



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~~ \$16,000

Plus \$360 fee waiver for Abbey Theatre

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: ~~50% of request (\$10,895) — Postponed at request of applicant.~~

City of Dublin
Hotel/Motel Tax Grant Application
Part 1
April 2, 2013

Organization Information

David S. Guion
Dublin Arts Council
7125 Riverside Drive
Dublin, Ohio 43016

Phone: 614-889-7444
Federal ID number: 31-1101457

State whether the applicant is controlled, supervised, operated by or in connection with another organization, or if it the outgrowth of another organization:

Dublin Arts Council is a 501(c)(3) organization, incorporated in 1984. The application is being filed on behalf of the organization itself.

History and description of the program and goals:

Dublin Arts Council and a multitude of stakeholders must answer critical questions to move Dublin forward as a place where creative placemaking is at the core of what Dublin does and how it displays its unique attributes to the world. This research must be compiled to allow DAC to be competitive in applying for matching federal funding, with a return on investment from \$25,000 - \$200,000. With the help of this bed tax grant, Dublin Arts Council will embark on critical research that will pose fundamental questions that will set the city apart as an exemplary place to live, work and visit. We will be asking some critical questions directly of primary stakeholders that in some instances have not been asked before. Fundamental questions such as: What IS Dublin? What do you feel in your heart when you describe Dublin to someone? Who are the people and places that make it special? What sets it apart from other communities? How do we tell the story of our distinct community through our public art and overall art offerings?

We want to be at the forefront of cutting edge research that is now underway at the national level through what The National Endowment for the Arts calls "*Creative Placemaking*". understanding the creation of a lively, beautiful and sustainable place with the arts at its core.

Dublin Arts Council wishes to proceed with a community-wide research project "Dublin: A Sense of Place" to answer these fundamental questions by soliciting thoughts and ideas from a comprehensive list of stakeholder constituents to identify community values, characteristics,

resources and assets to be used as themes for public artwork and art projects that communicate Dublin's character.

The resulting data will be used to strategically inform themes for future public artwork realized collaboratively by creative placemaking. The answers to these basic questions could meaningfully and comprehensively inform such projects as pedestrian-friendly and drive-by artworks in parks, near roadways, and in special projects such as the Bridge Street District Scioto River redevelopment project. Survey data will position Dublin Arts Council to apply for grants that support cultural district development and arts partnerships beyond the current scope and capacities of the organization.

Data will also be generously shared to benefit a large swath of community stakeholders, including 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, schools and more.

The ultimate goal is the reflection of Dublin's sense of place in all that contributes to the fiber of the Dublin community. Through a modest investment by the city, this research could make DAC enormously competitive in garnering national funding and international recognition.

Names and addresses of the Board of Directors, board members associated with/employed by the organization and documentation that the board authorized the application:

To be uploaded.

Dublin Arts Council's board president has signed an authorization, which is attached as an appendix to part 2 of this application.

Names, titles, duties and qualifications of volunteers and/or staff responsible for project implementation:

David S. Guion, Ph.D., Executive Director, Dublin Arts Council

David S. Guion has served as executive director of Dublin Arts Council since 2005. For more than 20 years, he has worked with nonprofit arts organizations and educational institutions in New York City, the Bay Area of California and Columbus, Ohio. While raising funds for arts organizations in New York City, Guion had the privilege of working with such iconoclastic artists as Mikhail Baryshnikov, Trisha Brown, Merce Cunningham, Erick Hawkins, Jasper Johns, and Robert Rauschenberg, among others. He received an M.A. in Art Education from The Ohio State University in 1988. During his doctoral coursework, Guion was awarded the Lawrence and Isabel Barnett Fellowship and the Manual Barkan Dissertation Fellowship Award. He earned his Ph.D. in Art Education from The Ohio State University in 2008. Currently he teaches graduate and undergraduate courses at the newly-formed Department of Arts Administration, Education

and Policy at OSU. Guion has conducted fundraising seminars and workshops for a wide variety of nonprofit organizations and arts professionals in Ohio, Poland, Taiwan and Chile. He is currently a member of the Columbus Creative Cultural Commission for the City of Columbus and serves as president of the board of directors of OhioDance. Guion has served as a panelist for the Ohio Arts Council, the Greater Columbus Arts Council, Culture Works, the united arts fund and arts service agency for the Greater Dayton region, and has adjudicated arts exhibitions for a variety of organizations.

