

# FloriMezzo, Inc.

**Project Title:** General Program Support 2020

**Grant Number:** 20.c.ps.102.427

**Date Submitted:** Thursday, May 31, 2018

## A. Cover Page Page 1 of 10

### Guidelines

Please read the current Guidelines prior to starting the application: 2019-2020 General Program Support Grant Guidelines

### Application Type

**Proposal Type:** Discipline-Based

**Funding Category:** Level 1

**Discipline:** Music

**Proposal Title:** General Program Support 2020

## B. Contacts (Applicant Information) Page 2 of 10

### Applicant Information

- a. **Organization Name:** FloriMezzo, Inc. 
- b. **FEID:** 68-0550935
- c. **Phone number:** 813.230.4089
- d. **Principal Address:** 3755 W. Holly Drive Tampa, 33620-0001
- e. **Mailing Address:** 3120 W. San Jose Street Tampa, 33629
- f. **Website:** [www.tmyo.org](http://www.tmyo.org)
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Hillsborough
- j. **DUNS number:** 070700490

### 1. Grant Contact \*

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### 2. Additional Contact \*

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jessica.calandra@tmyo.org

**3. Authorized Official \***

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**4. National Endowment for the Arts Descriptors**

**Applicant Status**

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Organization - Nonprofit

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**Institution Type**

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Performing Group - Youth

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**Applicant Discipline**

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Music

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**5. Department Name**

## C. Eligibility Page 3 of 10

### 1. What is the legal status of the applicant? \*

- Public Entity
- Nonprofit, Tax-Exempt
- Solo or Individual artists or unincorporated performing company
- Other (not an eligible response)

### 2. Are proposed activities accessible to all members of the public? \*

- Yes (required for eligibility)
- No

### 3. Do proposed activities occur between 7/1/2019 - 6/30/2020? \*

- Yes (required for eligibility)
- No

### 4. How many years of completed programming does the applicant have? \*

- Less than 1 year
- 1-2 years
- 3 or more years (required minimum to request more than \$50,000 in GPS)

# D. Excellence Page 4 of 10

## 1. Applicant Mission Statement - (Maximum characters 500.) \*

Mission Statement:

The Tampa Metropolitan Youth Orchestra provides superior music training, while guiding students toward a lifelong appreciation of classical music.

Vision Statement:

The Tampa Metropolitan Youth Orchestra endeavors to be recognized as a premier youth orchestra, to engage students with unique musical experiences, and to develop the patrons and performers of tomorrow.

## 2. Proposal Description

Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

### Goals, Objectives, and Activities - (Maximum characters 5000.)

**Goals:** Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

**Objectives:** Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

**Activities:** These are the specific activities that achieve the objectives.

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In 2011, Florimesso, Inc. established the Tampa Metropolitan Youth Orchestra (TMYO) as its major program. More than 260 of the brightest young musicians, ages 6-21, make up the TMYO. Students, after auditioning, are assigned to one of four different orchestral ensembles based on their ability:

- String Concertino, a beginning/intermediate string orchestra.
- Symphonic Strings, an intermediate string orchestra.
- Philharmonic Orchestra, an intermediate/advanced full orchestra.
- Symphony Orchestra, an advanced/pre-professional full orchestra.

During the school year, TMYO ensembles rehearse weekly at the University of South Florida (USF) School of Music. The TMYO experience enriches the students' music education and helps them develop an appreciation of orchestral and classical music.

TMYO currently offers a quality orchestral experience that includes:

- *Weekly rehearsals* for each of the four orchestras.
- *Sectionals* where students break into groups and receive training specifically for their instruments from Tampa area music professionals.
- *Formal concerts* at the end of each semester.
- An annual *Concerto Competition* where the winner performs with TMYO's top orchestra.

