University of Wynwood, Inc.

Project Title: General Program Support 2021
Grant Number: 21.c.ps.110.713
Date Submitted: Monday, June 3, 2019

A. Cover Page

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 2

Discipline: Literature

Proposal Title: General Program Support 2021

B. Contacts (Applicant Information)

Applicant Information

a. **Organization Name:** University of Wynwood, Inc.
b. **FEID:** 27-2502614
c. **Phone number:** 305.757.4704
d. **Principal Address:** 9825 NE 2nd Ave, #530249 Miami Shores, 33153
e. **Mailing Address:** 9825 NE 2nd Ave, #530249 Miami Shores, 33153
f. **Website:** omiami.org
g. **Organization Type:** Nonprofit Organization
h. **Organization Category:** Other
i. **County:** Miami-Dade
j. **DUNS number:** 962655614
k. **Fiscal Year End Date:**

1. Grant Contact *

First Name

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Last Name

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2. Additional Contact *

First Name

Deborah

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3. Authorized Official *

First Name

Scott

Last Name

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phillipscottcunningham@gmail.com

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Fair/Festival

4.3. Applicant Discipline

Literature (includes playwriting)

5. Department Name

N/A

C. Eligibility

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

- ○ Public Entity
- ◉ Nonprofit, Tax-Exempt
- ○ Solo or Individual artists or unincoporated 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.) *

O, Miami celebrates Miami through the lens of its people and their poetry, presenting innovative projects that address, examine, and de-define our hometown of Miami. We are dedicated to serving diverse audiences, fueled by the notion that the arts are a powerful tool to actively engage citizens. We program year round, with an annual region-wide poetry festival through which we realize our mission: For every single person in Miami to encounter a poem, every year, between April 1 and 30.

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.

Goal 1 - To take place during the Festival

O, Miami will produce at least 40 events and 20 projects, designed to transform Miami poetry audiences. During the 2018 Festival, O, Miami worked with over 40 collaborators on 43 events and 22 projects in 79 of 80 Miami-Dade County zip codes.

Goal 2 – To take place during the Festival

We will ask for submissions from the public for ideas for festival projects, continuing our innovative practice of citizen-assisted curation (We received 300 last year). Selected projects must: (1) Bring poetry to a new audience, and/or (2) Deliver poetry in a novel way. Previous poetry projects have included poems by mail in Braille; poems recited by robots; poems on billboards, lampposts, and scratch-off tickets; and poems on horseback.

Goal 3 - To take place during the Festival

We will produce a South Florida-wide poetry contest with WLRN called ZIPODES; This program has become a regional tradition, as to date, more than 12,000 poems have been submitted. Please note that this aspect of O, Miami has already been replicated in three cities across the Nation.

Goal 4 – Year Round Program – Publishing

We will continue to Jai Alai publishing pathway believing that a great literary city must have it own press – and produce a unique event for the release of each book. Jai-Alai Books, our publishing imprint, has already received recognition as the winner of a 2014 and 2017 Knight Arts Challenge grant. The press has released nine books and was the subject of a feature profile by the nation's leading poetry advocacy organization, Poetry Foundation in Chicago.

Goal 5 – Year Round Program – School-based Program

We will continue to build, refine, and deliver an innovative arts-in-education program for students in need, in the Miami Dade County Public Schools. Since 2015, The Sunroom has delivered literary workshops with schools receiving curriculum-valid instruction, culminating in the publication of a limited edition chapbook. Poetry from Sunroom participants has been used in festival projects since 2014. (See attached video)

Goal 6- Year Round Program – Prison-based Program

We will appoint our second Florida Prison Poet Laureate. In 2019, we created the first Prison Poet Laureateship in the Country, and named Eduardo “Echo” Martinez, Florida Prison Poet Laureate. An outgrowth of our expanding partnership with social justice organization, Exchange for Change, and coming on the heels of new legislation in Florida that gives former prisoners the right to vote, this project embodies our belief that all Miamians deserve a voice. (See attached video)

Goal 7- Year Round Program – Artists in Residence

We will host 12 writers in residence. Our newest initiative, Knight Writers, is a year-round residency program in partnership with The Betsy-South Beach. The program will host one poet per month by giving them a week-long residency and paying for travel and artist fees. Each Knight Writer gives a public reading at The Betsy Hotel and performs one community engagement, such as a school visit or outreach.

