

Miami Children's Museum, Inc.

Project Title: General Program Support 2020

Grant Number: 20.c.ps.170.739

Date Submitted: Friday, June 1, 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 3

Discipline: Museum

Proposal Title: General Program Support 2020

B. Contacts (Applicant Information) Page 2 of 10

Applicant Information

- a. **Organization Name:** Miami Children's Museum, Inc. 
- b. **FEID:** 59-2396999
- c. **Phone number:** 305.373.5437
- d. **Principal Address:** 980 MacArthur Causeway Miami, 33132-1604
- e. **Mailing Address:** 980 MacArthur Causeway Miami, 33132-1604
- f. **Website:** www.miamichildrensmuseum.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Miami-Dade
- j. **DUNS number:** 042688403

1. Grant Contact *

First Name

Belissa

Last Name

Alvarez

Phone

305.373.5437

Email

balvarez@miamichildrensmuseum.com

2. Additional Contact *

First Name

Brooke

Last Name

Manetti

Phone

786.837.3149

Email

bmanetti@miamichildrensmuseum.org

3. Authorized Official *

First Name

Deborah

Last Name

Spiegelman

Phone

305.373.5437

Email

debbie@miamichildrensmuseum.org

4. National Endowment for the Arts Descriptors

Applicant Status

Organization - Nonprofit

Institution Type

Other Museum

Applicant Discipline

Multidisciplinary

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)

5. Museum*

The following statements must be true for you to be eligible to apply in the Museum discipline. Check all that apply.

- Applicant is open to the public for at least 180 days each year.
- Applicant owns or utilizes collections, including works of art, historical artifacts, or other tangible objects (live or inanimate).
- Applicant exhibits these collections, including works of art, historical artifacts, or other tangible objects to the public on a regular schedule.

D. Excellence Page 4 of 10

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

Miami Children's Museum (MCM) is dedicated to enriching the lives of all children by fostering a love of learning through play and enabling children to realize their highest potential. Visitors of all ages are encouraged to play, learn, imagine and create together. It is our vision to be recognized as a premier institution serving children and their families while inspiring children to learn about themselves and our culturally diverse community we live in through art, science, literacy and early childhood education.

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.

Miami Children's Museum seeks funding to support its arts-based programs and that provides children with opportunities for creative expression and exploration that help develop cognitive, communication, emotional and social skills and early literacy that prepare them for school while instilling a lifelong love of the arts and learning.

Goals

1. Continue to serve as a model for museums as a leading South Florida institution and **expert in early childhood education** for children ages 0-8 of all backgrounds and abilities.
2. Provide **innovative exhibits and exhibition galleries**, traveling exhibits that provide children with innovative interactive and hand-on arts learning experiences.
3. Serve as a **community resource** for **formal and informal arts learning experiences** through arts-based programming including public programs; field trips; **community outreach**; Early Childhood Institute Preschool and early childhood art, music and movement classes. Reinforce classroom learning through Florida state standards Museum art-based activities that incorporate math, science, and reading into fun and engaging activities. Offer **volunteer and intern programs** that provide youth with early work experience.
4. Ensure access to quality **arts-based learning experiences for children of all backgrounds and abilities** including those who are low income, underserved or have disabilities through ongoing innovative hands-on public and school-based programs as well as community outreaches and partnerships.

5. Promote exhibits, programs and events to build brand awareness and expand our audience through **marketing opportunities, partnerships, traditional and social media.**

Objectives:

1. Operate a **56,500 square foot museum serving 450,000+ visitors and 1,700+ member households.** Maintain position as a leading arts and cultural venue locally, regionally and nationally with a reputation as an early childhood education expert.
2. Offer **17 exhibition galleries** including the **new Art Museum Gallery with makerspace and renovated Art Studio**, the **newly redesigned Music Makers Studio Exhibition Gallery with Symphony Room**. Feature a traveling exhibit in the **What's New Gallery** to expand the offerings and exposure provided to citizens of and visitors to South Florida which **rotate every 2-6 months.**
3. Provide **125,000 children** with **3,000+ opportunities to engage in hands-on arts-based learning experiences; 31,000+ with school field trips; camps** during school breaks **for 400+ children**; a minimum of **12 monthly events; 300+ Head Start and Early Head Start children** with a **10-week arts-based program; 75 children with autism** with an **ongoing arts program** during the school year; **100+ children and their families with family literacy** classes; Preschool for **80+ children**; early childhood and after school arts, music and movement classes; arts programs at community events and festivals for **800+ children; volunteer program for 250+ teens** and **intern programs** for **5+ teens** and young adults (**minority youth or youth with autism**).
4. Continue the **Very Important Potential (VIP) program** to ensure **access** to the Museum and its arts-based programming and exhibits to children from all backgrounds, including but not limited to those from low-income families, under-resourced schools and neighborhoods and those living with disabilities by offering free admission, arts residencies, camp scholarships, free monthly museum day to **52,000 individuals annually.**
5. **Increase audience** for exhibits and programs through **e-blasts to 17,000 contacts**, interactions with followers on the **Museum's social media** including 28,858 on Facebook, 5,076 on Twitter and 6,107 on Instagram. Continue to partner with Google AdWords for increased visibility in keyword searches.