- *Orchestra Day* where TMYO students get to know the conductors in a relaxed setting, learn new music, and at the end of the day, perform in a group concert with all four ensembles playing together on stage.
- A *Chamber Music* program where chamber ensembles receive professional coaching, regular rehearsals, and performance opportunities.
- A *Side-By-Side Concert* where TMYO's Symphony Orchestra students join The Florida Orchestra's professional musicians on stage as they rehearse and perform.
- *Outreach Concerts* where TMYO members break into smaller groups to perform in various venues throughout the community.

Now, as an established and well-respected orchestra program, TMYO will build on the momentum that it has achieved to enhance its music programs and role in the community.

Providing a quality youth orchestra program is a costly undertaking which involves:

- Hiring the best conductors.
- Recruiting professional musicians to lead sectionals.
- Purchasing orchestral and chamber music.
- Renting large rehearsal rooms at USF to seat an 85-member orchestra.
- Renting smaller rooms at USF for the orchestra to train with their "sections" and to rehearse with their chamber music ensembles.
- Renting performance halls at USF and other concert venues for concerts.

The investment to provide these educational and artistic activities contributes to the overall musical experience of the students and enables TMYO to achieve the following goals and objectives:

*Goal: Sustain a quality orchestral music education program.*

*Objectives:*

- Offer rehearsal and performance opportunities that are challenging and rewarding.
- Offer two formal concerts in the winter and spring that are the culmination of months of rehearsals.
- Offer a chamber music concert to give students a chance to perform with smaller ensembles.
- Continue to offer scholarships to promote accessibility for all students, regardless of their ability to pay.

*Measureable:*

- Maintain TMYO's membership numbers, which had a 5% increase during the 2017-2018 season.
- Maintain, and if requested, increase the number of scholarships awarded based on financial need. Last year 22% of TMYO members received scholarships.

*Goal: Help students develop a lifelong appreciation of music.*

*Objectives:*

- Perform original works (not arrangements) in the Symphony Orchestra, TMYO's most advanced group.
- Hire professional musicians and music educators to coach the students.
- Invite guest artists from around the country to lead master classes and perform for the students.
- Offer opportunities for interaction with The Florida Orchestra to strengthen TMYO's relationship with Tampa Bay's professional orchestra.
- Build on past successes of performing world premieres of music composed for TMYO.
- Expand opportunities for USF music students to work with TMYO musicians.

*Measureable:*

- Add one new master class or special performance by visiting musicians or the composer of commissioned music.
- Increase the number of students who attend special rehearsals and events with professional musicians.
- Increase the number of USF students who observe rehearsals and provide rehearsal and concert assistance.

*Goal: Provide service and outreach opportunities for underserved populations.*

*Objectives:*

- Continue to provide high-quality free concerts at different venues throughout the community.
- Expand community outreach concerts performed at locations such as retirement facilities or hospitals in an effort to bring music to those unable to access it themselves.
- Ensure accessibility to any TMYO concert for the elderly and people living with disabilities.

*Measureable:*

- Increase the number of outreach performances in the community.
- Increase by 5% the number of students participating in community outreach concerts.
- Expand the outreach concerts to include a new sensory-friendly concert.

*Goal: Build a strong community for TMYO.*

*Objectives:*

- Renew existing partnerships and develop new collaborations with arts and cultural organizations to increase exposure of TMYO and open opportunities for innovative programs and events.
- Promote communication with music educators and professional musicians who serve as mentors, teachers, and ambassadors for TMYO.
- Promote TMYO's visibility in the community through social media, public relations and marketing.

*Measureable:*

- Increase attendance by 5% of music educators and professional musicians at concerts.
- Increase by 10% traffic to the TMYO website.
- Increase by 10% the number of social media posts.

## **Partnerships & Collaborations - (Maximum characters 2000.)**

Describe any partnerships and/or collaborations with organizations directly related to the Specific Cultural Project (SCP) or General Programming (GPS). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

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***Collaboration with The Florida Orchestra***, the professional orchestra that serves Tampa Bay. First, professional musicians from TFO coach TMYO's string quartets, lead sectionals, and judge seating auditions. The collaborative highlight of the season is the Side-By-Side Concert. This informal concert

features TMYO's top musicians from the Symphony Orchestra rehearsing and performing with professional musicians from TFO under the baton of a professional conductor. Another high point for Symphony Orchestra students is a rehearsal conducted by TFO's Conductor Michael Francis.

