

ArtSouth, A Not-for-Profit Corporation

Project Title: 2023 General Program Support

Grant Number: 23.c.ps.114.080

Date Submitted: Sunday, May 23, 2021

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 1

Discipline: Multidisciplinary

Proposal Title: 2023 General Program Support

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** ArtSouth, A Not-for-Profit Corporation 
- b. **DBA:**
- c. **FEID:** 65-1016544
- d. **Phone number:** 305.662.1423
- e. **Principal Address:** 5825 SW 68 Street, Suite 2, #202 South Miami, 33143-3611
- f. **Mailing Address:** 5825 SW 68 Street, Suite 2, #202 South Miami, 33143-3611
- g. **Website:** www.artsouthmiami.org
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Cultural Organization
- j. **County:**
- k. **DUNS number:** 103159245
- l. **Fiscal Year End Date:** 09/20

1. Grant Contact *

First Name

Janis

Last Name

Klein

Phone 305.281.6417

Email artlady5423@aol.com

2. Additional Contact *

First Name

Fe

Last Name

Padua

Phone 954.608.5637

Email fe@artsouthmiami.org

3. Authorized Official *

First Name

Janis

Last Name

Klein

Phone 305.662.1423

Email info@artsouthmiami.org

4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Arts Center

4.3 Applicant Discipline

Multidisciplinary

C. Eligibility Page 3 of 12

5. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

- Yes (required for eligibility)
- No

6. Project start date: 7/1/2022 - Project End Date: 6/30/2023 *

- Yes (required for eligibility)
- No

7. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

8. How many years of completed programming does your organization have?

- Less than 1 year (not eligible)
- 1-2 years (required for eligibility for GPS and SCP)
- 3 or more years (required minimum to request more than \$50,000 in GPS)

9. Multi Disciplinary

- Yes (required for eligibility)
- No (You should apply to the Presenting discipline)

D. Quality of Offerings Page 4 of 12

10. Applicant Mission Statement - (500 characters) *

The mission of ArtSouth is to inspire understanding and appreciation of the arts for historically underrepresented communities by providing inclusive cultural access to exhibitions, performances and educational programs

11. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. 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.

ArtSouth opened in hurricane-ravaged Downtown Homestead in 2000 within an abandoned historic church. Under the management of ceramist, Ellie Schneiderman and philanthropist, Stanley Levine (now both deceased), ArtSouth grew into a model art center in a distressed area.

ArtSouth's founders are also credited with inaugurating South Florida Art Center inspiring the restoration of Lincoln Road. Like the Lincoln Road project, ArtSouth's presence in Downtown Homestead regenerated cultural vitality back and revived the area's rich multi-ethnic identity with free community access to seasonal shows, monthly resident artists exhibitions and award-winning educational programs.

For over 2 decades, ArtSouth has engaged local artists, musicians and dancers who train and deliver concerts, performances, summer camps and after-school classes in visual and performing arts. We reach a vast cross-section of Miami-Dade County with limited economic, social and cultural resources. ArtSouth services approximately 2,500 adults and children annually, many of whom, live in homeless shelters, rehabilitation facilities, labor camps and government-subsidized housing.

ArtSouth has been recognized locally, nationally and internationally with awards such as the National Endowment for the Arts American Recovery Act Grant, National Learn and Serve America's Spirit of Service Award, The Knight Foundation Grant and The Florida Department of State Diversity and Inclusion Award. ArtSouth is featured in the Miami Herald, SOMI Magazine and Community Newspapers. The teaching handbook "My Art, My World" is an abstract of ArtSouth's educational programs used by teachers nationally. The State Department International Visitor Program annually sends international guests via the Department of State to study our programs for worldwide duplication.

In 2013, after the death of founder, I. Stanley Levine, ArtSouth relocated to The City of South Miami Community Redevelopment Area. For the past 8 years, ArtSouth increased accessibility to vast audiences and impacts a large constituency via our proximity to the Metrorail Transit System in South Miami.