Objectives - for the 2021 Festival (relate to Goals 1-3)

- **Deliver 40 events and 20 projects.**
- **Increase by 10%** - overall audience reach.
- **Increase by 10%** - media and social media impressions - over prior year.
- **Collect 1000** surveys – a 20% increase over the most recent measured year.
- **Reach 100%** of Miami-Dade County zip codes.

Objectives for the 2020-21 Publishing Season (relate to Goal 4)

- **Produce two (2)** new literary titles.
- **Execute** coordinated marketing plans for each title published.
- **Produce** one unique release event for each title.
- **Sell 40% of stock within the first 3 months.**

Objectives for School Based Programs (relate to Goal 5)

- **Conduct a series of ten-week** workshops for 3rd and 4th grade students.
- **Present student poems to public** in at least two outside projects.
- **Conduct entry and exit surveys** with each class.
- **50% of students will show measureable, positive impact** from participation.

Objectives for Prison Based Program (relates to Goal 6)

- **Deliver poetry in prison programs** in partnership with Miami Dade Corrections.
- **Design culminating event** to celebrate their experiences, inviting family to attend.
- **Collect data from stakeholders,** *and report positive program impact.*

Objectives for Artist in Residence Programs (relates to Goal 7)

- **Engage 12 poets** to do 5-7 day residencies in Miami.
- **Match local and global voices** for programming
- **Build audiences** to attend related programs

Activities

O, Miami delivers wide ranging **activities** in order to achieve its mission – year round, and (of course) during the month of April when 'all hands are on deck' for a critical mass of programming that will reach every single zipcode in Miami Dade.

These activities include, but are not limited to:

- Poetry Readings
- Pop up Poetry events
- Poetry Contests
- School-based programming
- Prison based programming
- Publishing
- Artist Residencies

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.

Where many festivals thrive in one centralized venue, we reach out. We partner widely, enlisting artists, organizations, and citizens as co-creators. The majority of our events are free and all are designed to develop new audiences for poetry by creating chance encounters or intersecting with existing audiences. Our closest partners are the John S. and James L. Knight Foundation, WLRN, The Betsy-South Beach & the Writer's Room at The Betsy Hotel; Books & Books Independent Booksellers; and the Poetry Foundation (Chicago) – yet we are proudest of our partnership with our fellow citizens, as described below.

The following sampling of projects highlight our cultural diversity and collaboration within and beyond our community.

1) **Citizen Curation:** Every fall, we launch a request for projects that brings local artists, writers, and organizers into O, Miami as co-curators of our mission – and as Festival presenting partners. As mentioned in answer to the prior question, we received over 300 submissions last year – and these have increased every year of our programming.

2) **Publishing Partnership:** Since 2015, we have partnered with Cave Canem Foundation, North America's premier home for Black poetry, to publish the annual Toi Derricotte + Cornelius Eady Chapbook Prize Chapbook. Developed with The Writer's Room at The Betsy-South Beach, awards a chapbook publication to a black poet, regardless of the poet's publication history or career status. We will release the fifth Chapbook in the spring of 2020 and the sixth in 2021.

3) **Educational Partnership:** The Sunroom, brings in-depth literary instruction to Holmes, Orchard Villa, Poinciana Park and Emerson Elementary schools. Student poetry has been featured in many O, Miami projects, small and large, reaching over audiences of over 4 million via digital imprint.

4) **Residency Partnership:** The Betsy is the permanent home of O, Miami and hosts all of its visiting artists – for year round respite and programming.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Timeline for the 2021 Festival

February 2020 – Invitations to visiting artists and writers are sent with contracts finalized in October 2020.

September 2020 – Public call for festival project. During this call, the public is invited to submit ideas for the festival.

December 1, 2020 – Winners are contacted. O, Miami generally selects 15-20 projects to be produced and funded.

January – March 2021 – O, Miami consults and facilitates the planning and production of festival projects.

April 1, 2021 – Festival begins.

April 30, 2021 – Festival concludes.

Publishing Timeline for 2020-21

July 2020 – Production consultations begin with Author(s)/Translators.

September 2020 – Author/Editor approval for print run.

October/November 2020 – Launch/release coinciding with Miami International Book Fair.

and/or December 2020– Production consultations begin with Author(s)/Translators.

February 2021 – Author/Editor approval for print run.

April 2021 – Launch/release coinciding with O, Miami Poetry Festival.

Educational Outreach for 2020-21 Academic Year

October-December 2020 – Conduct 7 workshops at partner elementary schools.

Mid-December 2020 – Host one workshop closing reading at each partner site.

January-March 2021 – Gather poems for use in 2021 Festival projects.

February-April 2021 – Conduct 7 workshops at partner elementary schools.

Late April 2021 – Host one workshop reading at each partner site.

Other programs for 2020-21 Year

Our residency and prison programs have schedules that are variable, yet we plan at least 3 months ahead, with appropriate time for implementation, assessment, and reporting.

The timetable for pop up programming is also variable.

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? *

110

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

135

3. How many Adults will be engaged? *

8,100

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

700

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

1,300

6. How many artists will be directly involved? *

165

Total number of individuals who will be engaged?

10265

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

☑ 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.

O, Miami will be responsible for 110 total events. The opportunities for public participation expand beyond these events through our calls for poems and projects.

- As an example, *ZIP Odes*, our joint 2018 poetry contest with WLRN produced over 2,500 entries from South Floridians.
- During the 2021 O, Miami Poetry Festival, we will produce or co-produce roughly 40 unique events.
- We will produce three book release events, and one additional reading.
- We will produce 8, 10-session workshops in schools;
- culminating in a community reading and chapbook publication.
- Add 54 days of public engagement at the Betsy Hotel.

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.

Economic Impact

It's well documented that arts and culture are a tremendous community economic driver whether measured on a macro or micro scale. Artists go where others don't and they see possibilities for convening and convergence when other avenues for community building have been exhausted or have been proven unsuccessful.

O, Miami spends our money in South Florida, relying almost exclusively on local vendors and contractors, and the majority of the artists and writers we feature are local. The festival buys hotel rooms, rents vehicles and equipment, purchases advertising space and insurance, employs independent contractors, and, most importantly, pays artists.

O, Miami is also the principal provider in Miami for opportunities for local poets. Local poets run our blog, coordinate our volunteers, teach our workshops, and staff our prss. Jai-Alai Books designs and publishes using Miami businesses. The press sells wholesale and consigns books with a wide variety of local independent stores. By creating books by and for Miami, we provide local sellers with a “local” product that appeals to their clientele.

True to its name, O, Miami helps create a positive image for Miami through media coverage. We spend thousands of dollars every year on publicity with projects covered in places like The New York Times, The New Yorker, NPR, The Paris Review, and The Guardian (UK). We work with world-renown artists to make professional-quality videos that can travel all over the world. Each time one is seen, “Miami” is a prominent and inescapable feature.

Indeed, O, Miami has been recognized globally for galvanizing regional citizenry to believe that their words matter. And there is a ripple impact to the recognition. New tourists, who are inclined toward poetry and the arts bring money to the region’s bottom line – and we’re proud that they’re coming to Miami because they’ve heard about O, Miami.

Education and Outreach

Everything we do is about education and outreach. Our focus is on reaching the most diverse audiences we can with the most relevant messages. Poetry is our tool, yet we draw poetry from our audiences and deliver their own words back to them – so their words are both fuel and driver. And what we’ve found is that our participants (audiences) have discovered with us how very powerful their words are … For example, in the case of our Zipode Project – more than 12,000 people have written poems about their own neighborhoods, and so many of them are insightful, beautiful, and important.

The annual O, Miami Poetry Festival, which takes places during the entire month of April across most of Miami-Dade County, currently receives almost 10,000 attendees in addition to regional, national, and international fanfare. We’re also proud that the Festival has been a launching pad for the careers of artists like Agustina Woodgate and Randy Burman, both of whom ‘earned of their own artistic strength while with us’, through O, Miami-funded projects. Every year, 50% of the festival’s programming is decided through an open call for event and project ideas. 95% of the funded projects are created by South Florida writers and artists.

It’s important to underscore that our traditional education programs are outreach oriented, meaning that we focus on under-served populations who without our intervention and partnership with ‘go without’ this exposure, with our Sunroom and Prison-based programs falling into this category.

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.

Successful marketing and promotion plans depend on organizations understanding important 'differentiating' messages, effective vehicles for communication, and intended audiences. We’re experienced in this space, and moving forward, our two over-arching marketing and promotion goals include:

- Build audience share for O, Miami, increasing event attendance by at least 10% annually.

- Message positively about Miami as a powerful literary hub - for the Americas.

Our overall strategies for marketing and promotion include:

- Delineate messaging strategies short term, long term, time-specific, micro and macro.
- Target specific audiences with appropriate messages to increase awareness/participation.
- Create communications vehicles appropriate for specific audiences.
- Exploit all pathways, traditional and new, tested and experimental.
- Measure efforts and continually optimize for maximum impact.

Our overall marketing and promotion tactics include:

- Purchase advertising space on radio, on social media, and on outdoor media

The content we use for advertising is gleaned from the art form (poetry) itself. We draw a thin line between what we call poetry and traditional marketing speak, believing that the audiences we want most to 'hear' us, will respond to creative messages and imagery.

- Create shareable content through innovative events and videos Great content is 'king'.

We work with visionary artists to make professional-quality projects that can reach a global audience. And because we are Miami boosters (by virtue of our name and our mission) each time our content is viewed, "Miami" is prominently championed.

- Employ a publicist to pitch the "stories" behind the content Traditional media spaces are still important, despite the proliferation of digital media.

Since 2011, we have worked with Palley Promotes, the same publicity firm that works with Miami Book Fair. For a recent festival, we generated seventy unique stories including many available through Spanish language media.

- Create a vigorous social media presence that tell the story of the organization in real-time O, Miami is well regarded for its social media presence, with
    - 5,577 Twitter followers,
    - 5,851 likes on Facebook, and
    - 6,068 followers on Instagram,
    - … and so much room to grow in this space.

- Partner with local media companies who have similar missions

We have an on-going partnership with WLRN-Miami Herald News in which we co-produce an annual, South Florida-wide poetry contest. In 2018, the contest (which asked people to write a poem in the form of their zip code) generated over 2,500 entries. In 2015, the contest was picked up nationally by other NPR shows such as The Takeaway. We've received 12,000 entries to date.

Our partnerships now include the National Poetry Coalition, the Academy of American Poets, and the Library of Congress all which will be promoting and displaying O, Miami content year-round. Other strong messaging partners include The Betsy Hotel, Books&Books, the Miami Book Festival, and the Knight Foundation, among many others too numerous to mention here. The Betsy's brand recognition in travel media - and with travelers in

general - will open O, Miami up to some important new media/messaging/marketing pathways that will allow us to reach our over-arching marketing goals.

F. Management and Operating Budget

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.

O, Miami maximizes financial resources in order to sustain and expand programs. Now, OM has a vision to do more, with more resources and a long term sustainability plan. The Knight Foundation has just awarded us a multi-year grant to fund a sustainability initiative.

During the grant period and continuing over the next four years, we will:

- Build infrastructure, governance, fundraising and sustainability capabilities.
- Create a mission-driven diversified advancement program that exploits the integrated impact of Board engagement, fundraising, marketing, public relations, and community building.

Strategies for success include:

- Creating a new Board and Advisory Group.
- Paying staff fairly, and securing credentialed staff for new positions;
- Researching, identifying, cultivating, and soliciting new donors.
- Exploring the power of crowd-sourcing as a membership driver.
- Creating Donor Tracking systems.
- Codifying evaluation and reporting efforts.
- Training existing staff to sustain and grow the advancement program.
- Balancing the budget, create an annual fund, and seed a cash reserve.
- Create and retain powerful team -
    - Scott Cunningham, Founder and Artistic director, and Melody Santiago Cummings, Managing Director, continue on in leadership roles, to ensure seamless program growth and excellence.
    - Deborah Plutzik Briggs has joined the O, Miami. Prior roles include teaching collegiate fundraising and marketing, and most recently creating the arts and culture program at The Betsy Hotel.
    - Amancio Paradela who has been O, Miami's principal professional grantwriter, stays to grow public support locally and nationally.
    - A new position has been added in program administration as well.

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.

To ensure continuous improvement, O, Miami collects qualitative and quantitative data from stakeholders at all levels of operations.

Data collection is built into events, measured, and analyzed. To incentivize participation, we reward respondents with a complementary/official festival tote. (Sample evaluations are attached.)

From a cross correlation of previous surveys, ZipOdes, and attendance, we identified which neighborhoods had the least representation. For 2020-2021, we will redouble our efforts to reach populations that has more limited access to cultural programming. Based on analysis of past surveys, O, Miami has increased our documentation budget; and added more events that incorporate food and culinary culture, as well as additional workshop opportunities for local writers.

Our 2018 season was highly successful. Direct attendance surpassed 7,800 and over 800 surveys were completed. In general, surveys are positive and request more events in specific areas or with specific themes. 2,935 Zip Ode poems were submitted by the public.

Of our attendees:

- 33.2% were aged 26-35
- 21.4% were aged 18-25
- 47.5% identified as Hispanic/Latino
- 43.8% planned 1-week ahead for events
- 35.3% had never attended O, Miami before 2018
- 77.3% rated us 5 in experience

As we continue to build our audience and year-round programming, we will continue to diversify programming for greater inclusion of older adults (9.7%), Black/African Americans (11.8%), and youth under 18 (3.4%).

When appropriate, we also measure impressions. Since we use traditional advertising and traceable distribution methods for many of our projects, we can quantify these numbers too.

Notable statistics from the recent 2018 festival include:

- 79 of 80 Miami-Dade County Zip Codes reached;
- 2,000,000 “Wheels and Words” poetry Metrobus views (from bus still in circulation);
- 250,000 people read a Tracy K. Smith poem in the night sky at Frost Science Planetarium;
- 250,000 local radio listeners;
- 250,000 viewers of the Colony Theater Marquee poetry;
- 140 poetry gas pumps with 200,000 views; and
- 9,500 Disappearing-Poetry Pencils distributed.

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

6/30/2018

4. Operating Budget Summary

	Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	**$103,780**	**$112,000**	**$270,600**
2.	Personnel: Programmatic			
3.	Personnel: Technical/Production		**$25,000**	**$51,400**
4.	Outside Fees and Services: Programmatic	**$38,696**	**$53,000**	**$76,450**
5.	Outside Fees and Services: Other	**$37,502**	**$36,000**	**$73,250**
6.	Space Rental, Rent or Mortgage	**$3,632**	**$17,000**	**$19,250**
7.	Travel	**$7,730**	**$13,500**	**$15,400**
8.	Marketing	**$34,107**	**$48,500**	**$88,550**
9.	Remaining Operating Expenses	**$27,047**	**$35,950**	**$55,550**
A.	**Total Cash Expenses**	**$252,494**	**$340,950**	**$650,450**
B.	**In-kind Contributions**	**$50,000**	**$37,850**	**$72,250**
C.	**Total Operating Expenses**	**$302,494**	**$378,800**	**$722,700**
	Income	**Previous Fiscal Year**	**Current Fiscal Year**	**Next Fiscal Year**
10.	Revenue: Admissions	**$20,602**	**$14,000**	**$12,000**
11.	Revenue: Contracted Services			**$1,450**
12.	Revenue: Other	**$8,002**	**$10,000**	**$12,000**
13.	Private Support: Corporate			**$15,000**
14.	Private Support: Foundation	**$88,360**	**$125,000**	**$390,000**

15.	Private Support: Other	**$31,050**	**$64,067**	**$52,000**
16.	Government Support: Federal	**$10,000**		**$15,000**
17.	Government Support: State/Regional	**$8,127**	**$2,088**	**$25,000**
18.	Government Support: Local/County	**$111,181**	**$125,795**	**$128,000**
19.	Applicant Cash			
D.	**Total Cash Income**	**$277,322**	**$340,950**	**$650,450**
B.	**In-kind Contributions**	**$50,000**	**$37,850**	**$72,250**
E.	**Total Operating Income**	**$327,322**	**$378,800**	**$722,700**

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.

In late 2018, the Knight Foundation announced O, Miami to be the recipient of a $1.25 Million award to be distributed over four years. Our projected budgets reflect the award—a significant increase from years past. In addition to Knight's award, O, Miami has also entered into a partnership with the Betsy Hotel which will serve as hospitality and venue sponsor and provide administrative space to O, Miami not to exceed $100,000. New revenues will be used to subsidize our new sustainability initiative and personnel.

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

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.

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive Director	$0	$100,000	$0	$100,000
2	Operations Manager	$8,000	$62,600	$0	$70,600
3	Sustainability Director	$0	$100,000	$0	$100,000
4	Benefits	$0	$26,000	$0	$26,000
	Totals:	**$8,000**	**$288,600**	**$0**	**$296,600**

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Project Coordinator	$4,000	$47,400	$0	$51,400
2	Benefits	$0	$5,000	$0	$5,000
	Totals:	**$4,000**	**$52,400**	**$0**	**$56,400**

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Sunroom Instructor Stipends	$8,000	$10,000	$0	$18,000
2	Artist Honoraria - Anchors (3)	$8,000	$16,000	$0	$24,000
3	Artist Honoraria - other	$8,000	$26,450	$0	$34,450
	Totals:	**$24,000**	**$52,450**	**$0**	**$76,450**

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Photographer/Videographer	$3,000	$12,500	$0	$15,500
2	Printing/Publication (non-marketing)	$4,000	$38,500	$0	$42,500
3	Equipment Rental	$0	$15,250	$0	$15,250
	Totals:	**$7,000**	**$66,250**	**$0**	**$73,250**

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Space Rental	$19,250	$37,750	$57,000
	Totals:	**$19,250**	**$37,750**	**$57,000**

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Travel and Hospitality	$15,400	$37,750	$53,150
	Totals:	**$15,400**	**$37,750**	**$53,150**

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Publicist	$6,000	$11,000	$0	$17,000
2	Printing/Publication	$0	$18,500	$0	$18,500
3	Web Design/ Maintenance	$0	$6,550	$0	$6,550
4	Advertising	$0	$14,500	$0	$14,500
5	Public Art/Advertisement Projects	$0	$32,000	$0	$32,000
	Totals:	**$6,000**	**$82,550**	**$0**	**$88,550**

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
	Totals:	**$0**	**$55,550**	**$0**	**$55,550**

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Insurance	$0	$1,100	$0	$1,100
2	Supplies	$0	$6,050	$0	$6,050
3	Utilities	$0	$2,200	$0	$2,200
4	Fundraising (non-personnel)	$0	$46,200	$0	$46,200
	Totals:	**$0**	**$55,550**	**$0**	**$55,550**

Amount of Grant Funding Requested:

$49,000

Cash Match:

$632,450

In-Kind Match:

$75,500

Match Amount:

$707,950

Total Project Cost:

$756,950

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	Admissions	$14,000	$14,000	
	Totals:	**$0**	**$14,000**	**$14,000**

3.2. Revenue: Contracted Services *

#	Description	Cash Match	Total	
1	Contracted Services	$2,450	$2,450	
	Totals:	**$0**	**$2,450**	**$2,450**

3.3. Revenue: Other *

#	Description	Cash Match	Total
1	Merchandise/Concessions/Giftshop	$12,000	$12,000
	Totals:	**$0**	**$12,000**	**$12,000**

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Sponsorship	$19,000	$19,000
	Totals:	**$0**	**$19,000**	**$19,000**

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	Donations/Grants	$390,000	$390,000
	Totals:	**$0**	**$390,000**	**$390,000**

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Board Contributions	$40,000	$40,000
2	Private/Individual Donations	$12,000	$12,000
	Totals:	**$0**	**$52,000**	**$52,000**

3.7. Government Support: Federal *

#	Description	Cash Match	Total
1	NEA Art Works	$15,000	$15,000
	Totals:	**$0**	**$15,000**	**$15,000**

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	Miami-Dade County - Dept. of Cultural Affairs	$110,000	$110,000
	Totals:	**$0**	**$128,000**	**$128,000**

#	Description	Cash Match	Total	
2	City of Miami Beach - Cultural Affairs Council	$18,000	$18,000	
	Totals:	**$0**	**$128,000**	**$128,000**

Total Project Income:

$756,950

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	$49,000	$49,000	6%
B.	Cash Match	$632,450	$632,450	84%
	Total Cash	$681,450	$681,450	90%
C.	In-Kind	$75,500	$75,500	10%
	Total Proposal Budget	$756,950	$756,950	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.

In-Kind Contributions

The Betsy-South Beach Hotel has donated over $70,000 worth of rooms, food, and services to O, Miami since 2009. As of 2019, our new agreement with the Betsy Hotel has secured an annual, in-kind gift of $100,000. Our continued partnership gives O, Miami the freedom to bring down visiting writers and pay them honorariums.

Grant Request

As of July 2019, we have completed three full grant seasons and are requesting the maximum amount permissible under our funding category.

H. Accessibility

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.

Cultural and Economic Equity: Census data drives our commitment to serving our patrons with intentional efforts to address cultural diversity and economic disparity. 1) Most events are free and open to the public; 2) events with a modest ticket cost include consumables, such as food and drink; 3) we bring our programs to our patrons, making travel-and the related burdensome costs of fuel and parking, unnecessary; and 4) We engage with presenters that come 'from' the communities we serve.

Language Equity: Many programs are presented in multiple languages including-Spanish, English, and Creole, with programs in Russian and Chinese also recently produced.

ADA compliance: All OM programs are presented in ADA compliant spaces. To that end, O, Miami's new home @ the Betsy Hotel, is ADA accessible, including all office and presentation spaces. Examples of past OM programmatic activities in previous years have included poetry in Braille, ASL, and bedside poetry for those with physical challenges. Indeed, ASL programming has led us to understand the positive implications for including this accessibility point not only for the deaf, but for everyone in attendance.

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?

Melody S. Cummings

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?

5/1/2019

I. Attachments and Support Materials

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. .

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
WFServlet.pdf	33 [KB]	5/30/2019 10:37:00 PM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
Marketing_Poetry_2019-20.pdf_201904082306.pdf	Marketing Poetry	Marketing Summary and Examples	395 [KB]		View file
O_Miami_Press_2018.pdf_201904082306.pdf	Press Samples		6145 [KB]		View file
OMiami_Survey_2018.pdf_201904082306.pdf	Survey, Statistics, and Samples		5393 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Participant_Works_.pdf_201904082306.pdf	Participant Poetry	Poetry Samples	3513 [KB]		View file
Staff_Bios_OM_Feb_2019_26LaL6u.pdf_201904082306.pdf	Staff Biographies		82 [KB]		View file
UWyn_Org_Chart.pdf_201904082306.pdf	Organizational Chart		38 [KB]		View file
ICTV Billy Connelly Miami short.mov	Billy Connolly Visits O, Miami	ITV (UK) 2018	424806 [KB]		View file
SmallSunroom Apr30_CLIPCHAMP_480p.mp4	The Sunroom | In-School Program		16018 [KB]		View file
1342632715.mp4	Prison Poet Laureate | CBS 4 News		18530 [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 University of Wynwood, 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)

P. Scott Cunningham