*Benefits:* Students interact with professional musicians to help increase their understanding of the music profession and the commitment that it takes to be a professional musician.

*Responsibilities:* TMYO budgets \$2500 to help pay for the Side-By-Side Concert. When Michael Francis conducts a rehearsal, TMYO tries to rent the USF Concert Hall so that the rehearsal can be open to the public.

***Collaboration with the Henry B. Plant Museum.*** Student ambassadors performed outside on a stage set up in Plant Park during the Museum's annual *Picnic in the Park*. This event is free and open to the public. In addition, TMYO's string quartet entertains guests during the Museum's annual *Victorian Holiday Stroll* in December. Students have performed on the Museum's veranda and inside in front of the large Christmas tree.

*Benefits:* Shares music with community members who might not otherwise attend a youth orchestra concert. Unique performance opportunity for students. Increases exposure of TMYO in the community.

*Responsibilities:* Arrive and perform at designated times.

***Collaboration with the Gasparilla Music Festival.*** TMYO musicians take the stage in Curtis Hixon Park as part of the Gasparilla Music Festival's Kid Fest. The event, free to children under 12, aims to introduce young children to quality music at an early age.

*Benefits:* An outdoor performance in a park setting is a new experience for many orchestra members. Promotes TMYO's visibility in the community. Students perform for an audience that might not otherwise attend a concert.

*Responsibilities:* Arrive and perform at designated times.

## **Timeline - (Maximum characters 2000.)**

List timeline of activities during the grant period.

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### *Fall 2019*

- Auditions for new and returning students.
- Orchestra Day: TMYO students get to know the conductors in a relaxed setting, learn new music, and perform together with all four ensembles.
- Weekly rehearsals for four orchestras begin at USF School of Music.
- Auditions are held for string quartets and other chamber ensembles.
- Chamber ensembles begin rehearsals.

### *October 2019*

- Sectionals with professional musicians.
- Concerto Competition.
- Seating auditions.

### *December 2019*

- Chamber groups perform at H. B. Plant Museum's Victorian Stroll.

- Outreach Concerts in the community.
- Winter Concerts: Prelude Concert, Intermezzo Concert, Finale Concert.

#### *January 2020*

- Auditions for new students.
- Weekly rehearsals for four orchestras begin.
- Chamber ensemble rehearsals begin.
- Side-By-Side Concert with The Florida Orchestra.

#### *Spring 2020*

- Chamber Music Concert.
- Sectionals with professional musicians.
- Seating auditions.
- Concert at the Henry B. Plant Museum's *Picnic in the Park*.
- Concert at the Gasparilla Music Festival.
- TFO's Conductor Michael Francis, conducts a rehearsal.

#### *May 2020*

- Spring Concerts: Prelude Concert, Intermezzo Concert, Finale Concert.
- Evaluation of TMYO year.

# E. Impact Page 5 of 10

## Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefitting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefitting should be one (1).

### 1. What is the estimated number of proposal events? \*

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16

### 2. What is the estimated number of opportunities for public participation? \*

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17

### 3. How many Adults will be engaged? \*

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2,575

### 4. How many school based youth will be engaged? \*

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0

### 5. How many non-school based youth will be engaged? \*

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725

### 6. How many artists will be directly involved? \*

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60

### Total number of individuals who will be engaged?

**7. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): \***

- Children/Youth (0-18 years)  
 Adults (25- 64 years)

**8. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): \***

- Asian  
 White

**9. Additional impact/participation numbers information (optional) - (Maximum characters 500.)**

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

TMYO is the *only* community-based youth orchestra program in Hillsborough County.

- TMYO provides orchestral training for more than 260 young musicians.
- TMYO students represented 90 schools during 2018-2019.
- Students travel to weekly rehearsals from 6 counties.
- Approximately 44% of students are minorities.
- In 2018-2019, 22% of TMYO members received full or partial scholarships.