ArtSouth's administrative hub, the South Miami CRA, is a government-supported 180-acre annexed district presenting documented "economic/social distress encompassing families living in sub-standard living conditions; poverty is clearly a major issue compared to the remainder of South Miami." The

economic, business, social infrastructure and demographic make-up is highly imbalanced in contrast to South Miami, also known as, “The City Beautiful.” The CRA’s annexed boundaries are comprised of a 400-unit affordable housing project (Liberty Square) among 2,500 residents. Almost 85% of residents are African American; half are unemployed, 62% live below poverty level. There is no inner-community access to commerce, restaurants and arts/entertainment services, therefore socially segregated residents must seek external amenities for high-priced recreational/arts activity that is generally unaffordable.

Since 2013 ArtSouth has provided our neighborhood hub with cultural experiences, educational programs and enrichment opportunities to improve the quality of life as we continue to service remote outreach areas.

ArtSouth currently operates and hosts the following yearlong seasonal events, classes and workshops: four (4) after-school outreach youth programs: Chapman Homeless Center (Homestead), Miami Bridge (Homestead), Sweet Home Missionary Baptist Church (Perrine) and Gibson Bethel Community Center (South Miami); year-round seasonal art experiences such as mural-painting, arts festivals, concerts, drum circles, dance shows, painting workshops and monthly art exhibitions at Perrine Community House. We host an annual multi-campus summer camp at Miami Dade College Homestead Campus, Sweet Home Missionary Baptist Church and Gibson Bethel Community Center for youth living in homeless centers, low-income housing, rehabilitation facilities, foster care and migrant labor camps.

Since 2000, ArtSouth has removed the art access barriers that exclude families and children due to economics, geography and abilities. All programs, classes and performances are free-of-charge or ask for reduced fees and or donations.

ArtSouth fills communities with creative energy. Our events, classes and performances draw families out of their homes by attracting neighbors into parks and surrounding streets; meeting up to make music, showcasing and selling their art, choreographing urban dance routines and painting colorful street murals. For over two decades ArtSouth has impacted both external and internal social well-being of every community we are fortunate to touch.

During 2020-2021, due to COVID-19, many of ArtSouth constituents, families and artists became isolated in their homes and remained so for a significant period. ArtSouth was able to conduct safe hybrid systems and organizational policies to maintain our mission while continuing to shelter in place, uphold social distancing and conduct CDC-approved activities that was safe for Miami-Dade County. Although our venues and programming restrictions are safely beginning to open, ArtSouth's emergency plans remain in place in case of future crisis.

11.1 Programming Goals (2000 characters)

Please list at least three goals associated with the project or program you are for which you are requesting funding.

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.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

GOAL 1: ArtSouth will contribute to Miami-Dade County’s diverse audiences through cross-disciplinary cultural activities and educational programs; enabling geographically and economically inaccessible communities/facilities realize the value of arts.

GOAL 2: ArtSouth will demonstrate the importance of participating in arts and arts education as a vital element in supporting public collaborations among residents from varied backgrounds.

GOAL 3: ArtSouth will deliver equitable arts resources to improve the quality of life and energize vibrancy in culturally undeveloped Miami-Dade County neighborhoods and residential facilities.

11.2 Programming Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Sample Objective: At least 300 residents and visitors will view local art and be invited to a “meet the artist reception”

During the period of 7/1/22–6/30/23, ArtSouth will:

- 1) Increase the number visitor numbers during public indoor art exhibitions by 30% when compared to the 2021-2022 figures on “Sign-in” logs.
- 2) Increase the quantity of produced artwork by 50% when compared to 2021-2022 exhibition numbers of art sales at exhibitions and numbers of calendar bookings.
- 3) Raise the number of alliances and county-wide collaborations with partnering organizations by 30% when compared 2021-2022 Sign-in/Attendance logs and ArtSouth Satisfaction Surveys.
- 4) Increase audience participation and public reach/range rates by 20% when compare to 2021-2022 Sign-in logs, Satisfaction Surveys, social media responses.

11.3 Programming Activities (2000 characters)

Please list the project or program activities.

Activities: These are the specific activities that achieve the objectives.

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

1) ArtSouth’s 3rd Saturday Art Reception: 7/2/2022- 6/24/23: 12-month season of art shows/receptions taking place at ArtSouth’s Gallery Space in historic, Perrine Community House and/or outdoor venue Coral Reef Park; reaching 150 visitors per month.

