

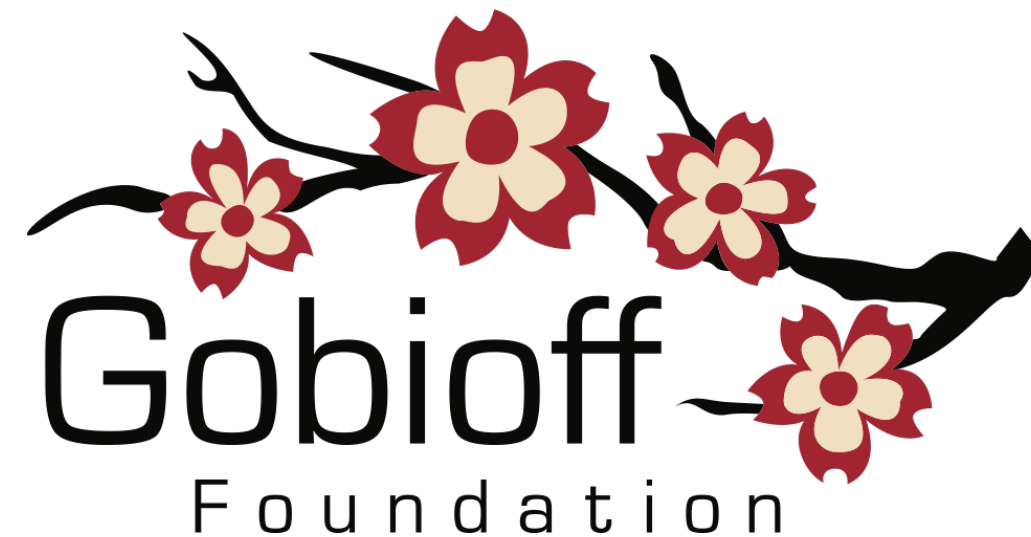


# TREASURE TAMPA

A Creative Placemaking Opportunity

**Information Session**  
**September 11, 2017 10am**

Presented by



# GOBIOFF FOUNDATION: OUR MISSION



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The Gobiuff Foundation is a private family foundation which works to support human rights organizations and the Tampa, FL arts community.

Our grants strengthen the ability of human rights and arts organizations to enrich the Tampa community and improve the state of human rights worldwide so that the world is a better place as intended by our founder. Our mission is not static. It is constantly developing as we grow and our family grows.



## Treasure Tampa (T<sup>2</sup>)

**Goals: Education and Collaboration**



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# T<sup>2</sup> GOALS- EDUCATION AND COLLABORATION

Facilitate creative placemaking in Tampa through education, collaboration, and funding.

Upcoming event to spark creative placemaking ideas and collaboration:

Creative Placemaking  
A City Community Partnership  
Keynote presentation by  
Eyenga Bokamba and Gülgün Kayim

September 29th  
Presentation 4:00pm-5:30pm  
Networking 5:30-6:30pm

Tampa Marriott Waterside Hotel & Marina  
700 S Florida Ave, Tampa, FL 33602

This event is FREE but requires RSVP





## Treasure Tampa (T<sup>2</sup>)

### **Goals: Funding**

This presentation is predominantly about the past and present T<sup>2</sup> funding initiative.

# T<sup>2</sup> GOALS: FUNDING

Facilitate creative placemaking in Tampa through education, collaboration, and funding.

*Up to \$30,000 toward creative placemaking projects in Tampa that exemplify creativity, collaboration, and community involvement.*

*Ultimately projects funded through this initiative will be fun and bring new reasons to why the community treasures Tampa*



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# T<sup>2</sup> FUNDING: ELIGIBILITY/REQUIREMENTS

## **Creativity**

The heart of the project must be art, creativity, artists, or culture

## **Community**

Involved in either in the design, creation, or implementation of the project

## **Collaboration**

A multi-sector partnership between the public, private, or non-profit sectors

## **Region**

City of Tampa or Neighborhood served by the  
University Area Community Development Corporation



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# T<sup>2</sup> FUNDING: SPECIAL CONSIDERATIONS

Aspects of the project that will be taken into consideration but are not required.

