

# Seminole Cultural Arts Theatre, Inc.

**Project Title:** General Program Support 2021

**Grant Number:** 21.c.ps.141.685

**Date Submitted:** Monday, June 3, 2019

## A. Cover Page Page 1 of 10

### Guidelines

Please read the current Guidelines prior to starting the application: 2021-2022 General Program Support Grant Guidelines

### Application Type

**Proposal Type:** Discipline-Based

**Funding Category:** Level 1

**Discipline:** Community Theatre

**Proposal Title:** General Program Support 2021

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

### Applicant Information

- a. **Organization Name:** Seminole Cultural Arts Theatre, Inc. 
- b. **FEID:** 65-0757037
- c. **Phone number:** 786.414.0431
- d. **Principal Address:** 18 N Krome Avenue Homestead, 33030
- e. **Mailing Address:** PO BOX 1308 Homestead, 33090-1308
- f. **Website:** <http://www.seminoletheatre.org>
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Cultural Organization
- i. **County:** Miami-Dade
- j. **DUNS number:** 059214853
- k. **Fiscal Year End Date:**

### 1. Grant Contact \*

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**4. National Endowment for the Arts Descriptors****4.1. Applicant Status**

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Organization - Nonprofit

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**4.2. Institution Type**

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Performing Group - Community

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**4.3. Applicant Discipline**

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Theatre

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**5. Department Name**

Seminole Theatre Players

## 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 7/1/2020 - 6/30/2021? \*

- 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.) \*

To continue preservation of The Seminole Theatre as an architectural treasure of our Historic Downtown Homestead, and

To provide support for community programming, educational opportunities, and related events to build upon the Theatre's impact and service to our culturally diverse community

## 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.

### 2.1. 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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#### **Overview:**

The Friends of the Seminole Theatre request general program support for the activities of the Seminole Theatre Players, the resident community theatre company of the Historic Seminole Theatre.

The Seminole Theatre Players (STP) is a community group formed out of partnership of existing organizations and the need for a community theatre in our community.

The entire season is rehearsed, built and performed at the Historic Seminole Theatre in Homestead. The Seminole Theatre sits on the main avenue of Historic Downtown Homestead. Now renovated as a multi-cultural performing arts center hub, the Seminole presents great performances from internationally acclaimed artists and serves as a venue for local artists, civic organizations, schools and more. The building and the programming has brought renewed interest in the downtown, drawing over 30,000 patrons per year since opening in 2016.

The Seminole Theatre Players was launched to be the local resident performance company. STP has now grown to be the preeminent community theatre company in the South Miami-Dade County area.

**Goal #1:** To entertain the community with high quality theatrical productions

**Objective**

The STP will present a season of theatrical productions using staff, artists and actors to produce a year round season under the direction of the Artistic Director.

**Activities**

STP will present a season of 6 mainstage shows. Although the 2020-2021 season has not yet been solidified, the anticipated schedule is as follows

August 2020 - Summer Broadway Musical #2

November 2020 - Fall STP Jr (youth) production

December 2020 - Holiday Play

March 2021 - Spring Play

April 2021 - Spring STP JR (youth production)

June 2021 - Summer Broadway Musical #1

June – July 2021 – Camp Seminole

Examples of Broadway Summer Shows – we have produced *Hairspray*, *In the Heights*, *Annie*, *Aida* and *The Little Mermaid*. Note that this grant would cover the 2020 season musical #2 and the 2021 musical #1.

Examples of Jr Players Productions – We have produced *The Lion King Jr* and *Aladdin Jr*. and plan to continue with large musicals that provide opportunities for many young people.

Examples of Holiday Shows – We have produced *A Christmas Carol* and look to rotate plays including *Miracle on 34<sup>th</sup> Street* and *It's A Wonderful Life*.

Other Plays – Our spring play is intended to be a popular play the community can appreciate but possible to produce with less resources than the large musicals. Candidates include plays such as *Steel Magnolias*, *Arsenic & Old Lace*, *Barefoot in the Park*, *Who's Afraid of Virginia Woolf*, and more.

**Goal #2:** To make the STP productions accessible to a diverse and varied community

**Objectives**

In order to make the programs accessible in a varied sense, we have several objectives

- Keep ticket and tuition prices affordable for our community
- Produce varied productions that can appeal to different demographics
- Ensure programs are accessible to patrons and participants with disabilities

## Activities

- The mainstage STP shows are well known for the affordable ticket price of just \$15 for musicals and \$10 for Jr productions and plays. Although we realize we could raise prices, it is part of our mission values to stay accessible.
- The tuition for our Jr Players conservatory productions and our musical theatre summer camp is subsidized and approximately 50% of the nearest company providing similar services in Coral Gables. In addition, through grants, donations & sponsorships we are able to provide need-based scholarships to 30-50% of participants, with a focus on financial need, disabilities, and military service.
- The shows produced by STP put an emphasis on diversity. In only the first three years, STP produced the musicals *Hairspray*, *In the Heights*, and *Aida*, which all have specific casting needs for minority actors. Additionally, the productions of *Annie* and *A Christmas Carol* were produced with color blind casting and several lead roles ended up being cast non-traditionally due to talent. This production and casting process has been reflected in the actors that now come to audition as well as the audiences that come to the performances.
- The Seminole Theatre was restored to be completely accessible with elevators or ramps to get to all necessary locations, has wheelchair seating options and assisted listening devices available for all performances. The website is equipped with apps that can dictate the website text, increase the size of the text, change the website coloring & contrast, or provide keyboard navigation options. At least one performance of each run has live American Sign Language interpretation.

**Goal #3:** To provide educational and artistic experiences for the young people in our community

## Objectives

- To present performances that appeal to young people and families
- To provide programs in which young people can participate in both performance and educational opportunities
- To provide low cost opportunities for young people to both attend and participate in programs.

## Activities

- STP is always considering young people and families when choosing the season productions and in the first three years, over 50% of the productions have been appropriate for all aged audiences.
- The Seminole Theatre has now held three consecutive years of Musical Theatre intensive summer camp "Camp Seminole". For the 6-week camp, musical theater specialists in drama, dance and music guide the campers through the camp experience, teaching the fundamentals of theater and rehearsing a final camp show.
- This past year, STP launched the Jr. Players who present the reduced junior version of popular shows such as *The Lion King Jr* or *Aladdin Jr*, all with young people as the stars. The Jr Players do not exclude any students based on talent and everyone who signs up receives a role.

- Each summer Broadway show has at least one daytime performance presented for free to local camps and youth organizations that would otherwise not be able to attend.
- As mentioned above, both the summer camp and Jr Players are subsidized enrollment and provide additional need-based scholarships.

## **2.2. 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.

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The Friends of the Historic Seminole Theatre have partnered with a number of key organizations to create the Seminole Theatre Players and contribute to the success of the arts in downtown Homestead.

The City of Homestead

The City of Homestead, Florida is the owner and manager of the Seminole Theatre and has shown continued support and investment to the arts and participation in events in downtown Homestead. The Community Redevelopment Agency of Homestead has invested in the Seminole Theatre Players' summer productions to create opportunities and economic impact in the downtown area. The city has contracted with Oakview Group to oversee the operations of the theater, and Pinnacle brings decades of experience in arts management to the theatre, including theatrical producing on Broadway and regionally.

What If Works:

What If Works is a 501(c) not-for-profit, community engaged organization offering young artists in theatre, film, and music a creative bridge by which to transition from an academic environment to the professional world while championing the arts to bring about social change. What If Works most recently presented educational and public performances of The R+J Effect, a new adaptation of Romeo & Juliet focusing on gun violence.

Miami Acting Company

Miami Acting Company is a 501(c)(3) non-profit organization that seeks to promote awareness and appreciation of the performing arts in Miami-Dade and surrounding communities through the presentation of live theatrical performances. The STP and the MAC have a partnership to share resources like costumes, scenery, props, and to co-promote performances to advance both companies.

SBC Community Development Corporation

SBC Community Development Corporation (SBC CDC) is a non-profit corporation located in the heart of the Richmond Heights community. The mission of SBC CDC is to build a solid community through collaborative efforts and partnerships that provide programs and services that address the intergenerational needs of the community. We have partnered with SBC CDC for the past two years to help provide performance activities for young people as they are positioned to help a low income, traditionally minority youth group that has not had the opportunity to see or participate in theater.

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

List timeline of activities during the grant period.

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STP will present a season of 6 mainstage shows. Although the 2020-2021 season has not yet been solidified, the anticipated schedule is as follows

August 2020 - Summer Broadway Musical #2

November 2020 - Fall STP Jr (youth) production

December 2020 - Holiday Play

March 2021 - Spring Play

April 2021 - Spring STP JR (youth production)

June 2021 - Summer Broadway Musical #1

June – July 2021 – Camp Seminole

# 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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7

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

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34

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

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6,000

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

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800

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

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3,600

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

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205

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

10605

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

- Children/Youth (0-18 years)
- Young Adults (19-24 years)
- Adults (25- 64 years)
- Older Adults (65+ years)

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

- Black/African American
- Hispanic/Latino
- 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.

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**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.

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The impact of a community theater in Homestead cannot be overstated. The City of Homestead, Florida City and surrounding areas were ground zero for Hurricane Andrew 25 years ago, and while the area is starting to see re-development, it still lags behind the economic and cultural development of the surrounding areas. The participation of artists and patrons in events downtown creates an economic and cultural stimulus to the entire area in multiple avenues.

### **Economic Impact**

The addition of a Performing Arts Center in the historic downtown of Homestead has dramatically changed the landscape of the almost abandoned downtown. Since the Theatre opening, three new restaurants have opened and two more are scheduled to open in 2020. Existing restaurants and shops have reported record business, especially in the off-peak tourism months in the summer when STP holds its most popular Broadway summer series.

Spending in 2015 by Miami-Dade County nonprofit arts & culture organizations and audiences totaled more than \$1.4 billion (Arts & Economic Prosperity V; Americans for the Arts). The Seminole Theatre Players alone have an estimated impact of over \$500K per year, including over \$50K contributed to local and state governments and providing the equivalent of 16 full time jobs.

1. Patron and Artist Spending: The same report finds that nonprofit arts & culture event attendees spend an average of \$35.34 per person excluding the cost of admission (e.g., meals, ground transportation, lodging). Applying that metric, the estimated patronage of the Seminole Theatre Players alone will generate between \$350K-\$400K in additional revenue within the community.

The daily activity of artists working at the theater also generates regular activity at local restaurants, gyms and other vendors in the area.

2. Employment and Contracted Help: While the STP rely on a strong base of amazing volunteers to put together productions, the Players do help support a number of artists and professionals. Production staff are afforded stipends for their work on shows, and professional musicians and technicians are contracted for the performances. The activity also helps support the theater staff in areas such as box office and front of house management.

3. Production and Facility Spending: The theatrical productions anticipate considerable spending in materials and supplies at local vendors such as hardware, office supply and electronics stores. The activity and updates to the theater also create consistent work for contractors such as cleaning and maintenance companies, plumbers, electricians and more, who all live and work in our community.

### **Educational Impact**

One item that is consistently raised by the community is that there is a lack of affordable activities for young people and families.

According to the 2010 census, the City of Homestead has 31.2% of its population under the age of 17, and Florida City matched that at 34.8%. In comparison to neighbors North and South, Coral Gables has just 17.9% and Key Largo has 16.7% of its population under 17.

However, looking at the 2015 American Community Service study, 28.8% of Homestead residents and 48.7% of the Florida City population live under the poverty line. The Miami Dade County average is 20% and neighbors of Key Largo and Coral Gables are at 14.6% and 7.6%, respectively.

All this is to say that there is a greater need of educational activities and opportunities for the young people in the areas served by the Seminole Theatre, but also less resources available for these needs. In these times of tight budgets, we see dwindling arts education being provided by school systems, and it is up to other institutions to fill these gaps.

It is expected that at least 3,000 youth will be engaged through the activities of the Seminole Theatre Players, whether by participating or viewing.

## **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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After the first three years of operations, the Friends of Seminole and the Seminole Theatre have established a multi-faceted marketing plan that covers multiple platforms and marketing partners. The plan focuses on three main elements: paid advertising, press and media, and promotional and grass roots marketing.

### **Paid Advertising**

Each production has an advertising budget that is broken down to different mediums depending on the type of performance and the targeted audience. The main mediums that are used in the marketing plan include, but are not limited to:

- **Digital Advertising:** In this day and age, digital advertising is progressively more necessary and has some of the best returns on investment. The Seminole Theatre incorporates targeted, paid campaigns on social media platforms including Facebook, Instagram and Twitter, as well as Google Advertising to target web consumers. These advertisements are targeted to find new customers with an interest in the theater or an individual show and to re-market to existing theater patrons. In addition, the Seminole Theatre uses marketing partnerships with advertisers such as the Miami Herald, Miami New Times, South Florida Theatre League, and more to send targeted e-blasts or run web banners on specific websites.
- **Broadcast Advertising:** Although most television advertising has proven to be too expensive, the Theater has created relationships with local radio stations to create individual and season long campaigns.
- **Print Advertising:** The Theater has developed regular campaigns with local print publications including The South Dade Newsleader and the Keys Free Press. Targeted ads and season announcements are also placed in the Miami Herald and Miami New Times, plus other tourism magazines and brochures, as available and possible.
- **Signage and Outdoor:** The South Dade area has somewhat limited opportunities for outdoor advertising as most highway billboards and signage prove to be too expensive. However, the City has public locations in highly trafficked areas where outdoor banners can be hung for individual shows to promote to local audiences. At the theater itself, digital signage is used on the marquee and lobby TV screens as well as printed signs in the sidewalk sandwich board and upcoming posters by the box office.
- **Posters, Flyers and Mailers:** A season brochure will be produced and mailed for the 2019-2020 season with a list of all events and subscriber rates. Brochures, posters and flyers are also distributed to local businesses, tourism centers, and other public areas in a 15 mile radius of Homestead as well as Key Largo.

### **Press and Media**

The Seminole Theatre Players has regular listings and press releases in local papers, and also reaches out to school or hometown media outlets of cast members for additional reach.

### **Promotional Marketing**

The Friends of Seminole and Seminole Theatre both employ a series of promotional, informational and grass roots marketing campaigns.

- The Theater regularly sends information on events and updates to subscribers and followers, and also has a partnership with the City of Homestead that will help promote events. As of May 2018, they have a combined social media following of over 30,000, and the Seminole Theatre weekly newsletter also reaches 9,500 subscribers.

- The Players and the Theater have partnered with local organizations for community marketing and the theater is featured at regular events. The theater partners with organizations to spread event information and build audiences, such as Chambers of Commerce, Visitors Centers, Civic Clubs, Cultural Societies, and more.
- The in-house marketing team at the Theater also works on many grass-roots initiatives to build the brand and following of the theater while developing new patrons. Some recent grass roots efforts include competing in a local chili cook-off, organizing a performance of all local dance schools, raising funds for Hurricane Irma assistance, creating a Relay for Life team, speaking at schools, and has a presence at nearly every local event and festival.

The marketing plan is constantly re-evaluated and updated to most effectively use the resources available, as well as adapt to new marketing options and platforms.

# 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 Friends of the Historic Seminole Theatre serve as an umbrella organization to the Seminole Theatre Players and provide fiscal stability and sustainability. The Friends are comprised of a board that oversees and is responsible for the financial health of the organization, both in the short term and long-term. The Friends board has instituted a rigorous and realistic budgeting process and closely tracks expenses on a monthly basis.

The Friends have grown considerably as an organization over the past four years as the theater was renovated and the STP was launched. This growth projection continues into the 2019-2020 season and then stabilizes as programming opportunities peak.

Total Operating Income:

FY 2015-2016: \$16,334

FY 2016-2017: \$78,053

FY 2017-2018: \$172,100

FY 2018-2019: \$212,326 (Adjusted Mid-Year Projection)

FY 2019-2020: \$257,850 (Projected)

FY 2020-2021: \$290,000 (Projected)

*(Please note - the Fiscal year for the Friends runs Oct 1 - Sep 30)*

Since the Seminole Theatre only re-opened in December 2015, the programming opportunities for the Friends essentially started in the 2016 Fiscal Year. The large growth can be attributed to the launch and growth of fundraising campaigns, as well as the natural income and expenses from a growing STP season. The increases from Fiscal Years 2017-2020 reflects the increasing season from one show (2017) to 2 shows (2018) to 4 shows (2019) and finally for the 6 show season projected in 2019-2020 and 2020-2021 seasons.

The growth in the budget is obviously very aggressive, but there is an existing track record showing that the growth is attainable. The Friends of Seminole beat income projections for 2017 and 2018 and are on track to surpass 2019, as well. The growth for the next two years is projected at more moderate and attainable levels as we expect to maintain no more than 6 mainstage shows with the STP.

The Friends of Seminole also commit to maintaining a reserve account holding 20% of total expected operating income to cover any unforeseen shortfalls. This is not reflected in the operating income.

## **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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The Seminole Theatre Players series will be evaluated in several different forms:

### Engagement:

The first metric is engagement, as far as volunteer participation. Each production has a necessary cast, crew and musician count ranging from as low as 5 to as many as 50. The a successful objective is to fill the necessary need of each production, but the ideal situation is to engage 300 unique volunteers in artistic activities over the course of a season.

### Attendance:

The Seminole Theatre Players intends to engage the community as audience members and educators. The mainstage season is intended to comprise approximately 34 performances between public and educational shows, with a total capacity of 15,000 patrons. The goal for free performances is to fill to capacity, with expected 1,200 in attendance. The financial goal for paid tickets is to average approximately 66% capacity, or approximately 9,000 paid patrons. The ideal is obviously a sell-out at 100% capacity, but anything between 10,200 and 15,000 patrons would be deemed a success on this metric.

### Post-Show Surveys

Patrons will be given an optional post-show survey to rate the experience, and also identify demographic information. The goal is to evaluate the demographic groups served by the production in year one, and aim to better promote to any groups not being well-served in future iterations. An example post-show survey has been attached as an upload.

Per recommendation, this year we will be adding additional value based information to see how audience members and volunteers rate the experience of providing local arts and see how we are fulfilling our mission.

### Study Guides & Projects

The goal of the daytime performances is to engage and educate, whether school is in session or not. We will reach out to the groups in advance to provide study guides with small projects that can be taken home to work on. At the conclusion of the project, we will host a round table with the leaders of the youth groups to find out what was and was not successful or engaging for their groups. An example study guide for Hairspray has been attached.

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

9/30/2018

### 4. Operating Budget Summary

<b>Expenses</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
1. Personnel: Administrative			
2. Personnel: Programmatic	<b>\$26,055</b>	<b>\$38,850</b>	<b>\$54,000</b>
3. Personnel: Technical/Production	<b>\$14,805</b>	<b>\$22,491</b>	<b>\$29,000</b>
4. Outside Fees and Services: Programmatic	<b>\$13,040</b>	<b>\$18,223</b>	<b>\$21,000</b>
5. Outside Fees and Services: Other	<b>\$762</b>	<b>\$724</b>	<b>\$750</b>
6. Space Rental, Rent or Mortgage	<b>\$23,251</b>	<b>\$34,100</b>	<b>\$43,100</b>
7. Travel			
8. Marketing	<b>\$25,898</b>	<b>\$35,550</b>	<b>\$40,000</b>
9. Remaining Operating Expenses	<b>\$34,207</b>	<b>\$62,388</b>	<b>\$70,000</b>
<b>A. Total Cash Expenses</b>	<b>\$138,018</b>	<b>\$212,326</b>	<b>\$257,850</b>
<b>B. In-kind Contributions</b>			
<b>C. Total Operating Expenses</b>	<b>\$138,018</b>	<b>\$212,326</b>	<b>\$257,850</b>
<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
10. Revenue: Admissions	<b>\$76,291</b>	<b>\$96,561</b>	<b>\$103,000</b>
11. Revenue: Contracted Services	<b>\$3,434</b>	<b>\$9,153</b>	<b>\$12,000</b>

12. Revenue: Other			
13. Private Support: Corporate	\$25,034	\$39,279	\$44,000
14. Private Support: Foundation		\$3,642	\$8,100
15. Private Support: Other	\$26,361	\$36,073	\$43,750
16. Government Support: Federal			
17. Government Support: State/Regional		\$1,000	\$4,500
18. Government Support: Local/County	\$40,978	\$42,500	\$42,500
19. Applicant Cash			
<b>D. Total Cash Income</b>	<b>\$172,098</b>	<b>\$228,208</b>	<b>\$257,850</b>
<b>B. In-kind Contributions</b>			
<b>E. Total Operating Income</b>	<b>\$172,098</b>	<b>\$228,208</b>	<b>\$257,850</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 growth in the operating budget is primarily driven by the expansion of the Seminole Theatre Players. The previous fiscal year reflects two productions, whereas the current fiscal year has four. Next year's projected budget includes six productions, but two of the plays would be smaller in scope and the growth is less extreme.

The growth in private support from corporate and "other" sources is comprised primarily of advertisements and sponsorships plus individual memberships and donations, which we have seen grow year over year.

## 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>.

### 2.2. Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Directors & Production Staff	\$30,000	\$10,000	\$0	\$40,000
2	Orchestra Musicians	\$10,000	\$4,000	\$0	\$14,000
<b>Totals:</b>		<b>\$40,000</b>	<b>\$14,000</b>	<b>\$0</b>	<b>\$54,000</b>

### 2.3. Personnel: Technical/Production \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Technical & Production Staff	\$0	\$29,000	\$0	\$29,000
<b>Totals:</b>		<b>\$0</b>	<b>\$29,000</b>	<b>\$0</b>	<b>\$29,000</b>

### 2.4. Outside Fees and Services: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Sign Language Interpreters	\$0	\$5,000	\$0	\$5,000
<b>Totals:</b>		<b>\$0</b>	<b>\$21,000</b>	<b>\$0</b>	<b>\$21,000</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Licensing Fees & Royalties	\$0	\$16,000	\$0	\$16,000
<b>Totals:</b>		<b>\$0</b>	<b>\$21,000</b>	<b>\$0</b>	<b>\$21,000</b>

## 2.5. Outside Fees and Services: Other \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Accounting Services	\$0	\$500	\$0	\$500
<b>Totals:</b>		<b>\$0</b>	<b>\$500</b>	<b>\$0</b>	<b>\$500</b>

## 2.6. Space Rental (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Rehearsal & Performance Space Rental	\$43,000	\$0	\$43,000
<b>Totals:</b>		<b>\$43,000</b>	<b>\$0</b>	<b>\$43,000</b>

## 2.8. Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Online Advertising	\$0	\$7,000	\$0	\$7,000
2	Billboard & Outdoor Advertising	\$0	\$3,000	\$0	\$3,000
3	Media Buys - Print & Radio	\$0	\$7,000	\$0	\$7,000
4	Printed Programs	\$0	\$10,000	\$0	\$10,000
5	Printed Brochures & Posters	\$0	\$5,000	\$0	\$5,000
<b>Totals:</b>		<b>\$0</b>	<b>\$40,000</b>	<b>\$0</b>	<b>\$40,000</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
6	Promotional Events & Flyering	\$0	\$6,000	\$0	\$6,000
7	Graphic Design	\$0	\$2,000	\$0	\$2,000
<b>Totals:</b>		<b>\$0</b>	<b>\$40,000</b>	<b>\$0</b>	<b>\$40,000</b>

### 2.9. Remaining Proposal Expenses \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Production Expenses - Sets, Costumes, Props & Equipment	\$0	\$40,000	\$0	\$40,000
<b>Totals:</b>		<b>\$0</b>	<b>\$40,000</b>	<b>\$0</b>	<b>\$40,000</b>

### Amount of Grant Funding Requested:

**\$40,000**

### Cash Match:

**\$187,500**

### In-Kind Match:

### Match Amount:

**\$187,500**

### Total Project Cost:

**\$227,500**

### 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.

#### 3.1. Revenue: Admissions \*

#	Description	Cash Match	Total	
1	STP Productions Ticket Sales	\$100,000	\$100,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$100,000</b>	<b>\$100,000</b>

### 3.2. Revenue: Contracted Services \*

#	Description	Cash Match	Total	
1	STP Jr Tuition Fees	\$12,000	\$12,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$12,000</b>	<b>\$12,000</b>

### 3.3. Revenue: Other \*

#	Description	Cash Match	Total	
1	Merchandise	\$500	\$500	
<b>Totals:</b>		<b>\$0</b>	<b>\$500</b>	<b>\$500</b>

### 3.4. Private Support: Corporate \*

#	Description	Cash Match	Total	
1	Program Advertisements & Sponsorships	\$24,000	\$24,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$24,000</b>	<b>\$24,000</b>

### 3.5. Private Support: Foundation \*

#	Description	Cash Match	Total	
1	Ocean Reef Community Foundation	\$13,500	\$13,500	
<b>Totals:</b>		<b>\$0</b>	<b>\$13,500</b>	<b>\$13,500</b>

### 3.9. Government Support: Local/County \*

#	Description	Cash Match	Total
1	City of Homestead CRA	\$30,000	\$30,000
2	Miami-Dade County Cultural Affairs	\$7,500	\$7,500
<b>Totals:</b>		<b>\$0</b>	<b>\$37,500</b>

**Total Project Income:**

**\$227,500**

**3.11. Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$40,000	\$40,000	18%
B.	Cash Match	\$187,500	\$187,500	82%
	Total Cash	\$227,500	\$227,500	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$227,500	\$227,500	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.

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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 Seminole Theatre Players welcome all visitors and strive to make its performances, activities and facilities accessible to all patrons. The accessibility efforts are focused on physical facilities, cost of participation, and programmatic accessibility.

#### **Physical Facilities**

- The Seminole Theatre underwent a multi-million dollar renovation in 2014 and 2015. The new design plans included many features that improve accessibility for all users. First and foremost, the facility meets ADA regulations with elements installed such as ramps, elevators and designated seating for those attending with wheelchairs or walking assistance devices. The bathrooms in the facility were all updated to meet the ADA requirements. Signage was placed in locations that allow for all users to view. Much of the critical information is also included in Braille. Parking at the front of the building was redesigned to allow for not only handicap access but several spaces adjacent to the Theatre.
- The theater inventory is equipped with assistive listening devices that are available to patrons at all performances.
- The symbols for assistive listening, wheelchair access and parking are included on marketing brochures as well as on the Seminole Theatre website, and the Florida TTY relay is advertised on ticketing sites. The website has an Accessibility App built into every page that allows for large text, for the computer to read the text, or to be provided with information from our Accessibility Page explaining the features available and who to contact for information and requests.

#### **Programmatic Accessibility**

In addition to physical access to facilities, we strive to make sure programs and activities can be accessed and participated in by participants of all abilities.

- For all STP productions, American Sign Language interpreters are booked for one performance of each production and are advertised in advance.
- STP casts performances based on ability and all roles are open to all people. We work to make accommodations for artists with disabilities and have had performers and staff with physical disabilities and other impairments that have been able to participate.
- Both the Camp Seminole and the Jr Players programs are open to all child participants and not limited by prior skill or ability. Based on past participation, approximately 20% of the children participating reported a disability and we have worked with children with physical disabilities, autism and other disorders.

### **Cost of Participation**

It is important to STP that programming be as cost accessible as possible to support our community.

- As detailed previously, both ticket prices and tuition costs are subsidized and are the lowest of all organizations in our community. Additionally, we schedule free performances for productions to schools and groups, and provide full and partial scholarships to all programs so that we are able to be more inclusive.

## **2. Policies and Procedures**

Yes

No

## **3. Staff Person for Accessibility Compliance**

Yes

No

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

Katherine Rubio

## **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.

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

5/31/2019

# 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.

<b>Content Type</b>	<b>Format/extension</b>	<b>Maximum size</b>
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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. .

### 1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute W9.pdf	33 [KB]	6/3/2019 3:32:40 PM	<a href="#">View file</a>

## 2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
South Dade Newsleader Review.pdf	South Dade Newsleader	Review of Hairspray	392 [KB]		<a href="#">View file</a>

File	Title	Description	Size	Type	View (opens in new window)
Photos & Video Links.pdf	Photos & Video Links	Some photos of past performances plus video links to segments of last year's shows	2456 [KB]		View file
study_guide_annie.pdf	Study Guide for Annie	An example study guide similar to what is distributed	2040 [KB]		View file
SurveyMonkey_86963511.pdf	Post-Show Survey	An example post-show survey. As mentioned, this year we will be adding additional value based programming questions.	191 [KB]		View file
General Program Support Letter- Everglades Prep.pdf	Letter of Support - Everglades Prep Academy		231 [KB]		View file
Letter of Support - Homestead Main Street.pdf	Letter of Support - Homestead Main Street		74 [KB]		View file

## 2.1.

# 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 Seminole Cultural Arts Theatre, 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.

### 1.1. 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.

### 1.2. Signature (Enter first and last name)

Dr. Linda Fagan