Monthly shows feature work of emerging Miami artists; providing space and a means to exhibit/sell their work publicly. Artists offer studio workshops and lectures during the monthly exhibitions. Student docents from ArtSouth’s educational programs provide monthly tours, learn/apply gallery installation skills and interact with actual practicing artists each month.

Cross-disciplinary works are offered by local performing artists during monthly receptions. Exhibitions incorporate poetry readings, dance performances and musical presentations during gallery tours.

2) **Arts Behind Bars (ABB)** (Objective: 1, 2): 7/2/2022-6/27/2023, Thursdays, 6-8pm; Everglades Correctional Institution (maximum security male prison). ArtSouth's Arts Behind Bars applies research-based art interventions proving that inmates who engage in art-making have better attitudes and behavior and less disciplinary violations.

ABB incorporates an unprecedented creative arts curriculum into Everglades Correctional Institution's educational curriculum with classes in drawing, painting and 2-D & 3-D Design taught by local artists and Florida Department of Education certified visual arts teachers; ABB culminates yearly with an art exhibit displayed at the Prison Visitor Center for families/children of inmates to attend, June 2023.

ABB added component includes youth prison visitations during "Family Day" with Children of Inmates. Family days include intergenerational art projects joining inmate and child in art-making bonding activities.

3) **ArtSouth's Creative Arts Summer Camp**: 7/1/2022 – 8/12/2023: 8-week camp; 120 youth, ages 6-15. Camp includes rotating 75-minute classes in music, dance and visual arts. Camp is housed at Miami Dade College Homestead Campus.

Each week campers are exposed to county-wide arts venues with field trips to Perez Museum, Seminole Theater, The Children's Museum and South Dade Cultural Arts Center. Camp serves youth living in: Chapman Partnership Homeless Center, Everglades Migrant Labor Camp, First Star Foster Care Program, Miami Bridge Teen Shelter and Children of Inmates.

Campers learn to sing, dance and create art with full college campus arts/technological resources. Camp culminates with a public show/exhibition in the Miami Dade College Auditorium.

4) **Arts Beyond the Classroom-"ABC"** : 9/3/22 – 5/26/23: Monday-Friday, 4-6pm: multi-site off-school program for neighborhood or housing facility children ages 5-17, who, due to accessibility/geography/economics/disability, would not otherwise have access to participate in off-school arts training and fieldtrips.

Instructors travel to outreach sites and remote residential facilities that house families and/or youth experiencing economic hardship, homelessness, emotional/physical harm and cognitive/physical disability. ABC takes place in: Homestead, Perrine and South Miami; Sites include: Chapman Homeless Center, Miami Bridge (Teen Shelter), Gibson-Bethel Community Center and Sweet Home Baptist Church (Perrine).

ABC provides weekly 2-hour classes in music, visual arts and dance. Classroom output uses Next Generation Standards for Arts to evaluate amount and quality benchmarks of produced works. Each program culminates with an end-of-year public performance and art exhibit at Miami Dade College Homestead Theater.

2022-2023 Timeline

Daily Events:

1. Arts Beyond the Classroom (ABC): Monday-Friday, October-May
2. ArtSouth's Creative Arts Summer Camp: Monday-Friday, June-August

Monthly Events:

- Arts Behind Bars
- Zoom canvas painting workshops

- Palmetto Bay Farmers Market
 - Third Saturday art reception: Gallery Exhibition/Reception: Perrine Community House, featuring work of local artists; integrating poetry reading, musical and dance performances.
- Hollidays: Thalatta Estate: Community painting/ceramics workshops; canvas painting: vitreous glass painting, bisque-ware, canvas painting
- Tours of ArtSouth's Shona Stone Sculpture collection

Special Events:

March: Family Day in Murray Park: intergenerational music, dance and art workshops

April: ArtSouth/Wells Fargo Day of Service Earth day: Community Mural Painting at sites TBD

May: Mother's Day canvas painting workshop/Thalatta Estate

June: Father's Day father and children Glass Painting.Everglades Correctional Institute Family Day; children of inmates arts workshop/exhibit @ Prison Visitor center.