Janet Cooper, Marketing and Public Relations Manager, Dublin Arts Council

Janet Cooper joined Dublin Arts Council in 2006, managing media relations, advertising and community relations efforts for the organization. Janet moved to central Ohio from Arizona, where she was involved in the marketing of a number of arts organizations, including the Scottsdale Arts Festival, the Arizona Indian Arts Alliance, the McDowell Mountain Music Festival and the Scottsdale Gallery Association. Her background includes corporate, agency and nonprofit marketing and public relations experience. She received a B.S. in Marketing Management from Western Governors University in Salt Lake City. Janet is the recipient of a Rocky Mountain Emmy Award for public affairs programming and currently serves on the Greater Columbus Events Council and the Digital Communications Committee of the Columbus Arts Marketing Association.

Emily Striker, Marketing Communications Coordinator, Dublin Arts Council

Emily Striker joined Dublin Arts Council in 2008 as a Marketing intern and assisted with marketing efforts and special events. After graduating in 2009, Emily returned on a special project basis as Public Art Communications Coordinator for Dublin's Bicentennial Public Art Project. She returned to Dublin Arts Council in 2012 as Marketing Communications Coordinator. Emily works primarily with Dublin Art in Public Places program initiatives. She also serves as a community relations liaison, develops marketing materials, contributes to website and social media content, and acts as special event support. She received a B.S. in Organizational Communication and completed coursework in Marketing at Ohio University.

A copy of the Treasury letter certifying tax-exempt status as an organization that is not a private foundation and a copy of the organization's most recent Form 990 - Income Tax Return of Organizations Exempt for Income Tax

(to be uploaded)

Project/Event Title:

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

Dublin Arts Council

Board Roster 2012-2013

Naomi B. Hoyt – President

6033 Holywell Drive
Dublin, Ohio 43017

Claudia Plumley – President Elect

Marketing Manager
Experience Columbus
277 W. Nationwide Blvd,
Ste. 125
Columbus, OH 43215

Mark Jarvis-Treasurer

5322 Loch Leven Court
Dublin, Ohio 43017

Linda Killworth-Secretary

8079 Inistork Drive
Dublin, Ohio 43017

John Reiner-City Council Representative

8977 Turin Hill North
Dublin, Ohio 43017

Deborah Graham-Gibson-Citizen Representative

5678 Rothesay Drive
Dublin, OH 43017

Dave Amorose

8150 Winchcombe Drive
Dublin, Ohio 43016

Becky Carlson CPA

8062 Inistork Drive
Dublin, Ohio 43017

Monika Chaudhari, MD
7789 Mellacent Drive
Columbus, Ohio 43235

Erin Daly
5915 Dunabbey Loop
Dublin Ohio 43017

Mark Emerson
4926 Gillingham Way
Dublin, Ohio 43017

Bryan Faller
Porter, Wright, Morris & Arthur LLP
41 South High Street
Suite 2800
Columbus, Ohio 43215

Pete Joodi
IBM Distinguished Engineer
4231 Bryson Cove Circle
Dublin, Ohio 43016

Christine Kullberg
Director, Marketing Communications & Brand Strategy
Cardinal Health
7000 Cardinal Place
Dublin, Ohio 43017

Sharon Brickler Levine
6764 Brampton Court
Dublin, Ohio 43017

James Mowery
Mowery Youell & Galeano, LTD.
425 Metro Place North
Suite 420
Dublin, Ohio 43017

Carol McBurney Zimmerman
8866 Cruden Bay Court
Dublin, Ohio 43017

**Internal Revenue Service
District Director**

Department of the Treasury

P. O. BOX 2508
CINCINNATI, OH 45201

Date: JUN 13 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.

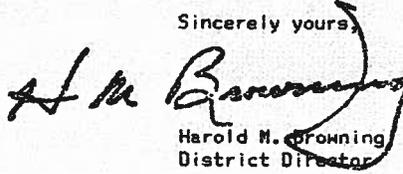
Because this letter could help resolve any questions about your private foundation status, you should keep it in your permanent records.

Letter 1078 (00/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 rule 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.

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?

Through strategic and robust marketing research, "Dublin: A Sense of Place" will identify themes and ideas that will strategically inform the continued development of Dublin's public art program. The project will position Dublin Arts Council to apply for additional grants to expand public art opportunities, especially related to the Bridge Street District Scioto River redevelopment project.