Activities:

1. Open from 10 a.m. to 6 p.m. 363 days per year. Employ highly qualified staff and provide ongoing professional development.
2. Maintain the exhibits and exhibition galleries for all visitors. Rent or produce traveling exhibits.
3. Serve as a community resource by:

Providing Informal Learning Opportunities:

- Public programs including daily drop-in hands-on and interactive arts activities, weekly live theatrical performances by the Museum's in-house theater troupe, monthly Free Museum Day, monthly events.
- Provide one-day and weekly camps during all school breaks throughout the year serving children ages 12 months - 8 years;
- Weekly field trips for school groups.
- Offer 3,000+ opportunities for children to engage in a variety of programs utilizing music, dance, theater, visual, performing arts and theater that help children develop cognitive, social, emotional, communication and literacy skills needed to meet school readiness benchmarks.
- Monthly events based on a monthly theme which include Black History, Women's History, Hispanic Culture, Careers, Science, Health and Literacy.

- Provide 300+ Head Start and Early Head Start children with a 10-week arts-based program at the Museum and at their schools.
- Continue to provide 8-month arts residency program for youth with autism.
- Continue to implement a music-based family literacy program consisting of 10 classes over 5 weeks.

Formal Learning Opportunities:

- Continue Regio-based preschool for children ages 12 months - 5 years using the arts as a basis for early education.
- Continue Early childhood art, music and movement classes and after school movement classes for preschool - elementary students during the academic year.

Community outreach:

- Provide arts experiences for children at local annual events such as the Coconut Grove Pumpkin Patch Festival, Miami Book Fair, Art Basel and Art Wynwood.

Volunteer and intern programs:

- Continue ongoing volunteer program for teens and an intern programs for minority youth and young adults with autism.

4. Create partnerships with corporations, foundations, government agencies and individuals to receive funding to support the VIP Program offerings.

5. Partner with NBC 6, Miami Herald, Google and other media outlets to expand our reach. Utilize a consultant for public relations and social media.

Partnerships & Collaborations - (Maximum characters 2000.)

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

As a valued provider of early childhood education, arts learning experiences, school field trips, outreach programs and other programming provided to the community, Miami Children's Museum has a long history of collaborative partnerships.

The Museum currently has formal agreements in place with the following partners:

- **Head Start of Miami-Dade County** to provide arts and music programming to their students. Museum receives a fee for these services.
- **Miami-Dade County Public Schools** to provide field trips to elementary students and outreaches in their classrooms. No funding is provided.
- **The Children's Trust** to provide a no-fee afterschool program to 200+ children at Title 1 schools. Museum is reimbursed for expenses.
- **Early Learning Coalition** to provide young children enrolled in early childhood centers with free literacy support arts programs. Museum receives a fee for this service.
- **The Kennedy Center for the Performing Arts VSA Program** to provide VSA programming to 100 children with Autism. This is a contract through which the Museum receives a fee.
- **Autism Speaks** to provide "The Elements of Art: Hands-on Workshops with professional artist for children with autism." This is a grant.
- **Art Basel** to provide arts programming for children at Art Kids. Museum receives a fee.
- **Art Wynwood** to provide arts programming for children. Museum receives a fee.

- **Miami Book Fair** to provide arts programming for children. Museum receives a fee.

In addition, the Museum partners with numerous community organizations annually with no formal contract. Some of these include:

- Miami-Dade County **Cultural Affairs** provides grants to support traveling exhibits, program for children with autism, summer camp scholarships and facility maintenance projects.
- **Miami City Ballet** to provide programming on Mother's Day, during Season of the Arts and during Career Month. Museum pays a fee.
- **New World Symphony** to provide programming during Season of the Arts and recurring performances in the Music Makers Gallery. Museum pays a fee.
- **Florida Grand Opera** to provide programming during Season of the Arts. Museum pays a fee.
- **South Florida Art Center** to secure artists for workshops with children with autism. Museum pays a fee.
- Miami-Dade County **Public Library** to provide arts-based literacy programs at libraries throughout Miami. Monthly program for which the Museum is reimbursed expenses and receives a fee.

Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Daily Activities (Year-round)

Drop-in arts based programs – 363 days per year

17 Permanent Exhibition Galleries – 363 days per year

Weekly Activities (Year-round)

- Live theater performance by the Museum's in-house theater troupe - weekends

Traveling Exhibits (Year- round)

- How People Make Things (May 25, 2019 - January 5, 2020)
- Daniel Tiger's Neighborhood (January 18, 2020 - May 10, 2020)
- Summer Games (June 6, 2020 - August 30, 2020)

Public Events (Year- round)

- Hispanic Heritage Month (Sep)
- Season of the Arts (Dec)
- Healthy Kids Day (Jan)
- Black History Month (Feb)
- Women's History Month (Mar)
- Dr. Seuss's Birthday - a day long literacy celebration (Mar)
- Autism Awareness Month (Apr)
- Kindergarten Kick-Off (May)
- Season of the Arts (May)
- Rainbow Families Day (June)

Formal and Informal Educational Programs (Year- round)

- Early Childhood Institute preschool (Monday – Friday ongoing)

- School/Community Organization Outreach programs (ongoing)
- Educational Field Trips (ongoing)
- Early Childhood Enrichment Classes (Sep -May)
- Head Start Arts Program (Oct - May)
- Family Literacy Program (Oct - May)
- Camps:

Multicultural One Day Camps (Teacher Planning Days year round)

Winter Break Musical Theater Camp (Dec)

Spring Break Musical Theater Camp (Miami-Dade County Spring Break)

Explorers Summer Camp (Jun – Aug)

Community Events (Year- round)

- Free Third Friday (Monthly)
- Sensory Friendly Saturday (Monthly)
- Coconut Grove Pumpkin Patch Festival (Oct)
- National Adoption Day (Nov)
- Miami Book Fair (Nov)
- Art Kids at Art Basel (Dec)
- Art Wynwood (Feb)

Volunteer and Intern programs (Year- round)

- Volunteer program - 363 days per year
- Intern Programs - weekly either school year or summer

3. Collection Summary - (Maximum characters 5250.) *

Provide a summary of the collection (live or inanimate) and the collection policy including: 1) Size and scope of collection(s) the museum owns or uses; 2) Conservation and care; and 3) Inventory/registration methods. If you are not a collecting institution answer Not Applicable

Miami Children's Museum's **collection of 17 permanent exhibit galleries** is housed in a unique 56,500 square foot facility designed by Arquitectonica International, Inc., an award-winning Miami-based architecture and design firm. The **building was created for and about children**, with elements that evoke the powers of the universe—earth, wind, water and fire. The **exhibits were designed by Lee H. Skolnick Architecture + Design Partnership (LHSA+DP)**, raising the bar for children's museums across the country at the time.

The Museum's **unique interactive exhibits are designed to promote motor, sensory, psychological and linguistic development as well as opportunities for arts expression and multi-cultural enrichment.** Exhibits represent a wide range of topical themes, and are designed with age-appropriate activities to encourage exploration and hands-on engagement, as well as promote school- readiness.

The Museum's **Exhibits team** (two full-time employees) is **responsible for the care and conservation** of these works of art and maintains and care for the interactive exhibits throughout the Museum. The Exhibit's team also maintains the Museum's registry of works in the collection.

In October 2012, as the organization approached the 10th anniversary of the opening of the permanent facility, the Board of Directors and CEO/Executive Director, initiated a year-long organizational assessment process in consultation with Northstar Museums Advisors in Philadelphia and LHSA+DP architectural firm in New York. This thorough evaluation of the Museum's audience, community support and involvement, educational programs, exhibits, formal and informal learning environments, operations, programs, and visitor experience culminated in the creation of a multi-phase Master Plan.

A **key finding of the Master Plan** was that, after 10 years, the **exhibits far outlived the typical 7-10 year life span** of interactive exhibits in children's museums. The Master Plan called for a major renovation and redesign to update, realign, expand or redesign all exhibits and refresh the interior environments within the entire facility. The Plan also includes the addition of innovative, interactive tools that will create new opportunities for children to experience unique educational learning interactions within the Museum's exhibits. **The Museum will remain open during the renovation and work will progress in one exhibit at a time.** Design Development is completed for each of the remaining exhibits and work will continue as funds are secured.

Some of the **key newly redesigned exhibits** include the **Music Makers Studio** Exhibition Gallery with **Symphony Room** that opened in December 2016, the completely new **Museum of Art Gallery** and **renovated Art Studio** that opened in November 2017, and the **Snoezelen Room** for children with autism and sensory processing disorders that opened in March 2018.

Since opening the current permanent facility in 2003, the Museum has been gifted or acquired several original works of art including:

- A 6-octave Big Piano™, specially created for MCM's newly renovated music gallery, thanks to a recent partnership with the famed Italian artist and interactive technology pioneer **Remo Saraceni**, originator of the Big Piano made famous in the hit movie Big, starring Tom Hanks. Mr. Saraceni specializes in interactive exhibitions that connect the imagination of childhood with the technology of the future; his works are installed at science and art museums, discovery centers, and children's hospitals worldwide. MCM is also working with Mr Saraceni to design and install a giant music-interactive water fountain outside the Museum front entrance.
- A collection of paintings by German-born American artist and pop culture icon **Peter Max**, one of the most famous of all living artists. MCM's collection includes nine oil-on-canvas depictions of the Statue of Liberty, which Max has painted annually since America's Bicentennial in 2000. These paintings along with 11 other works by Max are displayed in the upper half of Museum's main corridor.
- A large indoor mural and two outdoor sculptures by internationally renowned Brazilian neo-pop artist and ever-popular Miami resident **Romero Britto**.
- Local mixed media artists **Carlos Alves** and **Marina Fernandez** designed tiles that adorn the Museum's staircase as well as the pavers outside the Museum entrance.
- The entrance to the outdoor Peace Playground is flanked by brightly colored animal sculptures of recycled materials by **Cracklin Art Group**.
- **Six works were commissioned and acquired** as part of the **new Museum of Art Gallery**. The pieces by local **artists working in Miami** were selected to represent the six elements of art that are the main focus of the gallery. The artists include **Angelica Clyman** (Form), **David Zalben** (Line), **Doris Rodriguez** (Shape), **Tom Cocotos** (Texture), **Bianca Pratorius** (Space), and **Pablo Contrisciani** (Color). They are **exhibited** in the **entrance of the Art Gallery**.

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? *

144

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

3,000

3. How many Adults will be engaged? *

175,000

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

50,000

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

225,000

6. How many artists will be directly involved? *

100

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): *

- Hispanic/Latino

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.

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.

- Miami-Dade

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.

Miami Children's Museum strengthens the Florida economy and impacts its economic success. The Museum employs 51 full time and 59 part time Florida citizens with a payroll of \$4.9 million. Our \$9.2 M operating budget and audience contribute \$2,573,380 in government revenues.

Our organization contributes to the Division's strategic plan to strengthen the economy by providing a cultural resource for the state's tourism industry. Due to our proximity to Miami's cultural hub and to Miami Beach, combined with our strategic marketing efforts, we are a major draw for tourists outside South Florida, which comprise 20% of our visitors. The Museum provides an important economic benefit for Greater Miami through the ripple effect of dollars spent on hotels, restaurants, entertainment,

transportation and other items, which contribute to higher tax revenues impacting every sector of the local economy. Using the Arts & Economic Prosperity 5 Calculator as a guide, the Museum's visitors generate an estimated \$15.5 million in local revenue, a large proportion of which can be attributed to tourists.

We also contribute to the economy through our volunteer program, which provides job experience for over 250+ individuals annually, 80% of whom are high school students. Over half of our front line staff started as volunteers. We also hire 5 college interns each year.

Education & Outreach

Miami Children's Museum is recognized nationally as a leader in providing both formal and informal educational from birth to age 10. Our Early Childhood Institute is accredited by the NAEYC, the gold standard for early childhood education. The Museum's Director of Education was recently selected as one of 10 Education Directors nationwide to work with Scholastic Corporation in the assessment of books for preschool children. Our arts-based programs are always designed to provide educational value. Mini Monday Mornings offers toddler classes in art, music, reading and movement to support early childhood developmental milestones. The Museum's Early Childhood Institute incorporates Museum programming into the curriculum to reinforce classroom teaching. After-school enrichment classes introduce children to the arts, math, science, literacy, Spanish, cooking and yoga. Our on-site charter school gives 300+ students in grades K-5 a unique opportunity to have their academic experience in a Museum setting. MCM camps provide comprehensive curricula to 700+ children annually during summer, winter and spring breaks.

The Museum meets community needs by providing free or discounted programs for economically disadvantaged children and those with special needs. More than 52,000 children and their families benefit annually from the Museum's Very Important Potential (VIP) programming, which includes:

- **Discounted admission** for residents of the City of Miami in recognition that Miami has one of the highest percentages of low income residents in the US.
- **Camp Scholarships** for 50 children to attend Explorers Summer Camp, including those on the autism spectrum.
- **Free after school enrollment** for qualifying children at Title I schools
- **Free Field Trips** for nearly 31,000 elementary students
- **Head Start/Early Head Start Programs** for 300+ children. MCM educators also visit the schools to provide model teaching in the centers.
- **Monthly Free Third Fridays** welcome 17,000 visitors annually.
- **Monthly Sensory Saturday program** for families with children with special needs.
- **Annual Free Arts Outreach and Museum Visit ongoing Programming** for 75+ children with special needs who visit MCM three times and have an arts outreach in their classroom five times over an 8-month period.
- **Parent-child School Readiness Enrichment program** for 100 low-income families.

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.

Our marketing efforts focus on **brand development** by establishing the Museum as the premier community resource for early learning, literacy and school readiness as well as a destination for family fun in Miami. Considering the age of parents in our primary demographic (25-40), we emphasize utilizing social media and digital advertising to promote our programs and events.

We **build our audience** through a variety of marketing strategies and tactics, including advertising via a variety of media: traditional print advertising, outdoor advertising, a strong social media presence and public relations outreach.

We also **work with the tourism community**, including Visit Florida, The Greater Miami Convention and Visitors Bureau, the Miami Beach Hotel Association and the South Florida Concierge Association to reach visitors traveling to South Florida. We also advertise in travel maps, in-room magazines and distribute brochures to local hotels.

Our playbook of successful marketing efforts includes:

- Utilizing our **Community Relations Liaison** to **build strong partnerships** and **increase brand awareness** through **joint marketing efforts**, and by distributing materials to hotels, business associations, schools, day-care providers and cultural organizations.
- A media network of long-standing relationships with several partners including:
 - **Broadcast media** – In partnership with **NBC 6**, we have a recurring monthly segment on **NBC6 in the Mix**, a daily lifestyle show.
 - **Print media** – We partner with The Miami Herald, El Nuevo Herald, South Florida Parenting, community newspapers and Broward Family Life to promote our exhibits and programs.
 - **Online media websites** – We use a combination of paid advertising and strategic partnerships, including Visit Florida, Greater Miami Convention and Visitors Bureau, Miami Herald, Munchkin Fun, Macaroni Kid, Just Ask Boo, KB Moms (Key Biscayne Moms), Downtown Development Authority, Social Miami.
 - **Google Ads** - Through a grant from Google, we receive free monthly ads that build brand awareness, extend our reach, drive traffic to our website, and provide highly targeted promotion of our programs and events.
- A database of **17,000 constituents** receive our monthly ***What's Happening at MCM* e-blasts** promoting our programming.
- Partnerships with other organizations, including Downtown Development Authority and Greater Miami Convention and Visitors Bureau, to increase audience exposure
- **Outdoor digital billboards** adjacent to the facility promoting upcoming Museum programs and events.
- **Search engine optimization** to drive traffic to the website, which receives over 265,000 visits annually. (over 1 Million page views).
- **Social Media** engagement with 28,858 followers on Facebook, 5,076 on Twitter and 6,107 on Instagram.
- Acquisition of appropriate demographic lists to promote the Museum and increase traffic to the website and museum, as well as promote special programs, i.e. Sensory Saturdays and Kindergarten Kickoff to targeted demographics.

Marketing staff are focused on strengthening our digital presence by strategically aligning its marketing efforts online, including leveraging social media content to establish the Museum as an early childhood resource. Digital advertising efforts, including social media advertising and Google AdWords, boost traffic to the Museum's website and encourage online ticket purchases especially for out-of-town visitors.

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.

Miami Children's Museum is **fiscally stable**, as evidenced by **35 years of strong leadership** and **accountability**. The Museum maintains strict and accurate accounting, undergoes an annual independent financial audit and upholds its fiduciary responsibility to ensure continuity for future years.

Miami Children's Museum is a **healthy nonprofit organization** with a **long track record of operating with a balanced budget**.

The institution has:

- no debt;
- a \$1.3 M endowment;
- a substantial cash reserve that currently precludes the need for borrowing and has not been utilized;
- a \$750,000 line of credit that provide access to funding, as needed, but has not been used.

The organization ended FY16-17 and FY 17-18 with an operating surplus which, per the Board of Directors, was set aside in a reserve account for future capital maintenance, creation of a new traveling exhibit, exhibit renovations or unforeseen operational expenses.

Based on past performance, the Museum is projecting an average annual growth of 7%. The Museum is liquid with at least 300 days of cash on hand and a \$750,000 line of credit for cash management, if needed. It repaid its \$2.3 M debt in 2012 and maintains an endowment of \$1.4 million, including \$240,000 from the State of Florida's Cultural Endowment Match.

The Museum maintains financial security by creating diverse, predictable and sustainable revenue streams through admissions, memberships, a preschool, drop-in classes, gift shop, educational tours and facility rentals. Contractual arrangements with Miami Children's Museum Charter School, Head Start/Early Learning Coalition and a food service provider, as well as the creation and rental of new traveling exhibits, add to the diverse revenue streams resulting in a 50/50 ratio of earned to contributed income.

The Museum has a history of raising funds to support growth. For example, the initial Capital Campaign raised over \$21 million for construction, endowment, and operations for the new facility in 2003. The new Capital Campaign for facility and exhibit renovations has obtained almost \$11 million in commitments to date.

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.

Miami Children's Museum uses a variety of methods to evaluate programs. We collect demographic information on Museum visitors, field trip and camp participants via our automated ticketing system. Overall Museum experience is assessed through floor staff interactions with visitors, online reviews from travel sites and comments and feedback provided through surveys.

Public programs are guided by **surveys** distributed to parents to determine their satisfaction. These evaluations examine the overall quality of the Museum, our programming and staff, and allow us to provide follow up information about programs and membership opportunities.

Educational programs including after school programs, camps, and field trips, are evaluated to ensure program goals are met. **After school and camps** are evaluated using **pre-post testing** to assess each individual child's level at the beginning and measure progress gained during the program. Children and parents are both asked to complete a satisfaction survey at the conclusion of the program. **Field trips evaluations** ask teachers to rate educational value of the tour, staff, exhibits etc. on a scale of 1 to 5.

Outreach and Community Programs are evaluated for content, delivery, logistics and impact.

Program staff develop evaluation instruments, administer and evaluations. Irregularities identified through any of the above evaluations are addressed immediately. During program implementation, if staff realize that an approach, activity or program material is not being well received, is not age appropriate (in that it may be too advanced or too easy for a certain age group attending), they communicate to their manager so that possible changes can be discussed and implemented as soon as the next program event. Department staff meet with the heads of programming and education weekly and monthly to discuss results from surveys, audience feedback, program implementation etc. Our staff pays attention to audience reception and is able to act swiftly to modify as necessary to provide the best delivery of our programming.

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

6/30/2017

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$2,158,423	\$2,285,583	\$2,498,846
2. Personnel: Programmatic	\$1,824,926	\$1,932,438	\$2,112,749
3. Personnel: Technical/Production	\$248,854	\$263,514	\$288,102
4. Outside Fees and Services: Programmatic	\$50,333	\$47,757	\$63,332
5. Outside Fees and Services: Other	\$456,034	\$432,694	\$573,807

6.	Space Rental, Rent or Mortgage			
7.	Travel	\$63,207	\$76,725	\$64,697
8.	Marketing	\$291,009	\$334,751	\$344,625
9.	Remaining Operating Expenses	\$1,869,013	\$1,771,476	\$1,878,083
A.	Total Cash Expenses	\$6,961,799	\$7,144,938	\$7,824,241
B.	In-kind Contributions	\$824,933	\$598,860	\$584,000
C.	Total Operating Expenses	\$7,786,732	\$7,743,798	\$8,408,241
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$1,842,722	\$2,002,738	\$1,990,000
11.	Revenue: Contracted Services	\$363,771	\$334,090	\$379,796
12.	Revenue: Other	\$2,836,472	\$3,034,973	\$3,400,082
13.	Private Support: Corporate	\$183,791	\$171,431	\$422,500
14.	Private Support: Foundation	\$325,524	\$486,024	\$456,500
15.	Private Support: Other	\$1,258,115	\$760,483	\$850,000
16.	Government Support: Federal	\$165,000		
17.	Government Support: State/Regional	\$598,706	\$50,700	\$9,685
18.	Government Support: Local/County	\$1,204,653	\$1,187,629	\$1,150,017
19.	Applicant Cash			
D.	Total Cash Income	\$8,778,754	\$8,028,068	\$8,658,580

B. In-kind Contributions	\$824,933	\$598,860	\$584,000
---------------------------------	------------------	------------------	------------------

E. Total Operating Income	\$9,603,687	\$8,626,928	\$9,242,580
----------------------------------	--------------------	--------------------	--------------------

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 increase in operating budget in the current and next fiscal years is due to the significant expansion of our traveling exhibit program which is budgeted to grow from one to four exhibits in FY 2019 generating 50% more revenue than the prior year. The increased revenue will be offset by new security costs incurred to hire additional internal and external guards and to implement enhanced safety features for the facility. The FY 2020 budget is a 3% increase over FY 2019.

Other Revenue includes income from exhibit rentals, gift shop, memberships, birthday parties, field trips, preschool, afterschool.

-

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	Field Trip Reservations Coordinator	\$5,000	\$49,106	\$0	\$54,106
Totals:		\$5,000	\$49,106	\$0	\$54,106

Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Chief Experiences & Innovation Officer	\$20,000	\$100,819	\$0	\$120,819
2	Director of Education	\$15,000	\$64,568	\$0	\$79,568
3	Director of Museum Experiences	\$10,000	\$50,000	\$0	\$60,000
4	Senior Resident Artist	\$10,000	\$44,106	\$0	\$54,106
5	Manager of Public Programs	\$10,000	\$39,904	\$0	\$49,904
6	Manager of Theatrical and Early Childhood Experiences	\$10,000	\$38,925	\$0	\$48,925
7	Theatrical Artists/Theater Troupe	\$15,000	\$66,040	\$0	\$81,040
8	Manager of Camp Curriculum	\$10,000	\$38,925	\$0	\$48,925
Totals:		\$110,000	\$637,961	\$0	\$747,961

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
9	Teaching Artist	\$5,000	\$38,260	\$0	\$43,260
10	Museum Educators	\$0	\$101,007	\$0	\$101,007
11	Directors of First Impressions	\$0	\$29,000	\$0	\$29,000
12	Studio Artist	\$5,000	\$26,407	\$0	\$31,407
Totals:		\$110,000	\$637,961	\$0	\$747,961

Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Exhibits and Special Projects Manager	\$7,000	\$45,015	\$0	\$52,015
2	Exhibits Manager	\$8,000	\$50,710	\$0	\$58,710
Totals:		\$15,000	\$95,725	\$0	\$110,725

Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Yoga Instructor for Sensory Saturdays	\$0	\$1,800	\$0	\$1,800
2	Contract Performing Artists	\$0	\$16,150	\$0	\$16,150
Totals:		\$0	\$17,950	\$0	\$17,950

Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Traveling Exhibit Rentals	\$0	\$5,333	\$0	\$5,333
2	Traveling Exhibit Storage (Museum owned)	\$0	\$26,980	\$0	\$26,980
Totals:		\$0	\$32,313	\$0	\$32,313

Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Buses for Summer Camp Field Trips	\$3,100	\$0	\$3,100
Totals:		\$3,100	\$0	\$3,100

Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Advertising	\$20,000	\$324,625	\$0	\$344,625
2	Print	\$0	\$44,345	\$0	\$44,345
Totals:		\$20,000	\$368,970	\$0	\$388,970

Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Program Materials and Supplies	\$0	\$95,222	\$0	\$95,222
2	Traveling Exhibit Build-Outs	\$0	\$161,988	\$0	\$161,988
Totals:		\$0	\$257,210	\$0	\$257,210

Amount of Grant Funding Requested:

\$150,000

Cash Match:

\$1,462,335

In-Kind Match:

Match Amount:

\$1,462,335

Total Project Cost:

\$1,612,335

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	Admissions	\$796,000	\$796,000
Totals:		\$0	\$796,000

Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Contracted Services	\$140,675	\$140,675
Totals:		\$0	\$140,675

Private Support: Corporate *

#	Description	Cash Match	Total
1	Corporate Support	\$170,000	\$170,000
Totals:		\$0	\$170,000

Private Support: Foundation *

#	Description	Cash Match	Total
1	Foundation Support	\$228,500	\$228,500
Totals:		\$0	\$228,500

Private Support: Other *

#	Description	Cash Match	Total
1	Contributions from Individuals	\$75,000	\$75,000
Totals:		\$0	\$75,000

Government Support: Local/County *

#	Description	Cash Match	Total
---	-------------	------------	-------

#	Description	Cash Match	Total
1	Miami-Dade County Department of Cultural Affairs	\$52,160	\$52,160
Totals:		\$0	\$52,160
			\$52,160

Total Project Income:

\$1,612,335

Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	9%
B.	Cash Match	\$1,462,335	\$1,462,335	91%
	Total Cash	\$1,612,335	\$1,612,335	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$1,612,335	\$1,612,335	100%

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.

This proposal and budget, focuses on the Museum's public programs including daily drop-in activities, weekly programs for young children including early childhood classes, monthly programs such as Sensory-Friendly Saturdays and public program events as well as our camps that take place during school breaks throughout the year. Also included is the Museum's field trip program and arts residency for children with autism. Also included is the Museums Very Important Potential (VIP) Program which provides free access to the Museum to low-income children and families and children with special needs.

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.

Miami Children's Museum provides an **inclusive environment where all children are welcome and treated equally**. Our organization has long been **recognized as a South Florida leader in providing programming for children with special needs**. Since 2012, Sensory Saturdays, a monthly morning program for children with on the autism spectrum and other special needs has garnered state-wide recognition and attracted families from across the state. During this time, there are fewer crowds and the Museum's lighting and sounds are lowered to provide a more sensory-friendly experience. To help parents acclimate their child to the Museum, we have developed Social Stories, a regularly updated Museum story guide given to families at the advent of their Sensory Saturday visit.

Our facility is fully ADA compliant, and all exhibits are designed for maximum physical and height accessibility to assist visitors in wheelchairs. Videos and exhibit- related technology are **color-coded open captioning in English and Spanish** to meet the needs of the hearing impaired. Assistive listening devices are available upon request. Our public signage contains **Braille** and was designed following American Association of Museums guidelines' for maximum visibility for sight- impaired visitors. Our 200-seat **auditorium contains flexible seating** and a ramped platform designed to accommodate guests or performers in wheelchairs. The facility is also equipped with a **wheelchair accessible elevator**, providing access to programming on the second floor. Remodeling will soon be underway to add sound-attenuating features to the Cone in the front lobby to reduce noise, to address the needs of children with high sound sensitivity.

The Museum reaches out to people with disabilities through partnerships with community organizations such as The Advocacy Network on Disabilities, Miami-Dade County Public Schools, The Children's Trust, schools for children with special needs and promotional outlets that serve families with special needs children. Marketing materials for programs for children with autism spectrum disorder include the Sensory-Friendly umbrella symbol.

To communicate the accommodations our organization offers, the following is on the Museum's website: "Miami Children's Museum is committed to supporting the full access and participation of all visitors. To request accommodations, please contact us at 305-373-5437, ext. 100 or info@miamichildrensmuseum.org with your request a minimum of one week in advance of your visit." TTY users may also call 711 (Florida Relay Service).

Sensitivity training is provided for all Museum staff and volunteers. Our Chief Experience and Innovation Officer schedules inclusion trainings for staff and volunteers at least once a year. Our volunteer handbook includes a component on procedures and policies, which is reviewed at mandatory orientation training. Volunteers are encouraged to attend inclusion training, provided to staff on selected dates.

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?

John Laurence

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?

6/1/2016

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)
MCM Substitute Form W-9 update 072817.pdf	33 [KB]	6/1/2018 2:12:10 PM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
Miami Children's Museum Video.pdf	Miami Children's Museum Video		196 [KB]		View file
MCM EXPLORE B 2-5.mov	Summer Camp Video		162238 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Photos of Miami Children's Museum Newest Exhibits.pdf	Photos of the Museum's Art Gallery Exhibition, Music Makers Studio and Snoezelen Room		5583 [KB]		View file
Letters of Support from Parents, Partners and Elected Officials.pdf	Letters of Support from parents, partners and Elected Officials		1702 [KB]		View file
Marketing Flyers Upload.pdf	Marketing Flyers, Program Agendas, Facility Map		11963 [KB]		View file
Miami Children's Museum Org Chart 4-13-16.pdf	Miami Children's Museum Organizational Chart		121 [KB]		View file
MCM Board of Directors professional list 2017-2018 current as of 6-1-18.pdf	Miami Children's Museum Board of Directors 2017-2018		737 [KB]		View file
Letter from Executive Director.pdf	Letter from Miami Children's Museum Executive Director		611 [KB]		View file
Miami Children's Museum Annual Report 2017 Flnal.pdf	Miami Children's Museum 2016-2017 Annual Report		4921 [KB]		View file
Pictures from Explorers Summer Camps.pdf	Photos of the Museum's Explorers Summer Camp		6277 [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 Miami Children's Museum, 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)

Belissa Manetti