September: Wells Fargo Bank Day of Service: Community Mural design/construction/execution

October: Breast Cancer Awareness Month: "Hats On to You" creative arts workshop, teaching design and function of creative headgear for cancer patients experiencing hair loss.

November: Fall painting workshop Gibson-Bethel Community Center, Murray Park.

December: Palmetto Bay bisque-ware pottery ornament painting/decorating Holiday musical performance: Gibson-Bethel Community Center.

11.4 Partnerships & Collaborations

Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

ArtSouth partners and collaborates with the following organizations to offer accessible services for people of all ages, all abilities and despite limited financial resources.

1) The Village of Palmetto Bay, Mayor Karyn Cunningham and Commission: provide open access to Village resources including monthly gallery exhibitions, workshops and performances at historic, Perrine Community House. Formal agreement is in place.

2) Silent Victims of Crime: non-profit organization representing children of inmates; SVC youth participate in ArtSouth educational programs and events. SVC youth are linked with ArtSouth Arts Behind Bars program; connecting children and their incarcerated fathers via art-making. Formal agreement is in place.

3) Everglades Correctional Institute/Horizons Communities in Prison: hosts weekly ArtSouth's Arts Behind Bars program, provides classroom space, exhibition space and inmate participants. Formal

agreement is in place.

4) Miami-Dade County Public Schools: provides student recruitment services, written endorsements and access to cultural field-trips.

7) Miami Dade College: providing classroom space, campus access to college resources, media/press releases and venue for ArtSouth exhibitions, educational programs and performances. Formal agreement is in place.

8) The City of South Miami: provides incubator start-up business space at a reduced leasing fee. The city provides reduced/free rental rates for staging equipment and seating. provides facilities for ABC classes and performances. Formal agreement is in place.

10) Chamber South: networking and fundraising membership group representing and promoting ArtSouth's programs. (membership)

11) Gibson-Bethel Community Center, Miami Bridge Shelter, Mt. Olive Baptist Church, Chapman Partnership, Sweet Home Baptist Church: each site hosts ABC programs; provides enrollment, classroom and production space. Formal agreements are in place.

12) Community Newspapers (full-color publication): features ArtSouth's monthly calendar of events, gallery exhibitions and artists' works; distributed throughout Miami-Dade County.

12. Project/Program Evaluation

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

Data collection and management will be administered and measured by the University of Miami Data Service consultation department. The Children's Trust of Miami-Dade will provide research and evaluation analyst observers to assess child, youth and family services program quality.

ArtSouth will use evidenced-based evaluation tools that recognize alternative learning styles/abilities using a variety of best practices measurement tools (verbal, non-verbal, written).

Data will be gathered after complete and submitted on Excel spreadsheets. Output will be issued to ArtSouth Board to manage results and use for future planning.

Evaluations:

1) ArtSouth's Participant Satisfaction Survey: providing qualitative information to determine meeting our market's expectations. The Survey: encourages suggestions and ideas to plan forthcoming events, determines what attendees liked or disliked, helps coordinate future events calendar.

2) Participant Stories: interviews using informal conversations in person, via email or on the telephone, collections of accounts relating to impact, communications on the value of seasonal events; providing information on our audiences' needs, interests and preferences

3) Participant records, sign-in logs: the number of community events, participants served, classes, contact information and demographics of participants.

4) Multi-media records: visual documentation of participants engaged in arts experiences/educational programs. Records are maintained/updated on ArtSouth's website, YouTube, Google plus, Instagram, Twitter and Facebook.

5) Educational Evaluations: All education classes follow prescribed benchmarks in accordance with the Florida Department of Education Next Generation Standards for The Arts and incorporate inclusion strategies/accommodations for children with all abilities. Compiled work, portfolios and performances are evaluated using Competency-Based Curriculum Rubrics for the Arts, Pre and Post Evaluations.

7) Participant Voting Jars: Token jars designed as an alternative evaluation method to accommodate all learners.

12.1 Artist Projects only

Describe the expected outcomes of the project. How will you determine the success of the project?

E. Impact - Reach Page 5 of 12

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.

13. What is the estimated number of events related to this proposal?

12

14. What is the estimated number of opportunities for public participation for the events?

26

15. How many Adults will participate in the proposed events?

1,250

16. How many K-12 students will participate in the proposed events through their school?

300

17. How many individuals under the age of 18 will participate in the proposed events outside of their school?

500

18. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

18.1 Number of artists directly involved?

27

18.2 Number of Florida artists directly involved?

27

Total number of individuals who will be engaged?

2077

19. How many individuals will benefit through media?

500

20. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the “No Specific Group” options.

20.1 Race Ethnicity: (Choose all that apply) * Asian

- Black or African American
- Hispanic or Latino
- White
- Other racial/ethnic group

20.2 Age Ranges (Choose all that apply): * Children/Youth (0-17 years)

- Young Adults (18-24 years)
- Adults (25-64 years)
- Older Adults (65+ years)

20.3 Underserved/Distinct Groups: * Individuals with Disabilities

- Individuals in Institutions
- Individuals below the Poverty Line
- Individuals with Limited English Proficiency
- Youth at Risk
- Other underserved/distinct group

21. Describe the demographics of your service area.

ArtSouth’s administrative hub is located in the South Miami Community Redevelopment Area (SMCRA), a historical, mainly African-American, community located on the fringes of affluent City of South Miami.

The SMCRA annexed boundaries contain a 400-unit affordable housing project among 2,500 residents

affected by social exclusion with no inner-community access to commerce, restaurants, arts and entertainment services. When compared to the peripheral City of South Miami, SMCRA is economically less-advantaged, contains fewer businesses, lower trade revenues, deficient household incomes and has a higher crime rate.

ArtSouth provides outreach services within the following residential facilities: Chapman Homeless Shelter in Homestead, Miami Bridge Teen Shelter in Homestead and Everglades Correctional Institution in The Florida Everglades. Demographic make-up varies at each facility/institution due to entrance/exit rates.

Our service area includes the following regions:

1) West Perrine: 10,491 Population, \$16,210 Per capita income, 27.7% Persons below poverty line, 33.7% Foreign-born, 54.4% Black or African American, 34.2% Hispanic or Latino, and 8.94% White.

2) South Miami Community Redevelopment Agency Area (SMCRA): 185-acre government annexed, 2,500 residents; 83% African American/16% Hispanic/1% Caucasian, 62% live below poverty level, 36% no high school diploma, 63% no college degree and 48% unemployed.

3) West Homestead: 70,477 population, Per capita income \$18,394, 66% Latin, 18% Black, 13% White Alone, 3% Mixed Race; 58% Spanish first language, 25% live below poverty level.

22. Additional impact/participation numbers information (optional)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

ArtSouth's programs extend throughout South and Central Miami-Dade County. The year-round outreach plan offers multi-disciplinary programming in neighborhoods and residential facilities lacking access to cultural services because of economics, ability, incarceration and geography.

ArtSouth residential outreach facilities include:

Chapman Homeless Assistance Centers: housing families that are currently homeless in the Miami-Dade County; serves 3,765 families annually; 44% are families with children, 25% of residents are children.

Miami Bridge Youth and Family Services: Miami-Dade County's only 24-hour emergency shelter for abused, neglected and abandoned youth ages 10-17.

Everglades Correctional Institution: maximum security correctional facility of more than 1,600 adult male offenders. Arts Behind Bars, weekly arts educational program.

Silent Victims of Crime: children of inmates ranging in age from 5-17 years-old. Over 70 children of inmates are currently enrolled in the SVC program. The program partners with our inter-generational component of Arts Behind Bars program; introducing parent and child arts-based interaction.

23. 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.

Miami-Dade

24. What counties does your organization serve?

Select the counties in which your organization provides services. For example, if your organization is located in Alachua County and you provide resources and services in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. This might include groups that visit your facility from other counties.

Miami-Dade

25. Describe your virtual programming - (Maximum characters 3500.)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

ArtSouth's seasonal activities will virtually accommodate all individuals who can participate in safe activities that keep them connected to arts communities. Using mobile devices will enable our constituents to experience arts activities that are immersive and inclusive.

All residents of the homeless assistance centers, residential facilities and prison will be able to access the virtual programming in their family service centers and detention rec room. Residents will use their facility's computer system free-of-charge. ArtSouth will continue paid memberships with Vimeo, Zoom and Microsoft Teams. ArtSouth will provide laptops for participants, artists and instructors as-needed.

Virtual Programming (VP) will include:

- 1) Our communities will have access to streamed recordings of arts-related Webinars, performances, virtual exhibitions and online learning/teaching.
- 2) Artists will have access to our "Virtual Artist Residency" that will include videoconferencing. The artists will be able to sell artwork online, stream exhibition events, run their art business, increase productivity and utilize social media.
- 3) ArtSouth staff will develop and oversee social media campaigns, consistent series of livestreams, virtual tours, and experiences in VR/AR.
- 4) Emerging and seasoned artists will be able to submit works of art for juried visual art exhibitions ArtSouth's "Call for Art Online Gallery." Through VP, artists will be able to sell their exhibited art and have their work seen by hundreds of people.
- 5) Arts programming and enrichment opportunities including art classes in visual art, music, dance, drama and will be available for people of all ages and abilities throughout daytime and evening.

26. Proposal Impact - (Maximum characters 3500.)

How is your organization benefitting your community .What is the economic impact of your organization?

Solo or Individual Artists: Include any positive social elements and community engagement anticipated from the project.

For over 2 decades ArtSouth demonstrated positive economic effect on our service districts throughout Miami-Dade County. ArtSouth founders are credited with launching South Florida Art Center thus inspiring a total revitalization of a once-dilapidated Lincoln Road; now known a Miami Beach's hot spot.

ArtSouth originally opened in Downtown Homestead which continues to flourish as the 'Homestead Arts & Antique District.' In 2013 we expanded to reach broader areas by moving near the Miami-Dade Metrorail Transit system into the South Miami CRA. Since 2013, ArtSouth's administrative hub has been located in the Mosley Building-a business incubator building.

SMCRA's economic, business, social infrastructure and demographic make-up is highly imbalanced when compared to the peripheral City of South Miami. When ArtSouth settled in the SMCRA, they had no inner-community access to commerce, restaurants, arts and entertainment services.

In South Miami Community Redevelopment Area: For the past 8 years, ArtSouth's cultural presence interaction among people in public spaces including: festivals, exhibitions, performances, classes/workshops, and community mural enhancement, creating aesthetic places into an otherwise culturally-dormant neighborhood. ArtSouth energizes a vibrant cohesive inner-community. We built active business connections and collaborative relationships with the wider Miami-Dade community.

We recently witnessed more businesses locating to the SMCRA including restaurants, retail stores, government housing and leasing office facilities. This exciting recent development activity added more jobs. There is more foot traffic to these new local businesses. There are now increased housing options with new building taking place.

In fact a major Miami-Dade real estate investor and City planners along with ArtSouth Board of Directors plan to build/construct a inner-community arts center complex in the next 2 years. ArtSouth, along with City of South Miami leaders are now working collaboratively, seeking to revitalize and grow the SMCRA into a vibrant art-enhanced community. Our stakeholders now see the value arts play as a tool to accomplish elevated economic goals.

27. Marketing and Promotion

27.1 How are you marketing and promoting your organizations offerings? *

Brochures

- Collaborations
- Email Marketing
- Magazine
- Newspaper
- Organic Social Media

27.2 What steps are you taking in order to build your audience and expand your reach? - (Maximum characters 3500.)

How are you marketing and promoting your organizations offerings?

ArtSouth uses an assortment of tools to build our audience reach. They strategies include the following:

1) ArtSouth's in-house marketing staff (Graphic Arts students at U of M and Miami Dade College) maintains and updates ArtSouth's website, www.artsouthmiami.org on a as-needed basis. The website www.artsouthmiami.org contains links to all ArtSouth programs, photographs of activities, calendars of upcoming events, educational programs and community events.

