

ACA of Central Florida, Inc.

Project Title: FYE21 Music & Dance of India

Grant Number: 21.c.pr.112.471

Date Submitted: Monday, June 3, 2019

A. Cover Page Page 1 of 10

Guidelines

Please read the current Guidelines prior to starting the application: 2021-2022 Specific Cultural Project Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: N/A

Discipline: Traditional Arts

Proposal Title: FYE21 Music & Dance of India

B. Contacts (Applicant Information) Page 2 of 10

Applicant Information

- a. **Organization Name:** ACA of Central Florida, Inc. 
- b. **FEID:** 59-3195479
- c. **Phone number:** 407.333.3667
- d. **Principal Address:** 2759 Marsh Wren Circle Longwood, 32779-3004
- e. **Mailing Address:** 2759 Marsh Wren Circle Longwood, 32779-3004
- f. **Website:** WWW.ACA-FLORIDA.ORG
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Seminole
- j. **DUNS number:** 969453349
- k. **Fiscal Year End Date:**

1. Grant Contact *

First Name

Tommi

Last Name

Pritchett

Phone

Email

punkeryaya@gmail.com

2. Additional Contact *

First Name

Jasbir

Last Name

Mehta

Phone

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3. Authorized Official *

First Name

Jasbir

Last Name

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407.333.3667

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vikrampm@aol.com

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Cultural Series Organization

4.3. Applicant Discipline

Folklife/Traditional Arts

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. Does your project involve the following? (All required for eligibility)*

5.1. Living Traditions?

- Yes
- No

5.2. A Folk Community?

- Yes
- No

5.3. Arts shared informally via oral tradition or observation?

Yes

No

D. Excellence Page 4 of 10

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

Asian Cultural Association's (ACA) mission is to encourage the preservation of the ancient performing arts traditions of Asia and the Indian subcontinent. We seek to increase awareness of these traditions among Asian and non-Asian audiences in an effort to preserve their continued existence in the modern world. ACA seeks to educate western performing arts students as to the unique character of these traditions in order to assist in integrating them into the mainstream of World Performing Arts.

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.

For more than 20 years, the ACA has been presenting art exhibits, concerts, and educational programs that showcase the ancient performing arts traditions of Asia, particularly the Indian subcontinent. Audiences have been thrilled with the exotic sounds of Indian instruments, beautiful exhibits of sculpture, photography, and traditional crafts, and documentary films that preserve the rich history and culture of this region.

The ACA is requesting support for its 2020-21 season of Music and Dance of India, which will consist of 3 events - two concerts of traditional Indian music and one traditional Indian dance performance. Continuing the ACA's longstanding tradition of excellence, the two music concerts will feature an internationally or nationally recognized performer of a traditional Indian instrument such as sitar, santoor, mridangam, harmonium, or tabla and/or a traditional Indian vocalist.

The dance performance will feature traditional Indian dance styles such as folk, Kathak, or Bharatanatyam. India has a rich tradition of dance, including seven different dance styles such as classical, folk, tribal, martial, religious, and social. Each dance style is different, reflecting distinct local literary traditions, music, customs and culture. Jewelry and costumes

worn by the dancers, the language of the music, and the instruments used by the magicians vary based on the region of origin, providing an opportunity to make each year's dance concert a unique experience reflective of the broad artistry of India.

While individual artists are yet to be announced for 2020-21, past performers are indicative of ACA's ability to attract stellar performers and have included such eminent artists as virtuoso violinist Kala Ramnath, Padma Bhushan, Padma Shri winner Alla Rakha, Shivkumar Sharma, Grammy winners Zakir Hussain and Vishwa Mohan Bhatt, North Indian flutist Pandit Hariprasad Chaurasia and tabla player Subhankar Banerjee, virtuoso dancers including Pandit Birju Maharaj and other from the Bharatanatyam and Kuchipudi traditions of South India, and the noted North Indian vocalist Jagjit Singh.

These performances will expose Central Florida audiences to a unique and culturally significant offering. The teaching of classical Indian music and dance is primarily oral. The rage (melody) and its structure and intricate nuances of tala (rhythm) are passed on from guru (teacher) to shishya (student) by word of mouth and through direct demonstration. There is no printed sheet music with notation acting as the medium to impart knowledge.

Through this Guru-Shishya Parampara (oral tradition of training from master to student), students are inspired with an inner sense of mission in music and encouraged to foster the creative exploration of the greatness of music. There are no prescribed courses, syllabi, or examinations; nor are there degrees or diplomas. In Western music, every composition is written down with proper notation. Every musical composition in Western music is, therefore, clearly the intellectual property of a particular composer. Keeping records is alien to the predominantly oral musical tradition of India, making each performance unique.

The Guru-Shishya Parampara is the very soul of the oral tradition of India and embodies the living and learning relationship between master and pupil. It signifies the complete emotional, intellectual, and spiritual surrender of the ardent shishya to the guru, and the ACA looks forward to educating Central Florida audiences in this part of Indian cultural practice.

1. GOAL - AWARENESS

Increase awareness of traditional music and dance forms of the Indian subcontinent among Asian and non-Asian audiences and enhance the cultural diversity of the Central Florida arts community.

OBJECTIVES

- Provide patron experiences with instruments such as tabla, mridangam, sitar, harmonium, and santoor.
- Provide patron experiences with traditional dance forms such as folk, Kathak, and Bharatanatyam.
- Provide concerts, exhibitions, education programs and special events which feature the traditional arts of the Indian subcontinent and attract broad-based audiences.

2. GOAL - ADVANCEMENT & PRESERVATION

Preserve the continued existence of traditional performing arts of the Indian subcontinent that have survived for more than 5,000 years and promote the appreciation of all the traditional art forms of the Asian community.

OBJECTIVES

- Support the artists who currently practice traditional arts of the Indian subcontinent through the hiring of guest artists representing the highest achievements in their respective art forms.
- Develop a local corps of talented musicians, dancers, and visual artists trained in the traditional art forms of the Indian subcontinent.
- Create opportunities for practitioners of Eastern and Western Musical styles to meet, interact, and learn from each other.

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.

The ACA relies on its community partners to make its programs, concerts, and art exhibits available to Central Florida patrons. ACA has formed close relationships with several local educational institutions, including University of Central Florida, Stetson University, Rollins College, and Seminole County Public Schools through many years of cooperative programming.

Through these partnerships, the ACA is able to provide free workshops by the master artists involved in these 3 performances. Additionally, the ACA is often requested by academic departments at these institutions to assist with curriculum development and enrichment. Most recently, the ACA partnered with Rollins College Center for India and South Asian Studies to present a workshop on campus. This ticketed event was free for Rollins faculty, staff, and students. In 2019, the ACA partnered with the University of Central Florida's Global Studies program to increase their students' exposure of South Asian art and promote our events.

The ACA looks forward to unique opportunities to collaborate with other arts organizations. For instance, in 2018 and 2019, ACA partnered with a local Flamenco troupe to present a Kathak and Flamenco dance duet. In November 2018, the ACA participated in Orange County's very first FusionFest, a free two-day event in the heart of Downtown Orlando that presents an array of cultural offerings from across the world, including cuisine, fashion, music, film, dance, and more. Collaborations and partnerships have also included Crealde School of Art, Art & History Museums Maitland, and more.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

These performances will be held in October 2020, March 2021, and April 2021, depending on artist availability. Indian artists of this caliber are often not represented by agents; scheduling is done by the artists themselves beginning six months to one year prior to the performances: in the Spring of 2020. ACA generally determines which artists to invite based in part on the success of these artists in the most recent touring schedule in India and the USA.

ACA anticipates that these three events will generate 2,400+ audience members, however; depending on the caliber and name recognition of the featured artists and the size of available performance venues, these numbers could rise or fall.

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? *

6

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

6

3. How many Adults will be engaged? *

1,125

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

500

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

400

6. How many artists will be directly involved? *

20

Total number of individuals who will be engaged?

2045

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): *

Asian

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.

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.

Orange

Seminole

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.

Each of the events in the Music and Dance of India series will draw tourist attendees, resulting in increased room nights, car rentals and additional expenditures at restaurants, retail stores and other area activities. ACA implements an audience intercept survey that is distributed at our events, asking for County of residence, number in travel party, amount spent while attending a performance, and the distance traveled to attend said performance. Our survey data, combined with ticket sales reports from host venues helps ACA develop a well-rounded picture of its patrons.

Asian audiences are likely to travel distances to access programming that addresses their cultural heritage; ACA programming reliably attracts audiences from statewide and beyond as it imports artists from the Indian subcontinent. Based on 2017-18 attendance and expenditures, the season provided a total local consumer economic impact of over \$180,000.

Curriculum Development & Enhancement ACA is regularly sought after for help designing curriculum in Asian arts and culture. ACA has worked with the University of Central Florida and with Rollins College to educate current collegiate students on the arts of Asia. Each year, ACA produces free in-class lecture/demonstrations and other smaller intensive programs in schools in Central Florida. The ACA's education programs are led by international and local resident artists of India and provide an age appropriate interactive program on the arts and culture of India. These programs have served more than 45,000 K-12 students since its inception. The ACA has been recognized by the NEA for its educational initiatives and won the Best Community Arts Educator Award from United Arts of Central Florida.

Since 2014, ACA has offered a free music therapy program twice monthly for adults with autism, Down Syndrome, and/or intellectual disabilities. While program partners fluctuate - serving in most recent years Vistiny Learning Center and Helpers in Heels - this outreach program continues to serve individuals with intellectual disabilities through the art of Indian rhythm and music.

Public Workshops For the past five years, ACA has offered a unique series of Kathak dance training classes. This is a very unusual opportunity for students to study North Indian dance styles, and ACA is pleased to bring a renowned Kathak instructor, Sudeshna Maulik, from Montreal to teach once a month. Two years ago, ACA offered a free public lecture and demonstration by Ms. Maulik, who performed for a diverse audience of students, professors, and members of the community while explaining the spiritual roots of traditional Indian dance. This is just one example of many public workshops offered throughout the community, in collaboration with partners such as Rollins College, Full Sail University, and the Bengali Society of Florida.

Guest Lecturing ACA's Executive Director, Jasbir Mehta, regularly contributes to the Central Florida community as an advisor, speaker, and contributor. She is a past member of the City of Orlando Mayor's Arts in April Committee and has been tapped by Walt Disney World, Orlando Magic, and the State of Florida to provide Indian performers and lecturers. As recently as 2016, Jasbir served on a Target Marketing panel assembled by United Arts of Central Florida to offer other arts organizations advice on marketing to Asian communities, and in 2017-18 served on a steering committee for FusionFest.

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.

ACA programming always attracts audiences from statewide and even beyond because there are so few presentations of traditional Indian arts available in the area. ACA maintains strong relationships with local press and media correspondents as well as with Asian targeted media such as Khaas Baat, Desh Videsh, and East West Times. Our website (www.ACA-Florida.org) has become a very important communication tool for Asian audiences and is currently undergoing a significant redesign. A direct mail announcement to our mailing list (735 statewide) promotes each event.

Posters and fliers are displayed and distributed in Indian temples and community centers and at ethnic grocery stores. Our volunteers visit all the area meeting places of the Asian community prior to an event and distribute posters and word of mouth publicity - this is a very effective tool to reach out to our local Asian community.

When partnering with other arts organizations such as the Center for Contemporary Dance (original dance drama created by the two organizations in collaboration), The Bengali Society of Florida (Evening of Indian Dance), or Enzian Theater (the Annual South Asian Film Festival), our organizations combine efforts to double our advertising reach.

The individual members of the Board of Directors also take a very personal approach to marketing our events by direct contact with the Asian community. Board members use large statewide e-mailing lists to distribute an e-mail blast for these events. Board member Galdwyn Kurian serves as the Executive Director of the BIMDA, Florida's leading Indian Medical Association.

ACA advertises in Desh-Videsh magazine (circulation of 75,000 in FL, GA, TN, and AL) as well as Khaasbaat (FL circulation of 15,000.) Print ads are placed in the Orlando Sentinel as well as India Abroad. E-blast reach includes:

- Brevard Indo-American Medical & Dental Assoc. (200 members, Brevard County)
- Central FL Assoc. of Physicians from the Indian Subcontinent (600, Orange, Osceola, Seminole, Volusia, Lake, Sumter, Marion, Brevard)
- TIPS (150, Port St. Lucie, Palm Beach, Indian River County)
- Indian Physicians of South FL (600, Broward, Dade County)
- Indo-American Medical Assoc. of Northeast FL (400, in Jacksonville, Daytona, St. Augustine, Ormond Beach)
- Indian Assoc.of the Space Coast (700, Brevard)
- FL Assoc.of Physicians of Indian Origin (1000, Tampa Bay)

The ACA breathed new life into its Facebook page three years ago; there has been a significant increase in online engagement, "likes" and follows, and use of Facebook's events feature to promote performances. The next step in our strategic marketing plan is to increase activity and engagement on Instagram; a new social media coordinator hired in 2018 is already multiplying the number of posts and "likes" on each. The ACA bolsters its online presence through participation in OrlandoAtPlay.com, an initiative of United Arts of Central Florida (our local arts service agency.) This website is a one-stop listing of all arts, cultural, and entertainment offerings in the Central Florida area, and is heavily marketed by Orange County and United Arts itself.

Locally, ACA leverages partnerships with organizations in the academic, arts/cultural, and social service worlds to expose ACA's programs to a wide variety of audiences. ACA partners with UCF and Rollins College to provide assistance in course curriculum development. Community engagement is achieved through work with the Florida Young Artists Orchestra and Vistiny; partnerships with local arts and social service organizations are key to ACA's success.

Another source of audience development is the musicians and students who participate in our workshop programming. Therefore, we have developed close cooperative relationships with teaching institutions in an effort to build our audience through their valuable patrons and industry contacts such as Rollins College, Stetson University and the University of Central Florida.

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.

ACA is proud to be a stable, lean, and fiscally sound organization. Despite being a primarily volunteer-led organization, ACA has successfully administered federal, state, and local grants for many years, has a 20-year track record of successfully producing events in Central Florida, maintains a fully Reviewed Guidestar Portrait, and has never carried any debt.

To create a sustainable and stable funding environment, ACA maintains a cash reserve fund of more than \$44,000 invested for emergency use. These reserves, funded from lifetime membership donations, ensure that any future years with unstable public grant funding maintain uninterrupted operations.

ACA plans to again apply for NEA funding to support one event and an Orange County Cultural Tourism grant for the same. Additional support comes from corporate sponsors, ticket sales, and individual donations.

ACA programs outside of the scope of this funding request continue to grow in line with audience and funding numbers. In October 2019, the South Asian Film Festival will go from a 2-day festival to a week-long event featuring internationally recognized films of Asian filmmakers accompanied by lectures and presentations. This expansion allows additional collaborations with Enzian Theater, University of Central Florida, and Rollins College.

In general, ACA operates very conservatively and has no plans to expand the scale of its programming unnecessarily. ACA will feel that the season has been successful if it is able to maintain the current level of programming and produce the cultural series this grant is meant to support along with its ongoing education programs and other annual events.

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.

The ACA has a long history of evaluating programming and adapting programmatic elements to more efficiently reach its target audience. For example, ACA staff surveyed audience at the Spring Annual South Asian Film Festival for several years and determined that a Fall (September) festival better suited their availabilities and cultural calendars. Accordingly, a scheduling shift was made, resulting in a 15% increase in attendance.

ACA continues to use intercept surveys at all funded events, as they have for decades. This survey collects data on travel habits, cultural economic activity, demographics, and patron preference for price, venues, and styles of performance. ACA also records attendance figures and review both the critical media reviews of the events as well as press and media coverage to evaluate success as defined by attendance and artistic reception. Internal processes are also evaluated, including the amount of funding for the project to determine the viability of similar projects.

Written teacher and student evaluations of in-school programming provided by ACA provides feedback on educational initiatives. These evaluations lead to improvements from year to year as the key stakeholders provide valuable information. Teacher surveys from ACA education programs indicated that the teachers wanted a digital media component added to the program. In response to this request, the ACA now incorporates multimedia presentational elements during live lecture/demonstration programs at area schools.

Analysis of ACA events is fundamental to planning for future events and will be used to select better performance dates, determine ticket prices, and aid in selecting projects and featured performers for upcoming seasons.

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	\$4,731	\$4,500	\$5,250
2. Personnel: Programmatic	\$2,215	\$2,200	\$5,000
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$90,719	\$85,700	\$97,750
5. Outside Fees and Services: Other			

6.	Space Rental, Rent or Mortgage			
7.	Travel	\$206	\$250	\$250
8.	Marketing	\$11,965	\$10,600	\$14,000
9.	Remaining Operating Expenses	\$2,649	\$2,700	\$3,100
A.	Total Cash Expenses	\$112,485	\$105,950	\$125,350
B.	In-kind Contributions			
C.	Total Operating Expenses	\$112,485	\$105,950	\$125,350
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$44,159	\$44,500	\$45,000
11.	Revenue: Contracted Services			
12.	Revenue: Other			
13.	Private Support: Corporate	\$20,486	\$21,510	\$20,000
14.	Private Support: Foundation			
15.	Private Support: Other	\$8,228	\$6,000	\$6,000
16.	Government Support: Federal	\$10,000		\$10,000
17.	Government Support: State/Regional	\$26,000		\$25,000
18.	Government Support: Local/County	\$24,500	\$35,000	\$40,000
19.	Applicant Cash			

D. Total Cash Income	\$133,373	\$107,010	\$146,000
B. In-kind Contributions			
E. Total Operating Income	\$133,373	\$107,010	\$146,000

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 2018-19, the ACA received zero funding from the State Cultural Projects grants program. In 2019-20, Special Cultural Projects funding was restored, and the ACA is hopeful that will continue in 2020-21. ACA also plans to re-apply for funding from the NEA for the 2020-21 fiscal year, which has been historically funded every other year. The ACA is investigating new strategies to increase individual and corporate support should grant funding become reduced.

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	Grants Administrator, Exec. Director (partial), Outreach Director (partial)	\$3,000	\$1,250	\$0	\$4,250
Totals:		\$3,000	\$1,250	\$0	\$4,250

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Contracted Artists	\$2,000	\$1,000	\$0	\$3,000
Totals:		\$2,000	\$1,000	\$0	\$3,000

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Musicians, Dancers, Vocalists	\$20,000	\$32,750	\$0	\$52,750
Totals:		\$20,000	\$32,750	\$0	\$52,750

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Print, Digital, Design, Website	\$0	\$7,000	\$0	\$7,000
Totals:		\$0	\$7,000	\$0	\$7,000

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Administration, Insurance, Licenses, etc.	\$0	\$3,100	\$0	\$3,100
Totals:		\$0	\$3,100	\$0	\$3,100

Amount of Grant Funding Requested:

\$25,000

Cash Match:

\$45,100

In-Kind Match:

Match Amount:

\$45,100

Total Project Cost:

\$70,100

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
Totals:		\$0	\$30,000
			\$30,000

#	Description	Cash Match	Total
1	Ticket Sales	\$30,000	\$30,000
Totals:		\$0	\$30,000

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Corporate & Individual Sponsorship	\$14,000	\$14,000
Totals:		\$0	\$14,000

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	General Donations	\$1,100	\$1,100
Totals:		\$0	\$1,100

Total Project Income:

\$70,100

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	36%
B.	Cash Match	\$45,100	\$45,100	64%
	Total Cash	\$70,100	\$70,100	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$70,100	\$70,100	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.

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.

ACA values greatly the importance of exposure to the arts of India for all populations and accordingly has several programs in place to ensure accessibility by a diverse audience, including diversity of ability, of economy, and of ethnicity.

Diversity of Ability

In January 2014, ACA began a free music therapy program twice monthly for Helpers in Heels (formerly Vistiny Learning Center), a home for adults with autism, Down Syndrome, and/or intellectual disabilities. ACA artists teach the rhythmic patterns that are the heart of traditional Indian music. Students interact with instruments and instructors, learning to recognize patterns, count beats, and fine motor skills. Lauren Gold, caretaker at Helpers in Heels states that the students look forward to the classes and a noticeable positive change in behavior occurs during lessons.

Diversity of Economy

All of ACA's educational programming in the community is provided free of charge to educational institutions, ensuring student access to Indian arts with contextual curriculum. For each of ACA's main concerts and performances, several large blocks of tickets are given free of charge to educational partners so that students are able to attend.

Diversity of Ethnicity

ACA is largely a presenting arts institution, therefore, diversity in artist selection and programming content go hand-in-hand. The Asian cultural umbrella is large, covering 22 individual languages and includes several generations of Asians: native populations living in the Asian/Indian continent, 2nd-generation Indians who have moved to the Caribbean, and several generations of Indians in the African continent who relocated in mass real-labor migrations.

ACA audiences are currently very diverse and are largely reflective of the community, with 1/3 identifying as Asian, 22% Hispanic/Latinx, 10% African-American, and 31% Caucasian. A Diverse Programming grant from United Arts of Central Florida helped increase attendance by Black/African American audience members in 2017. Targeted marketing efforts increased attendance by this demographic over 40% from ACA's historical average.

The small board (9 members) has always enjoyed diversity of gender and age, as well as diversity with the Asian community (country of origin, language). In 2015, a Caucasian member joined the board, with a second joining in early 2016. Representation from African American and Latinx populations is still needed and being actively sought.

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?

Jasbir Mehta

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 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)
ACA_SubW9_2019.pdf	33 [KB]	6/1/2019 3:12:51 PM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
Music&Dance2018-19.pdf			6291 [KB]		View file
'Discovering a part of myself' UCF student photographer creates gallery of Florida Indian community Life NSM.today.pdf			1109 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Enzian to host 24th annual South Asian Film Festival Winter Park-Maitland Observer West Orange Times Windermere Observer.pdf			1627 [KB]		View file
Asian.Strategic Plan 2018-2023 (1).docx			21 [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 ACA of Central Florida, 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)

Tommi Pritchett