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.

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. The data will position Dublin Arts Council to apply for grants that support creative placemaking through cultural district development and arts partnerships. One such grant, offered by the National Endowment for the Arts, is available for projects up to \$200,000.

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?

Results from the study will provide planning input for the Bridge Street District Scioto River redevelopment project, and will inform grant applications for public art projects for this district and beyond.

Long-range, Dublin Arts Council will continue to reinforce Dublin's sense of place through ongoing creative placemaking projects, integrating these findings into a number of community initiatives that reflect Dublin's community values with the arts at their core.

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 and own businesses in the Dublin community.

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

Dublin Arts Council is requesting \$16,000 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 \$29,480. The Dublin Arts Council is requesting \$16,000 via Hotel/Motel Tax Grant funds and \$360 via in-kind contribution. Hotel/Motel Tax Grant funds will be used for professional services to pay for a market research firm to conduct independent objective research, overseen by Dublin Arts Council. A complete budget breakdown is attached as Appendix 2 to this document. Reimbursement of direct expenses will be requested in November 2013 and June 2014.



Hotel/Motel Tax Grant

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.

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 is \$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 a complex endeavor 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 service 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?

Oregon-based Acti-Dyne Survey Research, a well-qualified, independent research firm, has been selected to carry out the project. The firm has extensive experience with all aspects of primary and secondary market research creation, execution and reporting. Acti-Dyne clients range from multi-billion dollar corporations to political polling and advertising testing in multiple industries. One-on-one interviews and focus groups will take place in Dublin, as will a presentation to Dublin stakeholders. The project will be carried out over a seven-month period, beginning in November of 2013.

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. Dublin Convention and Visitors Bureau will 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. Identify and perform initial outreach to primary stakeholders (Nov. 2013)
2. One-on-one and focus group primary research concluded (early 2014)
3. Presentation of primary findings to community stakeholders (late-spring 2014)
4. Integration of findings into Bridge Street District Scioto River redevelopment project planning
5. Application and award of NEA "Our Town" Creative Placemaking grant

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





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

April 1, 2013

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."

A handwritten signature in black ink that reads "Naomi B. Hoyt".

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"

2014 BUDGET

Program Income

City of Dublin Hotel/Motel Tax Fund	\$	16,000.00
City of Dublin Abbey Theatre/In Kind		360.00
Dublin Arts Council/General Operating Funds		13,120.00

Total Income

29,480.00

Program Expense

Focus Groups & Stakeholder Presentation		
Audio/Video Services, Technical Fees, Meeting Costs		2,650.00
Facility Rental/Focus Groups		650.00
Facility Rental/Stakeholder Presentation		360.00
Professional Services		
Administrative/Personnel		8,280.00
Market Research Firm		16,000.00
Marketing		940.00
Program Materials		
Supplies, Online Survey Fees, Kiosks, & Respondent Incentives		600.00

Total Expense

29,480.00

Total: Net Income (Loss)

\$ **0.00**



columbuslibrary.org | 645-2275

April 1, 2013

To: Dublin City Council

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

Dear City Council Member,

Dublin Arts Council (DAC) is pursuing a "bed tax" grant in order to fund a strategic change in the direction of public art in Dublin. Future public art pieces should reflect the unique place that Dublin is. One city that is a successful model for such art is Phoenix, which has murals and sculptures with elements of local Native American art and creatures indigenous to the desert Southwest. At a glance, visitors get a sense of community and residents feel a sense of belonging in a vibrant city that reflects their environment and culture.

In order to provide a direction for public art, DAC must have a precise sense of how residents think of Dublin as a place. At a glance, what should our art convey to visitors and residents alike? This is especially the case as we develop the exciting Bridge Street and High Street/river front plans (the area I hope we will soon call the River District, as it will be the heart of our city and define what Dublin is to many). What art should adorn what will be perhaps our most vital city space? Research into this question is exactly what the grant would fund. DAC would involve many community stakeholders in the efforts and research. The result will be informative for residents, businesses, service organizations, civic groups, and the City. It would have value not only of directing art projects but in creating a shared sense of identity. Furthermore, such research will be invaluable for future grant applications and other fundraising efforts to get public art in place there.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Blackwell".

Michael Blackwell, Manager, Dublin Branch Library