2) ArtSouth can be accessed on Facebook, YouTube, Instagram, Google Plus, Twitter; all social media is constantly updated with new photos, message boards and updated activities. All branding initiatives are managed by the marketing company, Velocitas, Inc. who apply consistent blogging messages to convey our story.

3) Via social media, ArtSouth staff shares milestones, post breaking news, promotes upcoming and past events, communicate stories, behind the scenes, feature narratives about supporters that have helped ArtSouth's cause, and embed videos in VIMEO.

4) ArtSouth maintains a community representative in attendance at a variety business exchanges, chamber of commerce meetings, networking gatherings. ArtSouth holds memberships on and attends monthly networking meetings with: Red Sunset Merchants Association, South Chamber of Commerce, Greater Miami Convention and Visitors Bureau, Chapman Partnership and West Kendall Chamber of Commerce.

5) ArtSouth partners with established organizations/civil service groups as South Miami Parks and Recreation, City of South Miami Community Redevelopment Agency, Career Source, Chamber South, Village of Palmetto Bay and The City of South Miami. New Audiences are recruited via the websites of: Calendar of Events Greater Miami Visitors and Convention Bureau, Art News Calendar, Community Newspaper, The City of South Miami and the Chamber South events calendar.

6) ArtSouth uses the Constant Contact e-mail marketing system to provide monthly email blasts disseminating the ArtSouth Newsletter and schedule of events to 3,000+ names in our data base. Constant Contact keeps our supporters in touch on a consistent basis. ArtSouth uses the following publications to advertise events and programs: SoMi Magazine, Community Newspapers, The Miami Herald Neighbors Section, South Florida Parents Magazine, South Dade Monitor, South Dade News Leader, Hometown Tribune, Marathon and Upper Keys Weekly Newspaper and Keys Gate Hometown.

7) ArtSouth's full-color brochures, class schedules, flyers, banners and announcements are distributed to local organizations, restaurants, offices, banks and are housed within The City of South Miami Mosely Building, Bethel-Gibson Community Center and South Miami City Hall.

8) ArtSouth hang flyers on bulletin boards at supermarkets, banks, universities and retail stores. ArtSouth's Third-Saturday art receptions are featured and promoted in The Miami Herald, Community Newspapers, The Village of Palmetto Bay official website/ email blast and Constant Contacts.

Virtual reach marketing efforts (in case of emergency): ArtSouth promotes video content as a powerful marketing medium, keeping our messaging and brand active, maintaining a positive presence and pushing social engagement via Vimeo, Zoom, Microsoft Teams and YouTube. These venues provide access to content: free music, art workshops, arts educational resources, webinars, classes, virtual exhibit tours and concerts.

F. Impact - Diversity, Equity and Inclusion Page 6 of 12

28. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility.* In addition to your facility, what step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community?)

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.

All ArtSouth activities and educational programs are fully accessible and accommodate all audiences. We closely follow ADA policies and practices with accommodation services for all our events, shows and educational programs. ArtSouth uses Disability Access Symbols to advertise our accessibility to employees, visitors, audiences, and anyone else who needs access to our facility and programs. Our advertisements, website, program brochures, membership forms, building signage all include Disability Access Symbols. ArtSouth's building is a 6-minute walk from the Metro Transit Rail, thereby allowing easy outside accessibility to attend our events.

In 2018, ArtSouth was awarded DOS Florida Diversity and Inclusion Award which "recognizes the efforts of individuals working to make arts and cultural programming in Florida as diverse and inclusive as possible."

ArtSouth has an in-house Inclusion Specialist who oversees our ADA compliance issues. She is a State of Florida FDOE Certified (MS Degree) Exceptional Student Education teacher in Varying Exceptionalities and is also certified in English as a Second Language (ESOL) to assure effective language communication. The AL is a certified CARE trainer (Child Adult Relationship Enhancement) to service families experiencing trauma due to immigration, dependency, housing and domestic factors. This Inclusion Specialist is also a certified train-the-trainer who attends newly-offered workshops such as "All Kids Included." The IS consistently trains newly-hired ArtSouth employees and updates personnel with skills in accommodating persons with disabilities during monthly staff meetings.

