
Sharon Brickler Levine  
Jim Mowery  
Carol Zimmerman

On behalf of the Board of Directors of Dublin Arts Council, I authorize this City of Dublin Hotel/Motel Tax Grant application for the community research project "Dublin: A Sense of Place."



Naomi B. Hoyt  
President, Board of Directors  
Dublin Arts Council

# DUBLIN ARTS COUNCIL

## COMMUNITY RESEARCH PROJECT: "DUBLIN: A SENSE OF PLACE"

PREPARED FOR CITY OF DUBLIN HOTEL/MOTEL TAX GRANT

COMMUNITY RESEARCH PROJECT: "DUBLIN: A SENSE OF PLACE"

2013 BUDGET

Program Income		
City of Dublin Hotel/Motel Tax Fund	\$	21,790.00
Total Income		21,790.00
Program Expense		
Focus Groups & Stakeholder Presentation <i>Including Audio/Video Services, Technical Fees, &amp; Hospitality</i>		2,650.00
Market Research Firm		17,600.00
Marketing		940.00
Program Materials <i>Including Supplies, Online Survey Fees, Kiosks, &amp; Respondent Incentives</i>		600.00
Total Expense		21,790.00
Total: Net Income (Loss)	\$	0.00

# DUBLIN ARTS COUNCIL

COMMUNITY RESEARCH PROJECT: "DUBLIN: A SENSE OF PLACE"

PREPARED FOR CITY OF DUBLIN HOTEL/MOTEL TAX GRANT

COMMUNITY RESEARCH PROJECT: "DUBLIN: A SENSE OF PLACE"

2013 BUDGET

## In Kind Donations

City of Dublin - Rental of Abbey Theater for Stakeholder Presentation

Dublin Non-profit Rate; 3 hrs @ \$120/hr

Waiver of Fees

\$ 360.00

Total In Kind Donations

\$ 360.00



columbuslibrary.org 645-2275

October 21, 2012

To: Dublin City Council

From: Michael Blackwell  
Manager, Dublin Branch Library  
75 N. High Street  
Dublin, Oh 43017  
614-479-3173  
mblackwell@columbuslibrary.org

Dear City Council Member,

Dublin Arts Council is pursuing a "bed tax" grant in order to help fund a strategic change in the direction of public art in Dublin. They wish future public art pieces to reflect the unique place that Dublin is. One model is Phoenix, AZ, which has murals and sculptures reflecting local native art and creatures indigenous to the desert Southwest. At a glance, one can get a sense of the community.

In order to provide a direction for public art, they need to have a precise sense of what Dublin is as a place. At a glance, what should our art convey to visitors? Research into this question is exactly what the grant would fund. Dublin Arts Council intends to involve many community stakeholders in their efforts and research. The results are likely to be informative for residents, businesses, service organizations, civic groups, and for city government entities and would have value not only for directing art projects but in creating a shared sense of identity.

The Dublin Branch of Columbus Metropolitan Library stands in full support of Dublin Art Council's grant application. We find their proposal for research to be intriguing. We will support Dublin Arts Council with our resources and participate to the fullest extent that we are able in conducting their study. We hope that you will consider funding their grant request. We look forward to seeing the results they discover as they explore how Dublin thinks the community should be represented at a glance.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Blackwell", written in a cursive style.

Michael Blackwell

Internal Revenue Service  
District Director

Department of the Treasury

P. O. BOX 2508  
CINCINNATI, OH 45201

Date: April 9, 1989

Employer Identification Number:  
31-1101457  
Contact Person:  
ZENIA WONG  
Contact Telephone Number:  
(513) 684-3578

DUBLIN ARTS COUNCIL  
C/O DUBLIN MUNICIPAL BLDG  
6665 COFFMAN RD  
DUBLIN, OH 43017

Addendum Applies:  
No

Dear Applicant:

Based on the information you recently submitted, we have classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Internal Revenue Code because you are an organization described in section 509(a)(1). Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect.

This classification is based on the assumption that your operations will continue as you have stated. If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status.

This supersedes our letter dated April 10, 1989.

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

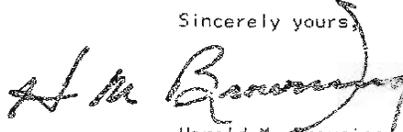
Because this letter could help resolve any questions about your private foundation status, you should keep it in your permanent records.

Letter 1078 (DO/CG)

DUBLIN ARTS COUNCIL

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Harold M. Browning  
District Director



STATE OF OHIO  
DEPARTMENT OF TAXATION  
SALES AND USE TAX  
BLANKET EXEMPTION CERTIFICATE

The purchaser hereby claims exception or exemption on all purchases of tangible personal property and selected services made from:

(vendor's name)

and certifies that this claim is based upon the purchaser's proposed use of the items or services, the activity of the purchaser, or both, as shown hereon:

A sale to a nonprofit organization operated exclusively for charitable purposes in

this state.

**PURCHASER MUST STATE A VALID REASON FOR CLAIMING EXCEPTION OR EXEMPTION.**

Dublin Arts Council

*Purchaser's Name*

7125 Riverside Drive

*Street Address*

Dublin Ohio

43016

*City*

*State*

*Zip Code*

*Signature and Title*

*Date Signed*

25-287044

*Vendor's License Number, If Any*

*Vendors of motor vehicles, titled watercraft and titled outboard motors may use this certificate to purchase these items under the "resale" exception. Otherwise, purchasers must comply with rules 5703-9-10 of the Administrative Code.*

*This certificate cannot be used by construction contractors to purchase material for incorporation into real property under an exempt construction contract. Construction contractors must comply with rule 5703-9-14 of the Administrative Code.*