

Arca Images, Inc.

Project Title: General Program Support 2021

Grant Number: 21.c.ps.142.113

Date Submitted: Monday, July 1, 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: Professional Theatre

Proposal Title: General Program Support 2021

B. Contacts (Applicant Information) Page 2 of 10

Applicant Information

- a. **Organization Name:** Arca Images, Inc. 
- b. **FEID:** 65-1104497
- c. **Phone number:** 305.342.9312
- d. **Principal Address:** One Alhambra Circle #404 Coral Gables, 33134-0000
- e. **Mailing Address:** One Alhambra Circle #404 Coral Gables, 33134-0000
- f. **Website:** <http://www.arcaimages.org>
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Miami-Dade
- j. **DUNS number:** 027469072
- k. **Fiscal Year End Date:**

1. Grant Contact *

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2. Additional Contact *

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3. Authorized Official ***First Name**

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Last Name

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

Organization - Nonprofit

4.2. Institution Type

Performing Group

4.3. Applicant Discipline

Theatre

5. Department Name

C. Eligibility Page 3 of 10

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

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

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

- Yes (required for eligibility)
- No

3. Do proposed activities occur between 7/1/2020 - 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)

5. Professional Theatre* *

- Applicant compensates artistic staff and actors.

D. Excellence Page 4 of 10

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

Arca Images creates, produces, and promotes original contemporary theater and new adaptations of classic plays for Miami's diverse English-Spanish bilingual audiences, as well as related Hispanic performing arts including music and musical theater. Arca works with local artists and presents complex works that reflect the region's multicultural character, while contributing to the evolution of theater as a contemporary art form through educational programs for local youth and adults.

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.

Arca Images is a professional Spanish-English bilingual theater company based in Miami, FL since 2001. Arca's growth has expanded significantly since 2013, when Artistic Director and Resident Playwright Nilo Cruz, the first Latino playwright to win a Pulitzer Prize, came on board. Arca presents and co-produces five main productions yearly, directed by Nilo Cruz and others, and two educational plays directed by Larry Villanueva, the resident Education Director, with youth and adult student participants. Since 2017 Arca has also been presenting musical programs of traditional Latin American music as well as niche genres such as the Zarzuela, a form of lyrical theater popular in Spain and Latin America.

Arca Images is one of the premiere producers of theater in Miami, in both Spanish and English, which captures the Hispanic experience and appeals to South Florida Latino and other audiences. Arca produces an unusually large number of productions and events with very lean staffing through judicious use of resources and strong artistic community support. Arca enjoys frequent sell-out performances at Miami-Dade County Auditorium (MDCA) in the heart of Little Havana, serving a neighborhood with a 98% Latino population.

Arca also provides an educational program consisting of two components:

A young people's educational program taking place from September through June at Morphe Studio, a multi-use fitness and performing arts space where Arca's co-founder and Educational Director, Larry Villanueva, provides weekly acting workshops and presents student performances, serving approximately 25-30 teen students and their families, as well as the local community. These workshops are provided for free.

Adult acting workshops taking place at the Miami Hispanic Cultural Arts Center, also taught by Villanueva, that consist of three 12-week sessions yearly and one annual production of a play in which workshop participants get to work in collaboration with professional actors, under the direction of Larry Villanueva.

Arca Images works in partnership with one of Miami's most important venues, Miami-Dade County Auditorium, and this partnership has aided Arca's growth through substantial fiscal support and discounted space rental, as well as production and promotional support for the purpose of disseminating Arca's programs among local audiences and encouraging a tradition of presenting ongoing top-quality bilingual cultural programming in Miami. Many of Arca's proposed season events will take place at this exciting and important venue.

PROGRAM GOALS

To create, produce and promote contemporary theater of the highest caliber in order to serve Miami's large bilingual population.

To present top quality contemporary theater that addresses issues of interest to Miami's majority Latino population that intersect with their personal lives and stories.

To provide the highest quality educational opportunities in professional bilingual theater for local artists and youth.

To nurture future audiences and artists who will keep professional theater thriving in the South Florida area by providing top quality theater workshops for local youth.

To expand Miami's reputation as the "Crossroads of the Americas" and as an important source of top quality cultural programs for Hispanic/Latino audiences residing in or traveling to the United States.

To increase Arca Images' and its affiliated artists' visibility and cultural impact at the local, regional, national, and international levels.

PROGRAM OBJECTIVES

To serve approximately 3,750 audience members, including locals and visitors, with top-quality bilingual cultural programs.

To provide paid equitable employment for some 60 artists, designers, and technicians.

To provide approximately 25-30 teen students with 36 top-quality theater workshops.

To contribute to the economic and artistic growth of the local theater community by providing 36 adult acting workshops serving approximately 75 local artists.

To expose audiences locally, regionally, nationally and internationally to Arca Images' programs, and to the importance of contemporary Hispanic/Latino theater and culture through an extensive marketing campaign.

To continue Arca's fundraising and development efforts through initiatives enacted by its Board of Directors that tap into each Board Member's resources, professional allies, and field of expertise.

ACTIVITIES

Arca will present 35 public performances, spanning 5 plays and 2 musical programs, during the 2020-2021 season.

Arca will provide live simultaneous interpretation in English of main stage plays presented in Spanish to serve diverse audiences.

Arca will provide 36 educational workshops for youth and 36 for local artists.

Arca will launch its yearly marketing campaign that exposes locals and visitors to programs and increases visibility for Arca and for participating artists.

Arca will garner important critical praise and reviews to cement its organizational reputation as well as to secure the validity and reputation of participating artists.

Arca's Board will continue to engage in personal fundraising activities, increasing their donations to the organization yearly.

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.

Arca's long-standing partnership with the Miami-Dade County Auditorium contributes significantly to Arca's productions through financial support and in-kind services such as discounted space rental, as well as technical and promotional support. MDCA co-presents many of Arca's year-round performances of plays by Nilo Cruz and other renowned playwrights, and thus supports top-quality bilingual theater for Miami audiences.

Arca's youth education program in partnership with Morphe Studio serves approximately 25-30 teen students annually. Donations from Morphe of classroom and performance space for this program helps to keep the workshops free for teen students. The teen student performances are presented at Morphe Studio, serving participating youth and their families, as well as the local community.

Arca's adult education program at Miami Hispanic Arts and Culture Center provides unique bilingual acting workshops for 25 adult actors each session, representing Miami's diverse Latino community, for a total of 75 adult students each year. Hispanic Cultural Arts Center in Little Havana, which offers Arca a discounted rate.

Arca also enjoys a long-term educational partnership with the University of Miami Cuban Digital Theater archive and its director, Dr. Lillian Manzor, a member of our Board of Directors. This valuable and mutually beneficial partnership ensures that Arca's work is regularly documented and archived as an educational resource serving the local, national, and international community of students, scholars, cultural historians, and theater professionals interested in Latin American theater, U.S. Latino theater, and local theater produced here in Miami.

Press partners include the Miami Herald and El Nuevo Herald and Diario las Americas. Broadcast partners include WLRN and Noticiero Telemundo. These partnerships help Arca secure advertising and promotional services at special discounted rates, along with booking artist interviews to promote our performances.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Arca's 2020-2021 season will challenge and engage local residents and visitors with exciting classic and contemporary works performed in English and Spanish, and enrich the community and build future audiences through educational programs, and provide ongoing career opportunities for local theater professionals.

September 2020 – June 2021 at Morphe Studio in Little Havana
Weekly Saturday theater workshops for young people taught by Larry Villanueva.

Year-round at Miami Hispanic Cultural Arts Center in Little Havana
Weekly adult acting workshops taught by Larry Villanueva.

August 2020 at MDCA
"La Cabra (The Goat)" by Edward Albee, directed by Larry Villanueva, a Spanish-language translation of this classic, with five performances presented with simultaneous English interpretation.

September 2020 at Paseo Wynwood
"Su novela romántica en el aire (His Romantic Novel On the Air)," written and directed Javier Vidal, a play from one of Venezuela's top living playwrights, with six performances, in Spanish only.

October 2020 at Morphe Studio
Play TBD with students from Arca's youth workshops, directed by Larry Villanueva, with three performances, in Spanish only.

November 2020 at MDCA
"Hotel Desiderio," written and directed by Nilo Cruz, world premiere of an Arca Images commissioned new work by the Pulitzer Prize winning playwright, with three performances, in English with simultaneous interpretation in Spanish.

December 2020 at Miami Hispanic Arts and Culture Center Play TBD with students from Arca's adult workshops, directed by Larry Villanueva, with three performances, in Spanish only.

December 2020 at MDCA

"Insisto en Venezuela (I Insist on Venezuela)," musical director Carlos Silva, a journey through Venezuelan music, one performance.

March 2021 at MDCA

Play and artists TBD, for Spanish-language production with simultaneous English interpretation, with four performances.

April 2021 at Paseo Wynwood

"Tres mujeres altas (Three Tall Women)" by Edward Albee, directed by Larry Villanueva A staged reading of a Spanish translation of the Albee classic, with six presentations.

May 2021 at MDCA

"Opera de todos los tiempos (Opera From All Eras)," musical director Carlos Silva, with select arias and excerpts.

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? *

9

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

95

3. How many Adults will be engaged? *

3,100

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

0

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

150

6. How many artists will be directly involved? *

60

Total number of individuals who will be engaged?

3310

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)
- Older Adults (65+ years)

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

- 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.

Arca's programming has expanded since 2017 to include three musical presentations yearly that focus on traditional Latin American culture. These programs expand the audience base dramatically and attract different audiences than those at the main theatrical productions. This programming has significantly increased the participation of seniors over age 65, who now represent almost 25% of audiences at events.

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.

This proposal strengthens the economy of the South Florida Area by providing paid employment to some 60 actors, designers, and technical crew members, paying out over \$100,000 in fees to these local professionals. By extension, Arca's proposed performances will also provide increased hours for ushers and security personnel hired by the theater for each event.

The education programs also build the local economy by providing free, accessible educational opportunities for up to 30 local youth, building future theater audiences and professionals. Adult workshops contribute to the area's economic growth by helping emerging theatre professionals become more skilled and thereby more employable.

Arca also contributes to the local economy by spending some \$10,000 on marketing, web design, and rehearsal space rental, supporting local businesses. All of this money is invested into the local economy directly by Arca Images.

Audience members will also contribute by spending money on such things as parking, public transportation, and local restaurants while attending events, also providing a boost to the local economy. In the long term, the standards of excellence that are set for local theater productions will also benefit the local economy by confirming Miami's importance in the international, and particularly the cultural scene of the Americas, thus attracting more visitors to Miami who specifically seek cultural offerings when choosing a travel destination.

Arca Images' performances provide local audiences with exposure to top-quality classical and contemporary theater, educating the public and raising the cultural standards of the region. Artistic Director Nilo Cruz is known for his complex works that provide insights into historical, social and political circumstances, either past or present, that expand viewers' perspectives on these subjects.

Under the Artistic Direction of Nilo Cruz, Arca has become one of the most important professional theater companies in South Florida, inspiring younger companies to rise to higher production, acting and programming standards. The vast majority of performances at the MDCA On.Stage Black Box have sold out, and audience demand often requires that extra performances be added to each run. By continuing to elevate local cultural standards, present the highest quality of artistic work, and challenge audiences with diverse cultural offerings, Arca Images sets a strong example for other companies in the area while motivating local audiences to support theater, contributing to the growth and expansion of bilingual theater culture in Miami.

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.

Arca Images has an impressive track record with an average of over 85% capacity across all events, with many sellout performances at its most frequent venue, the Miami-Dade County Auditorium's On.Stage Black Box theater. This testifies to the efficacy of Arca's regular marketing efforts. Standard marketing for all shows includes press releases to an extensive list of local, national, and international English and Spanish-language media outlets. Media advertising is placed through partners that promote all MDCA events, as well as Arca's own media sponsors. These include for print The Miami Herald and El Nuevo Herald, Diario las Americas, Miami New Times, and Miami Art Guide; broadcast partners including WLRN and Telemundo, and Arca's own social media such as the Facebook page. E-blasts go out to over 50,000 subscribers between Arca's and MDCA's mailing lists, as well as other arts and community promotional partners.

Arca artists also appear in radio and TV interviews, as well as internet and print media promotions. Events are listed in all local community calendars, and promoted nationally and internationally online. Arca's Board of Directors has also helped to raise increased support for events among the professional and academic communities, local businesses, restaurants, and people who support local culture and top quality theater and performing arts in Miami.

Arca's teen students are recruited through flyers, e-blasts, social media, and outreach to school populations, regularly reaching at least the 25 participant mark. All of Arca's teen workshops are offered free of charge. Arca's adult workshops are marketed by distributing flyers to local businesses, and community centers, on social media platforms such as Facebook and Instagram, and with regular email blasts to Arca's subscriber list and to partners' lists, reaching some 50,000 recipients. The adult workshops generally fill up during each of the three yearly sessions, with most sessions attended by 20-25 students. Arca press and media partners, Miami Herald/El Nuevo Herald and WLRN, also support the student performances at the Miami Hispanic Cultural Arts Center with artist interviews and press previews.

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.

Arca Images has grown extensively since Nilo Cruz joined the company in 2013, and in 2017 the organization significantly expanded educational offerings, then recently added musical and musical theater events. In the past two years Arca has added additional performance venues beyond Miami-Dade County Auditorium, all signs of a healthy, expanding cultural non-profit.

While expanding programming, marketing, and audience reach, Arca maintains a low overhead that ensures availability of cash flow to cover programming needs.

Arca receives ongoing support from one of Miami's most well-equipped venues, MDCA, which provides significant fiscal support, discounted space rental, production and promotional services. The growing box office from Arca's performances is split between the company and venue.

Arca also maintains other community partnerships, with such organizations as Miami Herald and El Nuevo Herald, Diario las Americas; broadcast partners WLRN and Noticiero Telemundo, as well as private businesses in the hospitality and marketing sector, all of whom provide discounted services.

While Arca's teen educational program is free, the adult educational program generates modest income (\$20 per student per class session). Arca provides two scholarships each session so that six local actors may participate for free each year.

All of Arca's Board members are active contributors to Arca's growth and development, providing many in-kind services as well as cash support, and encouraging others in their respective communities to also contribute. Thanks to their efforts, Arca has seen a steady increase in private individual and corporate donations every year.

Arca receives yearly major funding from the National Endowment for the Arts (NEA), and the Miami-Dade Department of Cultural Affairs through multiple 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.

Arca images evaluates each of its cultural offerings to determine whether the work presented is successfully fulfilling the organizational mission and creating a local legacy. Ticket sales, press and media coverage, social media engagement, and critical response from audience members, participating artists, and community partners are all considered.

Audience feedback during post-performance Q&A sessions, and conversations that artists are engaging in throughout the whole process, including their experience of production logistics, and overall satisfaction among all of performers, are also part of the evaluation process. Additionally, each cast participant in a post-performance debriefing session where what worked and didn't work is assessed.

Arca also distributes a short audience survey to further assist in the evaluation of projects and to gain a better understanding of local audience demographics and interest in the work that is presented. Education programs are evaluated by student questionnaires and direct conversations with students, parents and audience members, as well as audience surveys.

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

12/31/2018

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$22,000	\$22,000	\$25,000
2. Personnel: Programmatic	\$16,000	\$14,000	\$30,000
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$61,921	\$61,000	\$64,000
5. Outside Fees and Services: Other	\$54,003	\$54,000	\$57,000
6. Space Rental, Rent or Mortgage	\$8,203	\$8,500	\$8,500
7. Travel	\$8,020	\$3,000	\$9,000
8. Marketing	\$10,131	\$10,018	\$13,500

9.	Remaining Operating Expenses	\$17,638	\$18,000	\$20,000
A.	Total Cash Expenses	\$197,916	\$190,518	\$227,000
B.	In-kind Contributions	\$37,500	\$38,500	\$39,500
C.	Total Operating Expenses	\$235,416	\$229,018	\$266,500
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$28,184	\$31,000	\$31,000
11.	Revenue: Contracted Services	\$75,000	\$75,000	\$75,000
12.	Revenue: Other	\$13,000	\$15,000	\$14,000
13.	Private Support: Corporate	\$16,000	\$20,000	\$17,000
14.	Private Support: Foundation			\$2,000
15.	Private Support: Other	\$11,000	\$16,000	\$13,000
16.	Government Support: Federal	\$10,000	\$10,000	\$30,000
17.	Government Support: State/Regional	\$4,568	\$2,499	\$5,000
18.	Government Support: Local/County	\$8,838	\$9,969	\$40,000
19.	Applicant Cash	\$18,438	\$5,550	
D.	Total Cash Income	\$185,028	\$185,018	\$227,000
B.	In-kind Contributions	\$37,500	\$38,500	\$39,500

E. Total Operating Income	\$222,528	\$223,518	\$266,500
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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.

The line item listed as Contracted Services in fact represents the annual Co- Presenter Contributions from Miami-Dade County Auditorium since there was no other place to list this.

Major increase in Miami-Dade County grants for next year and beyond is due to Arca Images moving into a different program support category that averages over \$20,000 per year, plus anticipated Tourism and International Exchange grants not applied for before. The NEA increase is due to anticipated commissioning funds for a world premiere by Nilo Cruz.

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>.

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive Director	\$5,000	\$25,000	\$6,000	\$36,000
Totals:		\$5,000	\$25,000	\$6,000	\$36,000

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artistic Director	\$6,000	\$26,000	\$6,000	\$38,000
Totals:		\$6,000	\$26,000	\$6,000	\$38,000

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Outside artistic fees	\$27,750	\$54,000	\$0	\$81,750
Totals:		\$27,750	\$54,000	\$0	\$81,750

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Outside fees	\$0	\$60,000	\$4,000	\$64,000
Totals:		\$0	\$60,000	\$4,000	\$64,000

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Space rental	\$8,500	\$7,500	\$16,000
Totals:		\$8,500	\$7,500	\$16,000

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Travel	\$9,000	\$2,000	\$11,000
Totals:		\$9,000	\$2,000	\$11,000

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing	\$1,250	\$12,250	\$7,000	\$20,500
Totals:		\$1,250	\$12,250	\$7,000	\$20,500

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Documentation	\$0	\$0	\$10,000	\$10,000
2	Supplies/Materials	\$0	\$17,000	\$1,000	\$18,000
Totals:		\$0	\$21,000	\$11,000	\$32,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
3	Misc.	\$0	\$4,000	\$0	\$4,000
Totals:		\$0	\$21,000	\$11,000	\$32,000

Amount of Grant Funding Requested:

\$40,000

Cash Match:

\$215,750

In-Kind Match:

\$43,500

Match Amount:

\$259,250

Total Project Cost:

\$299,250

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	\$31,000	\$31,000
Totals:		\$0	\$31,000

3.2. Revenue: Contracted Services *

#	Description	Cash Match	Total
Totals:		\$0	\$75,000

#	Description	Cash Match	Total
1	MDCA Co-Presenter Contribution	\$75,000	\$75,000
Totals:		\$0	\$75,000

3.3. Revenue: Other *

#	Description	Cash Match	Total
1	Workshop Tuitions	\$14,000	\$14,000
Totals:		\$0	\$14,000

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Corporate Support	\$17,000	\$17,000
Totals:		\$0	\$17,000

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	Foundation grant projected	\$2,000	\$2,000
Totals:		\$0	\$2,000

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Individual Donations	\$11,750	\$11,750
Totals:		\$0	\$11,750

3.7. Government Support: Federal *

#	Description	Cash Match	Total
Totals:		\$0	\$25,000

#	Description	Cash Match	Total
1	NEA	\$25,000	\$25,000
Totals:		\$0	\$25,000

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	Miami-Dade County Hannibal Cox	\$20,000	\$20,000
2	Miami-Dade County Tourism Development	\$5,000	\$5,000
3	Miami-Dade County International Exchange	\$15,000	\$15,000
Totals:		\$0	\$40,000

Total Project Income:

\$299,250

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$40,000	\$40,000	13%
B.	Cash Match	\$215,750	\$215,750	72%
	Total Cash	\$255,750	\$255,750	85%
C.	In-Kind	\$43,500	\$43,500	15%
	Total Proposal Budget	\$299,250	\$299,250	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.

Major increases in the budget for Arca Images are due to a) County grants committed starting in 2020 in increasing by almost \$40,00 because of organizational expansion into higher funding categories, international exchange projects, and tourism funding; and b) projected increase in the NEA grant amount due to moving into commissioning of original work.

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.

Arca is committed to accessibility for all audiences. Programs are presented at fully ADA compliant venues that are accessible to people with various disabilities and which use disability symbols in promotional materials. Arca's commitment to making its work available for diverse audiences extends to audiences of diverse abilities, and to selection of ADA compliant venues. Arca has a policy of full inclusion of disabled artists and technicians.

The youth educational programming specifically serves teens, about 5% of who are youth with disabilities.

Arca also provides bilingual Spanish-English programs with simultaneous interpretation to make its work more accessible to audiences with limited language proficiency.

By expanding Arca's offerings to include musical concerts and Zarzuela, there are now more seniors, who also are often members of the disabled community.

Arca keeps its programs financially accessible to economically-limited audiences by keeping ticket prices low, and participating in the Miami-Dade County Culture Shock and Golden Ticket programs that provide discounts for youth and seniors, as well as providing two scholarships during each session of the adult workshops so that six economically-limited local actors can participate for free each year. All of youth workshops are offered free for local youth, so that no child misses out due to lack of economic access.

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?

Alexa Kuve

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?

5/1/2014

I. Attachments and Support Materials Page 9 of 10

Complete the support materials list using the following definitions.

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

Content Type	Format/extension	Maximum size
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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	53 [KB]	5/26/2019 4:34:09 PM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
Nilo Cruz cv theatre.pdf	Artistic Director Nilo Cruz' CV		113 [KB]		View file
Video samples Arca Images for 2019.pdf	Video Samples from Arca Images		80 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Flyers Arca Images for 2019.pdf	Flyers from Arca Images		6541 [KB]		View file
Press Arca Images for 2019.pdf	Press from Arca Images		6283 [KB]		View file
Photos Arca Images for 2019.pdf	Photos from Arca Images		3592 [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 Arca Images, 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)

Alexa Kuve