- Diversity embraced
- Local artists employed
- Low socioeconomic status population impacted
- Event or project is accessible to all populations
- Works to solve a well defined community problem





# T<sup>2</sup> FUNDING: PROCESS

**Goal:** Transparent, equitable, and fair

**Who:**

- **Reviewers** - A panel of business, community, and arts leaders review in a two phase process:
  - (1) the Letters of Interest (LOI)
  - (2) Applications
- **Facilitators** - The Gobioff Foundation creates the rating instruments and organizes the group discussion

**Tools:** Online rating instruments and group discussions



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## Treasure Tampa (T2)

**Funding: Prior Grant Cycle (2017)**



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# T<sup>2</sup> FUNDING: PRIOR GRANT CYCLE (2017)

## LOI Phase

- A total of 18 LOI's were reviewed by a panel of 13 (2 government, 3 business development, 2 art planners, 1 arts non-profits, 1 arts education, 3 museum curators/development, 1 family foundation w arts focus) using online evaluation rating form (three submission were determined ineligible prior to being sent to the review panel).
- Following a review panel meeting incorporating the individual online ratings and discussion, 4 projects were invited to submit full applications

## Application Phase

- The same review panel individually used an online evaluation rating form which was followed by a review panel meeting incorporating the individual online ratings into a discussion, consensus identified a single project to receive the \$30,000 grant.



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# T<sup>2</sup> FUNDING: 2017 GRANT RECIPIENT

Awarded to the UACDC for Art in the Park, in progress





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Treasure Tampa (T2)

**Funding: 2018 Grant Cycle**

# T<sup>2</sup> FUNDING: 2018 GRANT CYCLE



## Changes

- More time to submit LOI
- LOI includes video submission (maximum of 3 minutes)
- Moved Application period away from winter holiday season



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# T<sup>2</sup> FUNDING: 2018 GRANT CYCLE

## Timeframe

Funding is for 12 months starting May 1st, 2018.

Project must start within 6 months, by November 1<sup>st</sup>, 2018 and be completed by April 30<sup>th</sup>, 2019.

## Important Dates

What	When	Who	How
Letter of interest due	January 15 <sup>th</sup> , 2018	Applicant	Online
Notification of invitation to submit application	February 12 <sup>th</sup> -16 <sup>th</sup> , 2018	Gobioff Foundation	Email
Full application due	March 28 <sup>th</sup> , 2018	Applicant	Online
Notification of recipients	May 1 <sup>st</sup> , 2018	Gobioff Foundation	Email



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# T<sup>2</sup> FUNDING: 2018 GRANT CYCLE

## How to submit LOI

Online Submission Form: [TreasureTampa.org](https://TreasureTampa.org)

Step 1: Worksheet (Word doc)

- Preview questions
- Draft responses

Step 2: Register in Foundant online system

- Cut and paste responses from Word doc (Step 1) into online system
- Automated email once application received

## How to submit Application

Online Submission Form: Invitation only via email





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# T<sup>2</sup> FUNDING: 2018 GRANT CYCLE

Resources for success available at [TreasureTampa.org](https://TreasureTampa.org):

- Review the tools used for evaluating LOIs from prior year. [Evaluation rating form](#) and scoring [alignment table](#) tools used by the review panel that were developed by the Gobioff Foundation are posted on the website.
- Read and incorporate into your project the [eligibility criteria and special considerations](#) which are directly aligned with the evaluation tools.
- Read the [FAQ page](#) that outlines specific questions related to eligibility, process, and technology.
- Use the [Word document \(Step 1\)](#) available next to the “Apply Now” button.



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**Thank YOU!**