TMYO hires musicians to work with students.

- Four orchestra conductors and four ensemble coaches lead weekly rehearsals.
- Over 40 professional musicians and music educators work with the students throughout the year.

**10. In what counties will the project/program actually take place?**

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county. *State Service Organization* applicants: Select all counties that will be served by your programming.

- Hillsborough

**11. Proposal Impact - (Maximum characters 3500.) \***

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

*Organizations:* Include the economic impact of your organization as a whole.

*Solo Artists:* Include any positive social elements and community engagement anticipated from the project.

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## **Economic Impact**

TMYO creates jobs, generates revenue, and enhances the quality of life for residents of Hillsborough County.

TMYO used the Arts & Economic Prosperity 5 (AEP5), a national impact study conducted by Americans for the Arts, to calculate the economic impact of TMYO. Two years ago, TMYO partnered with the Arts Council of Hillsborough County and 75 other nonprofit arts and cultural organizations in Hillsborough County to collect data for AEP5. Based on that information, AEP5 developed a calculator which has been customized for organizations that are located in Hillsborough County, FL.

The AEP5 calculator was used to determine the economic impact of TMYO during the 2017-2018 season.

- TMYO and its audiences spent over a quarter of a million dollars, (\$275,616) on event-related expenses.
- The expenditures made by TMYO and its audiences support the equivalent of 10 full-time jobs.
- \$214,569 are the total dollars paid to community residents as the result of the expenditures of TMYO and its audiences.
- Local and state governments receive a total of \$33,129 as a result of the expenditures of TMYO and its audiences.

In addition, TMYO contributes to the economy of West Central Florida by attracting students and their families from six surrounding counties: Hillsborough, Pinellas, Pasco, Polk, Hernando and Sumter counties. With families travelling such distances to attend weekly rehearsals, money is spent regularly on dining, shopping and transportation.

TMYO provides part-time artistic, administrative, and production jobs. Last season 70% of TMYO's expenses covered salaries and payments for artistic and administrative personnel, outside consultants, and charges for production personnel. Specifically, almost half of TMYO's expenses went towards artistic personnel. In addition, TMYO encourages students to take music lessons from private music teachers - thus supporting more jobs throughout the community.

As new families move to the area, they look for cultural opportunities for their children. TMYO staff have answered inquiries from families moving to Tampa from throughout the United States. This youth orchestra program appeals to professionals relocating to West Central Florida, particularly if their children have participated in a youth orchestra in another city.

TMYO contributes to both the cultural and economic vibrancy of Tampa Bay.

## **12. Marketing and Promotion - (Maximum characters 3500.) \***

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

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The Tampa Metropolitan Youth Orchestra has two main goals that relate to marketing and promotion: 1) to build awareness of TMYO throughout the community, and 2) to recruit new students, audiences, and donors.

### *Marketing Materials*

TMYO uses print products for marketing: an informational postcard and a poster that both incorporate the same design. These materials are distributed to schools, music stores, music teachers, and other arts and collaborative events throughout the community. Other marketing materials include small signs used to identify TMYO musicians during community performances and outreach activities. Prior to concerts, TMYO creates postcards with concert information. In addition, TMYO uses Constant Contact emails, which serve as marketing campaigns for special events that can be viewed and forwarded.

### *Promotional Video*

TMYO created a three-minute promotional video which is prominently displayed on TMYO's website. The video has been shown during community presentations. In addition, the video was featured in a segment on WEDU's weekly program *Arts Plus*.

### *Advertising*

To promote TMYO's concerts, TMYO runs Google and Facebook ads and places advertisements in local newspapers, *Parenting Magazine*, and in the school music program of the performing arts high school. TMYO also sends out press releases to local media and posts the events on community calendars featured in local newspapers, magazines, websites, and the Arts Council of Hillsborough County's Arts Calendar.