All ArtSouth printed material and marketing literature contain Disability Access Symbols. As far as facilities, ArtSouth occupies and engages local government-held properties, county-managed galleries, museums and performance centers, municipal spaces or worship centers which adhere to ADA compliance laws. During events, ArtSouth assumes responsibility for eliminating physical barriers along with advocating and requesting accessibility services for our artists and the visitors who participate. We maintain a strict nondiscrimination policy offering free entrance/no fees or transportation costs to our concerts, dance shows, exhibitions and educational programs.

Not only do we maintain adaptive environments, but all materials, supplies and equipment used by our artists are barrier-free. Our classes incorporate assistive technology and adaptive supplies (little/big grip devises, jumbo print and translated instructions) to make art accessible for students with diverse physical, language, visual and emotional needs. All instructional methods, materials, tri-lingual delivery, equipment and supplies meet the multi-modal needs of persons with various learning styles, backgrounds and abilities.

Individual or Solo Artists: Skip questions 2-5 and move on to section H.

29. Policies and Procedures

Yes

No

30. Staff Person for Accessibility Compliance

Yes

No

30.1 If yes, what is the name of the staff person responsible for accessibility compliance?

Beatriz Herrmann

31. 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.

31.1 If yes, when was the evaluation completed? 12/1/2020

32. Does your organization have a diversity/equity/inclusion statement?

Yes

No

32.1 If yes include here:

ArtSouth is committed to cultivating a culture of inclusion and connectedness for Miami-Dade County's diverse populations with a policy of commitment to equality for all. We welcome the unique contributions of our constituents' nations of origin, ages, languages spoken, abilities and sexual orientation.

33. Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all?

ArtSouth has a State certified Inclusion Specialist (IS) to train staff and to oversee compliance in all programs including educational classes, performances, workshops and exhibitions. The Inclusion

Specialist assures accessibility for all audiences/participants/students.

The IS will maintain resource materials on accessibility, provide assistance to constituents, prepare and maintain resource files on accessibility and serve as a liaison for ADA information on accessibility. The IS will offer ArtSouth staff a variety of technical assistance methods to instruct, evaluate, support and enforce ADA compliance. When necessary, the IS will provide individual consultation on ArtSouth's outreach sites and will conduct trainings as-needed.

Every effort will be made to reach, interest, and involve different audiences and diverse populations in our activities, including identifying alternative kinds of media and determining preferences for arts activities.

Non-physical strategies will include:

ArtSouth's educational programs will present content in many different ways. Instructors will share robust arts-based subject matter and make sure content is easy to navigate, considering all learning modalities. In order to reach participants with cognitive or physical disabilities, teachers/artist instructors will provide information with text alternative for verbal instructions (or vice-versa). When possible and necessary, teachers will include assistive technology. They will share multimedia information using close captions in other languages.

During art exhibitions and permanent collection tours, docents and volunteers will receive specific training to describe art and objects. During community activities, supplementary materials will be offered for people with language barriers and/or various learning and developmental abilities. Printed materials, including brochures, catalogues, programs, guides and publicity will be provided in alternate formats including braille, translation and oral presentations.

During seasonal events and workshops, teaching artists will create immersive and engaging programs for people with all abilities. Workshops will include necessary adaptations along with adaptive art materials. Participants will have the opportunity to openly ask questions and come away with valuable information regardless of language barriers, cognitive and/or physical ability.

34. Describe the Diversity of your staff, volunteers, and board members.

ArtSouth encourages workforce diversity in terms of gender, race, ethnicity, age, and abilities. Our teaching artists represent the diverse demographics of Miami-Dade County: 70% of our staff and volunteers are Hispanic, 20% Afro-Caribbean, 10% White Non-Hispanic.

Our Board of Directors is comprised of 40% male/60% female membership. Ethnicity of the Board includes: 6 Hispanic, 2 Afro-Caribbean, 3 White US born and 3 Senior Citizens.

G. Track Record Page 7 of 12

35. Fiscal Condition and Sustainability

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.

For over 20 years, ArtSouth has demonstrated sound fiscal stability. Our annual external audits are flawless with no exceptions. ArtSouth has firmly-dedicated longstanding board with a variety of business members who maintain and envision our future. