

# Moksha Arts Collective

**Project Title:** General Program Support 2021

**Grant Number:** 21.c.ps.180.606

**Date Submitted:** Tuesday, June 25, 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:** Sponsor/Presenter

**Proposal Title:** General Program Support 2021

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

### Applicant Information

- a. **Organization Name:** Moksha Arts Collective 
- b. **FEID:** 47-5450320
- c. **Phone number:** 305.757.7277
- d. **Principal Address:** 599 NW 71 Street Miami, 33150
- e. **Mailing Address:** 599 NW 71 Street Miami, 33150
- f. **Website:** [www.mokshafamily.org](http://www.mokshafamily.org)
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Community Organization
- i. **County:** Miami-Dade
- j. **DUNS number:** 080519046
- k. **Fiscal Year End Date:**

### 1. Grant Contact \*

**First Name**

Anne

**Last Name**

Korosi

**Phone**

305.757.7277

**Email**

[lady@mokshafamily.org](mailto:lady@mokshafamily.org)

### 2. Additional Contact \*

**First Name**

Raymond

**Last Name**

Orraca

**Phone**

305.757.7277

**Email**

moontay@mokshafamily.org

**3. Authorized Official \*****First Name**

Anne

**Last Name**

Korosi

**Phone**

305.757.7277

**Email**

lady@mokshafamily.org

**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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Arts Service Organization

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**4.3. Applicant Discipline**

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Multidisciplinary

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**5. Department Name**

N/A

## 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.) \*

Moksha Arts Collective (MAC) is a multicultural community organization for the celebration of harmonious unity in diversity with a mix of contemporary and traditional presentations. MAC provides high-tech platforms for emerging and established visual artists, musicians, dancers, live performers, and videographers to collaborate, in order to present unique contributions the 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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#### **Goals:**

1. **Engage the public with innovative projects**
2. **Increase awareness of Miami's creative talent**
3. **Grow the organization's financial capacity to better serve the public**
4. **Partner with other organizations in meaningful ways**

#### **Objectives:**

1. **Increase number of regional events, adding 2 for the next season**
2. **Maintain consistent Gallery Openings**
3. **Grow by 20% MAC social media presence**
4. **Expand the local impact of MAC through Mural arts mentoring**

#### **Activities:**

From its inception, the artistic collective known as Moksha has been a nexus of cultural and artistic expression. Comprised of artists, musicians, technicians and visionaries, the Moksha Arts Collective (MAC) celebrates the mystery that unites us with an eclectic mix of performances by individuals and groups from the local and international communities.

“Moksha” is the Sanskrit term for enlightenment and liberation. MAC believes the arts bring us closer to cultural and spiritual freedom. Some performances are contemporary, some traditional and sacred. All are magical, meant to explore the inner landscape on the quest for universal oneness. MAC gatherings are celebrations of cultural harmony and higher consciousness; they are not your average events.

The 2020-21 Season will consist of Gallery Exhibitions, a Mural Arts Project, Lecture Series, The Bus Stop Sessions and The Moksha Experience. Through these programs MAC is able to present established and emerging local and internationally renowned artists in Miami. In addition, these forums provide platforms for South Florida talents to gain a broader base of recognition and space for artistic collaboration. MAC establishes an outlet for authentic artistic contributions that highlight genuine expression with an experimental edge that demonstrates the artists’ distinctive training and creative dexterity. As part of our community outreach with The Bus Stop Sessions, MAC will encourage input from neighborhood residents in order to provide relevant themes for the exhibitions, lecture topics and mural project. MAC seeks to make a positive contribution to the neighborhood in which its space is located and to bring attention to the many multicultural talents that call Miami and Moksha home.

#### Open Gallery

MAC hosts regular gallery openings with multimedia events afterward that maintains a consistent presence for the community. The gallery openings are free and open to the public, highlighting a featured artist's work in an enclosed space within a group show spread out throughout the remainder of the space. Featured artists will include Reinier Gamboa, Choice Bison, Chris Dyer, Eva Ruiz, Oscar Montes, and Nicole Salagar. Musical guests will include Galactic Effect, Grammy Award nominated Locos Por Juana, Electric Kif, Ephniko Dialecto, Oigo, and Artofficial.

The Moksha Experience provides Miami musicians, artists and performers with a broader audience within festivals and events in South Florida and beyond. By captivating the senses, the Moksha Experience encourages the expansion of consciousness and community interaction through the arts. Currently we are planning to participate in Love Burn, Virginia Key Grassroots Festival, 9 Mile Fest, Miami Pop Fest, and Ultra Miami, among other collaborations. With an expansive roster of artists representing the Visionary Genre, the Moksha Experience utilizes video mapping, fine art, live painting, dance, flow arts, conscious hip-hop, electronic experimentalism, jazz fusion, Afro-Caribbean rhythms, Miami Bass and contemporary mediums in a blended showcase of dynamic fusion. Off stage, we have a vending area that includes art prints, handmade jewelry, clothing, instruments, and various crafts made by local artists and artisans. MAC highlights Miami’s vibrant multiculturalism while referencing and blending ancient traditions with cutting-edge technology

### Virtual Gallery

Juan Carlos Gallo, principal of JC Fractal has partnered with MAC to create a virtual gallery. This virtual gallery acts as an extension of the physical space of any given presentation to present additional information and perspective about the pieces presented. We are actively developing funding opportunities to specifically support the digital projects in order to fully establish this medium. These features will evolve into an alternative format for individuals beyond the local area as well as those with various disabilities to experience the artwork. This program will expand into a web app and as an integrated component of the MAC website to dramatically increase the organization's impact by creating a vehicle for global reach.

### Mural Arts

The Mural Project is ongoing. Local artists liven the walls of rented spaces. MAC is presently seeking partnerships to further include area youth in collaborating and mentorships.

## **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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MAC enjoys sponsorship from Vita Coco, Kind Bars, Whole Foods, and Lagunitas Brewing Company who provide their products for distribution at events. This helps to raise brand awareness for those corporations and provides revenues to MAC through concessions sales.

Miami Dade County Cultural Affairs has underwritten the MAC Open Gallery consistently since the 2016/17 season and has supported our programs through Community Arts and Culture, a local non-profit which served as incubator for this organization before its IRS determination was granted. The Executive Director of CAC also serves on the MAC board of directors.

MAC partners with a number of local businesses and organizations to cross promote events in exchange for services.

Neighboring establishment Naomi's Garden Restaurant exchanges discounted space usage fees for promotions. Local yoga studios, Inhale and 305 yoga have partnered to provide yoga classes in the space MAC leases.

MAC has collaborated with Florida International University to bring international artist Alex Grey for Miami Art Week/Moksha Art Fair. Mr. Grey gave a lecture at the University, participated in MAC's artist panel discussion and painted live during the main event of the art fair. MAC is also in communication with Ms. Carrie Ann Baadie, Associate Professor at Florida State University's Fine Arts Program. She has recommended alumni from her program and participates as an exhibiting artist as well.

As MAC continues to reinforce its foundation as a non-profit awarded federal recognition in 2016, we intend to partner with groups that specialize in providing options for accessibility to people with disabilities, in particular for adults.

MAC enjoys the benefit of promotional efforts by larger events such as 9 Mile Festival (formerly the Bob Marley Festival); Virginia Key Grassroots Festival (promotion for which extends to upstate NY and Shakori Hills, NC), Ultra Music Festival (listed in program as an Eco Village participant).

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

List timeline of activities during the grant period.

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#### **1st Quarter - Jul 1 - Sept 30, 2019**

Mural Project: Ongoing

Gallery Exhibition: Group Show

Lecture

Bus Stop Sessions

#### **2nd Quarter - Oct 1 - Dec 31, 202**

Moksha Art Fair

Mural Project: Ongoing

#### **3rd Quarter - Jan 1 - March 31, 2021**

Moksha Experience: Love Burn

Moksha Experience: Okeechobee

Moksha Experience: Virginia Key Grassroots

Moksha Experience: 9mile Festival

Moksha Experience: Ultra

Mural Project: Ongoing

#### **4th Quarter - April 1 - June 30, 2021**

Gallery Exhibition: Group Show

Lecture

Mural Project: Ongoing



# 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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15

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

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35

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

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5,500

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

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0

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

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790

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

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200

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

6490

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

- Young Adults (19-24 years)
- Adults (25- 64 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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Economically, MAC spends the bulk of its \$98,000 operating budget locally, employing artists, technicians, and various consultants directly and driving traffic to the businesses surrounding the event performance venues. According to the Americans For The Arts Economic Impact Calculator, this results in 4 full-time equivalent jobs, bringing \$79,313 in household incomes, and \$9,096 in combined local and state government revenues.

Our audience brings an additional estimated \$187,094 through their expenditures to area businesses, contributing 5 full-time equivalent jobs, \$104,453 to household incomes, and a combined \$29,360 in local and state government revenues. MAC's budget and audience have shown consistent growth, increasing its local economic mark.

MAC Employs 2 part time staff members, serving an estimated 200 artists annually as well as a diverse group of individuals that comprise our event staff, including security guards, off duty police officers, and audio visual professionals. The audience drawn to our events contributes to the neighboring businesses resulting in increased revenues. MAC and its audience's total industry impact contribute 9 full time equivalent jobs to the community.

The Bus Stop Sessions shall encourage connection with area residents in order to recruit youth for the ongoing Mural Project, paired with commissioned visual artists as mentors, in order to develop the murals, or volunteer for the virtual gallery, depending on area of interest. To this end, MAC is exploring partnership with Power U, a youth leadership initiative, and Guitars Over Guns, in order to present Pop-up events throughout the Liberty City neighborhood. The Bus Stop Sessions will provide music and live art. Planning and outreach is underway. Proposed sites include: the "Wall" remnants area in Miami along NW 12th Ave between 62nd-71st Street, and Gwen Cherry Park, 7090 NW 22nd Ave in Miami.

**MOKSHA LECTURE SERIES** utilizes an educational dynamic to enrich attendees with knowledge and resources for personal empowerment. This consists of a forum of educators presenting information about art, culture, history, health, the environment and other relevant topics. The speakers utilize the platform as a way to share information in an interactive manner with the audience that allows for detailed descriptions with multi-media elements. The audience is encouraged to ask questions as part of the program. There are opportunities for the speakers to interact individually with attendees before and after the program. The topics are chosen for presentation are part of a progressive, socio-ecologically conscious schema, as a way to enrich the community with knowledge and a support structure for making changes individually and collectively within the region.

Past topics/speakers have included:

- INDIGENOUS ECOLOGIES AND THE EVERGLADES with Dr. Dennis Weidman & Houston Cypress
- MICROBIRTH World Premiere film screening and lecture with Barbara Harper
- ART AND SHAMANISM 4 part lecture series with FIU Professor Constantino Manuel Torres
- INTEGRATIVE MEDICINE AND AMAZONIAN SHAMANISM with Dr. Joe Tafur, MD
- ENTHEOGENERATION with Alex Grey

## **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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**Online Strategies.** MAC has been conducting SEO for the organization's website. This process has aided in directing searches for the types of programming offered by the collective to our website. In addition, the VMG affiliate Miami New Times will be engaged to place banner advertisements on its website, which offers 600,000 impressions with 600 guaranteed click-throughs per campaign. Minimum one such advertising campaign is anticipated for Miami Art Week in November/December. Further investment is anticipated as the season progresses, in order to promote the various undertakings of the organization, but there shall not be any commitment of funds until the annual budget has been finalized.

**Direct marketing.** 15,000 print Flyers to be distributed for Miami Art Week event between October and the first week of December. Posters for all MAC productions.

**Social Media.** MAC enjoys a strong social media following with 11,568 total followers on Facebook and 6,520 on Instagram. Carefully timed social media interactions will be deployed to pique interest and participation in events and programs offered by MAC.

**Online event listings:** Tropicult, NBC Miami, Miami.com, Lesley Abravanel pre-event blog post / coverage (Miami Herald), Miami New Times, Soul of Miami Basel coverage and exclusive event listing, BigMouthGirly, Allevvents.in, miamiartzine.com, Greater Miami Convention and Tourist Bureau, Miami-Dade County's Culture Shock

**Radio / Podcast:** Only In Miami live radio interview

Cross promotions are also engaged in with local organizations that are aligned with our programs and include The Rhythm Foundation, 9 Mile Fest, Community Arts and Culture, Ultra Music Festival, Dangerfun Entertainment, Miami VR Expo, Ploppy Palace Productions, Saturnlight Studios, 7<sup>th</sup> Circuit Productions, The Chapel of Sacred Mirrors, Miami Pop Festival, in addition to the participating artists and their networks.

# 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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Moksha Arts Collective has a robust fundraising plan that includes Crowd funding campaign, active solicitation to grant programs, A volunteer dedicated to the solicitation of sponsors, a roster of events that includes contracted engagements for which MAC is compensated, the charging of admission for events hosted by MAC, and sale of merchandise such as prints of the art work on display within exhibitions, t-shirts and handmade crafts produced by members of the collective.

MAC has been able to continue its existence since c. 2000 due to the careful monitoring of funds and declining invitations to participate in events that do not provide adequate support or adjusting exhibition schedules when necessary so as not to exhaust our resources. We have long time volunteers that give their time to help make the events happen because they wish to see this type of non-commercial exploration of the many forms of art represented within our programs.

## **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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Season evaluation criteria include: assessment of impact on Greater Miami and the Liberty City area, recognition of cultures and local talents, advancement of low-income artists and residents, authenticity of programming, depth of collaborations, quality of entertainment, technical level of productions, affordability, assessment of budgetary capacity and outreach. Reviews take place quarterly to adjust sustainability of MAC operations.

Quantitative evaluation methods incorporated include: Comparison of attendance to the prior season. Financial performance is determined by review of profit and loss reports. Break-Even Point and Cost Analysis techniques are used to assess effectiveness of projects. Promotional campaigns are also evaluated by metrics, making use of analytical tools provided by online resources.

Qualitatively, exit surveys are distributed during events to solicit audience opinions, and spot interviews are conducted by MAC members. These methods have proven invaluable for rich feedback on all projects, allowing us to adapt and grow along with the audience. Outside of events, MAC uses meetings of the Artist Outreach committee, the Bus Stop Sessions, and meetings of other community organizations to elicit qualitative feedback.

Primary evaluations take place regularly, and again before and after each event, with the project Coordinator, the Board, and Committee members. During these meetings, members evaluate and assess the feedback gathered from participants, artists, coordinators, and the audience. MAC regularly anticipates, discusses, and strategically plans for challenging eventualities that may arise.

MAC actively seeks business mentors to further develop its evaluative strategy and maximize resources.. MAC also strives to consistently improve artistic the quality of its programs, as well as its management style and project impact within the community, and therefore consults publications such as Measuring Cultural Engagement, published by the NEA, and webinars from Board Source and Nonprofit Hub for study and relevant methodology.

### 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	<b>\$8,500</b>	<b>\$5,000</b>	<b>\$10,000</b>
2. Personnel: Programmatic			
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	<b>\$9,750</b>	<b>\$10,000</b>	<b>\$19,000</b>
5. Outside Fees and Services: Other	<b>\$1,000</b>	<b>\$1,500</b>	<b>\$4,000</b>
6. Space Rental, Rent or Mortgage	<b>\$6,500</b>	<b>\$6,500</b>	<b>\$10,500</b>
7. Travel	<b>\$500</b>	<b>\$1,750</b>	<b>\$3,000</b>
8. Marketing	<b>\$4,000</b>	<b>\$5,500</b>	<b>\$9,500</b>

9.	Remaining Operating Expenses	\$6,755	\$11,291	\$22,500
<b>A.</b>	<b>Total Cash Expenses</b>	<b>\$37,005</b>	<b>\$41,541</b>	<b>\$78,500</b>
<b>B.</b>	<b>In-kind Contributions</b>	<b>\$12,335</b>	<b>\$10,385</b>	<b>\$19,500</b>
<b>C.</b>	<b>Total Operating Expenses</b>	<b>\$49,340</b>	<b>\$51,926</b>	<b>\$98,000</b>
	<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
10.	Revenue: Admissions	\$11,265	\$15,000	\$16,500
11.	Revenue: Contracted Services	\$1,499	\$3,000	\$8,000
12.	Revenue: Other	\$10,743	\$13,500	\$15,000
13.	Private Support: Corporate			\$2,150
14.	Private Support: Foundation	\$1,000	\$2,500	\$15,000
15.	Private Support: Other	\$1		\$5,000
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$682	\$683	
18.	Government Support: Local/County	\$11,165	\$7,358	\$15,000
19.	Applicant Cash	\$650	\$150	\$500
<b>D.</b>	<b>Total Cash Income</b>	<b>\$37,005</b>	<b>\$42,191</b>	<b>\$77,150</b>
<b>B.</b>	<b>In-kind Contributions</b>	<b>\$12,335</b>	<b>\$10,385</b>	<b>\$19,500</b>

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<b>E. Total Operating Income</b>	<b>\$49,340</b>	<b>\$52,576</b>	<b>\$96,650</b>
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### **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.

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MAC has adopted a fundraising calendar that takes aim at several foundations and has been developing relations with the Miami Foundation in particular, which has facilitated donations through donor advised funds in the past two years. Through this foundation, MAC has engaged in Give Miami, an online fundraising effort. This is in addition to tapping into Network For Good's Donation options via facebook, which have brought in an additional \$2,000 this fiscal year to date.

### **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	Event Coordinator	\$0	\$10,000	\$2,500	\$12,500
2	Gallery Manager	\$0	\$5,000	\$0	\$5,000
<b>Totals:</b>		<b>\$0</b>	<b>\$15,000</b>	<b>\$2,500</b>	<b>\$17,500</b>

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

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artist Fees	\$5,000	\$17,000	\$1,000	\$23,000
2	Technicians (Lighting & Audio Engineers, Stage Hands)	\$4,459	\$9,000	\$1,000	\$14,459
<b>Totals:</b>		<b>\$9,459</b>	<b>\$26,000</b>	<b>\$2,000</b>	<b>\$37,459</b>

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

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
<b>Totals:</b>		<b>\$0</b>	<b>\$2,000</b>	<b>\$1,000</b>	<b>\$3,000</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Photographer/Videographer	\$0	\$1,000	\$0	\$1,000
2	Graphic Design	\$0	\$1,000	\$1,000	\$2,000
<b>Totals:</b>		<b>\$0</b>	<b>\$2,000</b>	<b>\$1,000</b>	<b>\$3,000</b>

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

#	Description	Cash Match	In-Kind Match	Total
1	Amin/Gallery	\$6,000	\$0	\$6,000
2	Event Space	\$2,500	\$0	\$2,500
<b>Totals:</b>		<b>\$8,500</b>	<b>\$0</b>	<b>\$8,500</b>

## 2.7. Travel (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Artist Flights	\$3,500	\$0	\$3,500
2	Artist Accommodations	\$1,500	\$0	\$1,500
3	Ground Transport	\$1,000	\$0	\$1,000
<b>Totals:</b>		<b>\$6,000</b>	<b>\$0</b>	<b>\$6,000</b>

## 2.8. Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Online Presence: Social Media/Website	\$0	\$1,000	\$0	\$1,000
<b>Totals:</b>		<b>\$1,000</b>	<b>\$2,500</b>	<b>\$4,500</b>	<b>\$8,000</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Printed Advertising	\$1,000	\$1,000	\$0	\$2,000
3	Distribution	\$0	\$500	\$500	\$1,000
4	Street Team	\$0	\$0	\$4,000	\$4,000
<b>Totals:</b>		<b>\$1,000</b>	<b>\$2,500</b>	<b>\$4,500</b>	<b>\$8,000</b>

### 2.9. Remaining Proposal Expenses \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Equipment Rental	\$1,876	\$10,000	\$5,000	\$16,876
2	Insurance	\$0	\$2,500	\$0	\$2,500
3	Supplies/Materials	\$0	\$7,500	\$0	\$7,500
4	Product Donation: Lagunitas	\$0	\$0	\$7,500	\$7,500
<b>Totals:</b>		<b>\$1,876</b>	<b>\$20,000</b>	<b>\$12,500</b>	<b>\$34,376</b>

### Amount of Grant Funding Requested:

**\$12,335**

### Cash Match:

**\$80,000**

### In-Kind Match:

**\$22,500**

### Match Amount:

**\$102,500**

### Total Project Cost:

**\$114,835**

### 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	Miami Art Week Main Event Admissions	\$12,500	\$12,500	
2	Mutimedia Gallery Nights Admissions	\$6,000	\$6,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$18,500</b>	<b>\$18,500</b>

#### 3.2. Revenue: Contracted Services \*

#	Description	Cash Match	Total	
1	9 Mile Engagement Fees	\$6,000	\$6,000	
2	Virginia Key Grassroots Engagement Fees	\$3,000	\$3,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$9,000</b>	<b>\$9,000</b>

#### 3.3. Revenue: Other \*

#	Description	Cash Match	Total	
1	Concessions	\$10,000	\$10,000	
2	Art Sales	\$7,500	\$7,500	
<b>Totals:</b>		<b>\$0</b>	<b>\$17,500</b>	<b>\$17,500</b>

#### 3.5. Private Support: Foundation \*

#	Description	Cash Match	Total	
1	Miami Foundation	\$5,000	\$5,000	
2	Network For Good	\$3,500	\$3,500	
<b>Totals:</b>		<b>\$0</b>	<b>\$8,500</b>	<b>\$8,500</b>

### 3.6. Private Support: Other \*

#	Description	Cash Match	Total	
1	Board of Directors Contributions	\$5,000	\$5,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$5,000</b>	<b>\$5,000</b>

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

#	Description	Cash Match	Total	
1	Miami Dade County: DAN Grant	\$15,000	\$15,000	
2	Miami Dade County TDC Grant	\$5,000	\$5,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$20,000</b>	<b>\$20,000</b>

### 3.10. Applicant Cash \*

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

### Total Project Income:

**\$114,835**

### 3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$12,335	\$12,335	11%

Line	Item	Expenses	Income	%
B.	Cash Match	\$80,000	\$80,000	70%
	Total Cash	\$92,335	\$92,335	81%
C.	In-Kind	\$22,500	\$22,500	20%
	Total Proposal Budget	\$114,835	\$114,835	101%

**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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MAC strives to ensure that its events are accessible to all members of the community. All performance venues are ADA compliant, with restrooms, seating, and entrances that accommodate persons with physical mobility limitations. Signage and announcements are made with consideration for persons with visual impairments. MACs programs offer relatively low entry fees and gallery hours are free in order to welcome the broadest segment of the population as is possible. The space leased by the collective is located in Liberty City, which is an underserved area within the City of Miami. Volunteer trade opportunities are available and children under 12 years of age are always free to enter when appropriate.

We are always seeking individuals that can contribute their input to better the level of access. As this is a small organization, we are unfortunately unable to provide compensation and thus rely on volunteers to fill these roles. In the past, we have been able to offer tactile art for persons with sensory processing issues to enjoy and seek to be as inclusive as possible in all of our efforts. We are seeking to build a volunteer advisory board comprised of individuals with various disabilities in order to achieve a more consistent and thorough accessibility strategy.

## **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?**

Anne Korosi

**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?**

3/1/2019

# 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)
2019 Moksha Sub W9 for FL.pdf	33 [KB]	6/3/2019 3:55:11 AM	View file

## 2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
2020-21_MAC Artist Bios.pdf	BIOS		308 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Images_Package_Moksha.pdf	Images		40850 [KB]		View file
moksha board list2018-9.pdf	Board of Directors List		1202 [KB]		View file
MAC Press.pdf	Press		36774 [KB]		View file
2016-17-MOKSHA ARTS COLLECTIVE, INC2016990EZ.pdf	2016/17 990EZ	2017/18 990 is pending completion and has been granted an extension	166 [KB]		View file
2016-17-MOKSHA ARTS COLLECTIVE, INC2016990EZ.pdf	2016/17 990EZ	2017/18 990 is pending completion and has been granted an extension	166 [KB]		View file
MAC 501c3StatusLetter.pdf	IRS Letter 501(c)3 Status		783 [KB]		View file
2019Moksha Annual Report.pdf	2019 Annual Report_MAC		4 [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 Moksha Arts Collective 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)

Anne Korosi