### *Website*

TMYO has a website that is updated constantly. The website -- [www.tmyo.org](http://www.tmyo.org) -- provides helpful information for TMYO families, promotes TMYO, and attracts new students. The website also provides links to other arts opportunities in the community. During the summer of 2017, the website was redesigned. The scale and content of the new website fit perfectly on a cell phone, tablet, or desktop monitor.

There are blog posts on the website which highlight TMYO programs and activities as well as special performances, musical opportunities and student spotlights. There is also a newsletter sign-up on the website to share information with the public.

### *Social Media*

The new website provide links to TMYO's social media accounts. TMYO has a Facebook page, a Twitter presence, and an Instagram, although email and the website are the primary ways that information is shared with TMYO members. In addition, TMYO uses online giving campaigns.

# F. Management and Operating Budget Page 6 of 10

## **1. Fiscal Condition and Sustainability - (Maximum characters 1750.) \***

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

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The TMYO board and staff work to ensure that TMYO maintains high standards of artistic excellence built on a strong foundation of fiscal stability. TMYO operates with a part-time artistic and administrative staff, parent volunteers, and a board of directors made up of professional community members who share a love of music, children, and education.

Since its inception, TMYO has operated in the black. TMYO's income for the fiscal year ending 5/31/2017 is 6% higher than the prior fiscal year. Funding for the program comes from a variety of revenue sources, including: membership fees, ticket sales, donors, corporate sponsors, grants, and government support.

In addition to this growing revenue stream, during the 2017-2018 season, there was a 5% increase for student enrollment. Prior to this season, the orchestra program maintained consistent numbers for both student enrollment and concert attendance. The conductors and administrative staff are dedicated and committed to TMYO, and there have been no staff turnovers.

To sustain this successful program, the board will continue to follow the long-range plan that was developed in 2011 and is reviewed, updated, and revised regularly. As TMYO gradually expands its activities, the need to secure new funding sources will be necessary.

One goal in the long-range plan is to diversify funding to support TMYO operations in a sustainable way. The objectives include continuing to:

- Increase the number of new donors to TMYO.
- Increase revenue from the fundraiser.
- Increase the number of patrons attending concerts.
- Develop consistent and effective fundraising drives.
- Apply for new grants for TMYO.

TMYO has evolved into a community youth orchestra that is embraced by a wide network of music teachers, music professionals, arts and cultural organizations, and other stakeholders, who take pride in it, and who are committed to its future success and longevity.

## **2. Evaluation Plan - (Maximum characters 1750.) \***

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

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Evaluation of TMYO activities takes place in two main ways: using qualitative data -- reviewing feedback from orchestra members, parents, music teachers, board, staff, and audience members -- and a review of quantitative data -- analyzing actual numbers.

### Qualitative Data

- A *survey* is emailed to orchestra members and their parents. The data and comments are used to evaluate programs and events of the past year and to assist with future planning.
- *Listening to the community* from music teachers, students, parents, and professionals who work with TMYO. These people are the "eyes and ears" in the community -- providing valuable feedback to the staff regarding operations and programming. Concerns are shared and suggestions made for ways to improve TMYO.
- *Annual parent meeting* provides an opportunity for parents to ask questions, share thoughts, and express concerns.
- *Review of programs*. The administrative staff review events and programs and suggest ways to improve TMYO. The artistic staff listen and watch DVDs from the concerts to evaluate performances and select music based on the skill level of their ensembles.

### Quantitative Data

- *Analysis of students* in TMYO:
  1. Demographics of students: age, schools, counties where reside.
  2. Is the number of students growing or declining?
  3. Are these new or returning students?
  4. Are there certain instruments missing? If so, why?
  5. How many students receive scholarships?
- *Analysis of students participating in optional events* -- Orchestra Day, outreach concerts, etc.
- *Analysis of the number of music teachers referring students*.
- *Analysis of attendance at concerts*.
- *Analysis of communications*: particularly website usage, emails sent to TMYO students and parents, and social media.

The TMYO board, artistic and administrative staff are constantly evaluating the program in order to improve the musical experience for the young musicians.

### 3. Completed Fiscal Year End Date (m/d/yyyy) \*

5/31/2017

### 4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	<b>\$22,786</b>	<b>\$26,104</b>	<b>\$27,690</b>
2. Personnel: Programmatic	<b>\$44,058</b>	<b>\$46,741</b>	<b>\$48,142</b>

3.	Personnel: Technical/Production			
4.	Outside Fees and Services: Programmatic	\$18,525	\$19,420	\$20,000
5.	Outside Fees and Services: Other	\$4,500	\$8,475	\$3,000
6.	Space Rental, Rent or Mortgage	\$11,705	\$15,467	\$20,000
7.	Travel		\$480	\$1,200
8.	Marketing	\$7,001	\$7,213	\$7,500
9.	Remaining Operating Expenses	\$20,993	\$22,700	\$26,955
<b>A.</b>	<b>Total Cash Expenses</b>	<b>\$129,568</b>	<b>\$146,600</b>	<b>\$154,487</b>
<b>B.</b>	<b>In-kind Contributions</b>	<b>\$2,500</b>	<b>\$2,500</b>	<b>\$2,500</b>
<b>C.</b>	<b>Total Operating Expenses</b>	<b>\$132,068</b>	<b>\$149,100</b>	<b>\$156,987</b>
	<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
10.	Revenue: Admissions	\$22,140	\$21,115	\$22,500
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$91,890	\$96,145	\$95,000
13.	Private Support: Corporate	\$2,000	\$4,000	\$4,000
14.	Private Support: Foundation	\$10,000	\$10,000	\$10,000
15.	Private Support: Other	\$3,850	\$2,156	\$3,372
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$7,365	\$3,184	\$1,615

18. Government Support: Local/County	\$3,000	\$10,000	\$18,000
19. Applicant Cash			
<b>D. Total Cash Income</b>	<b>\$140,245</b>	<b>\$146,600</b>	<b>\$154,487</b>
<b>B. In-kind Contributions</b>	<b>\$2,500</b>	<b>\$2,500</b>	<b>\$2,500</b>
<b>E. Total Operating Income</b>	<b>\$142,745</b>	<b>\$149,100</b>	<b>\$156,987</b>

### 5. Additional Operating Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

The largest revenue source for TMYO comes from tuition -- students' families pay modest tuition fees (\$210/semester). TMYO offers financial assistance for students who struggle to pay these fees. No student is turned away because of an unmet financial need. Last year 22% of TMYO members received financial assistance.

TMYO does not directly hire technical and production personnel. However, USF's rental invoices include labor charges, taxes and fees for production personnel. In 2017-2018, TMYO paid almost \$4000 in labor charges and taxes for stage and house managers, ushers, and lighting and sound engineers.

### 6. Paid Staff

- Applicant has no paid management staff.
- Applicant has at least one part-time paid management staff member (but no full-time)
- Applicant has one full-time paid management staff member
- Applicant has more than one full-time paid management staff member

### 7. Hours \*

- Organization is open full-time
- Organization is open part-time

# G. Management and Proposal Budget Page 7 of 10

## 1. Rural Economic Development Initiative (REDI) Waiver \*

Yes

No

## 2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at <http://dos.florida-arts.org/grants/guidelines/2017-2018.gps.guidelines.cfm#budget>.

### Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Administrative Salaries/Taxes	\$0	\$30,525	\$0	\$30,525
<b>Totals:</b>		<b>\$0</b>	<b>\$30,525</b>	<b>\$0</b>	<b>\$30,525</b>

### Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Music Director	\$9,500	\$10,200	\$0	\$19,700
2	Philharmonic Conductor	\$5,500	\$5,940	\$0	\$11,440
3	Symphonic Strings Conductor	\$4,500	\$5,340	\$0	\$9,840
4	String Concertino Conductor	\$4,000	\$4,610	\$0	\$8,610
<b>Totals:</b>		<b>\$23,500</b>	<b>\$26,090</b>	<b>\$0</b>	<b>\$49,590</b>

### Outside Fees and Services: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Ensemble Coaches	\$2,000	\$5,000	\$0	\$7,000
2	Commission	\$1,500	\$1,500	\$0	\$3,000
<b>Totals:</b>		<b>\$4,500</b>	<b>\$20,500</b>	<b>\$0</b>	<b>\$25,000</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
3	Outreach Director	\$1,000	\$2,500	\$0	\$3,500
4	Sectional Coaches/Seating Judges	\$0	\$9,500	\$0	\$9,500
5	Artistic Assistants	\$0	\$1,000	\$0	\$1,000
6	Guest Artists	\$0	\$1,000	\$0	\$1,000
<b>Totals:</b>		<b>\$4,500</b>	<b>\$20,500</b>	<b>\$0</b>	<b>\$25,000</b>

### Outside Fees and Services: Other \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Accountant, Consultants, Bookkeepers	\$0	\$7,500	\$2,500	\$10,000
<b>Totals:</b>		<b>\$0</b>	<b>\$7,500</b>	<b>\$2,500</b>	<b>\$10,000</b>

### Space Rental (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Concert Venues/Rehearsal Space	\$20,000	\$0	\$20,000
<b>Totals:</b>		<b>\$20,000</b>	<b>\$0</b>	<b>\$20,000</b>

### Travel (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Travel to Conferences	\$2,000	\$0	\$2,000
<b>Totals:</b>		<b>\$2,000</b>	<b>\$0</b>	<b>\$2,000</b>

### Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing	\$0	\$13,700	\$0	\$13,700
<b>Totals:</b>		<b>\$0</b>	<b>\$13,700</b>	<b>\$0</b>	<b>\$13,700</b>

### Remaining Proposal Expenses \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artistic & Operating Expenses	\$0	\$32,557	\$0	\$32,557
<b>Totals:</b>		<b>\$0</b>	<b>\$32,557</b>	<b>\$0</b>	<b>\$32,557</b>

**Amount of Grant Funding Requested:**

**\$28,000**

**Cash Match:**

**\$152,872**

**In-Kind Match:**

**\$2,500**

**Match Amount:**

**\$155,372**

**Total Project Cost:**

**\$183,372**

**3. Proposal Budget Income:**

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.

**Revenue: Admissions \***

#	Description	Cash Match	Total
1	Tickets for Concerts	\$22,500	\$22,500
<b>Totals:</b>		<b>\$0</b>	<b>\$22,500</b>

**Revenue: Other \***

#	Description	Cash Match	Total
1	Membership Fees	\$95,000	\$95,000
<b>Totals:</b>		<b>\$0</b>	<b>\$95,000</b>

**Private Support: Corporate \***

#	Description	Cash Match	Total
1	Corporate Donations	\$4,000	\$4,000
<b>Totals:</b>		<b>\$0</b>	<b>\$4,000</b>

**Private Support: Foundation \***

#	Description	Cash Match	Total
1	Foundation Grants	\$10,000	\$10,000
<b>Totals:</b>		<b>\$0</b>	<b>\$10,000</b>

**Private Support: Other \***

#	Description	Cash Match	Total
1	Individual Donors	\$3,372	\$3,372
<b>Totals:</b>		<b>\$0</b>	<b>\$3,372</b>

**Government Support: Local/County \***

#	Description	Cash Match	Total
1	Arts Council of Hillsborough County	\$18,000	\$18,000
<b>Totals:</b>		<b>\$0</b>	<b>\$18,000</b>

**Total Project Income:**

**\$183,372**

**Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$28,000	\$28,000	15%
B.	Cash Match	\$152,872	\$152,872	83%
	Total Cash	\$180,872	\$180,872	98%
C.	In-Kind	\$2,500	\$2,500	1%
	Total Proposal Budget	\$183,372	\$183,372	99%

#### **4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)**

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

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# H. Accessibility Page 8 of 10

## **1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. - (Maximum characters 2500.) \***

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at <http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/>. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

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The Tampa Metropolitan Youth Orchestra is committed to ensuring Tampa Bay's most talented young musicians have every opportunity to participate in the orchestral program and that TMYO performances are accessible to community audiences.

TMYO rehearses and performs at the University of South Florida's School of Music. The USF Physical Access Workgroup and the USF System ADA Coordinator monitor and review the accessibility features of the facility annually to assure ongoing compliance of the facilities, programs, and services offered in the School of Music complex.

In addition, USF is responsible for compliance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act and Florida Statutes 553. The USF System Interim ADA Coordinator is Crystal C. Coombes, Office of Diversity, Inclusion and Equal Opportunity (DIEO).

Next year, TMYO will work with VSA Florida, the state organization on Arts and Disability. in the following ways:

- Nominate a young musician to the VSA Florida Student of the Month Program. As VSA explains, "This program is designed to increase public awareness and recognize the impact arts make on students with disabilities throughout the state."
- Share concert information with VSA to be included in the VSA quarterly newsletter that will inform families of accessible programs.

TMYO welcomes people with disabilities to the orchestral program.

- On the TMYO website, appropriate accessibility symbols and a statement on accessibility are displayed.
- On the TMYO website, contact information is provided for those who would like the printed material available in large print.
- When parents request special accommodations for their children with special needs, the TMYO staff is responsive and supportive of those requests.

TMYO works to create a welcoming environment:

- Directions to the USF School of Music are provided in a number of ways including both written directions as well as a map. A telephone number is provided for those who need verbal assistance.
- Signs for auditions, first rehearsals, and concerts are prominently displayed.
- Volunteers are trained to give directions that are easy to follow.

## 2. Policies and Procedures

Yes

No

## 3. Staff Person for Accessibility Compliance

Yes

No

**If yes, what is the name of the staff person responsible for accessibility compliance?**

Jessica Calandra

## 4. Section 504 Self Evaluation

Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

Yes, the applicant completed the Abbreviated Accessibility Checklist.

No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

**If yes, when was the evaluation completed?**

5/1/2016

# I. Attachments and Support Materials Page 9 of 10

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DCA credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg or .gif	5 MB
documents	.pdf or .txt	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

## 1. Required Attachment List

Please upload your required attachments in the spaces provided. .

## Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
w-9 - state grant 2 (1).pdf	33 [KB]	5/30/2018 3:24:49 PM	<a href="#">View file</a>

## 2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
TMYO Work Sample 2017-2018.wmv	TMYO Work Sample	Brief selections from TMYO's four ensembles: Symphony Orchestra, Philharmonic Orchestra, Symphonic Strings, String Concertino	121341 [KB]		<a href="#">View file</a>
2018- TMYO Spring Program.pdf	TMYO Spring 2018 Concert Program		2092 [KB]		<a href="#">View file</a>

File	Title	Description	Size	Type	View (opens in new window)
TMYO Video.mov	TMYO Video	TMYO promotional and student recruitment video.	154793 [KB]		View file
Screen Shot 2018-05-30 at 3.26.14 PM.png	Accessibility Screenshot		332 [KB]		View file
TMYO Postcard_2018 Production (1).pdf	TMYO Postcard	Example of marketing materials to be printed in Summer 2018.	617 [KB]		View file
TMYO Board of Directors 2017- 2018.pdf	TMYO Board of Directors		112 [KB]		View file
TMYO SCHOOLS.pdf	2017-2018 Schools Represented by TMYO Students		144 [KB]		View file
TMYO Brief Biographies.pdf	TMYO Key Artistic and Administrative Staff		193 [KB]		View file
The Florida Orchestra Letter of Support 2018.pdf	Letter of Collaboration from The Florida Orchestra		244 [KB]		View file
TMYO Student Letter of Support.pdf	TMYO Student Letter of Support		99 [KB]		View file

# J. Review & Submit Page 10 of 10

## 1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of FloriMezzo, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

## Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program as outlined under section , Florida Statutes 265.286 and 1T-1.036, Florida Administrative Code.

## Signature (Enter first and last name)

Nancy Lorenzen

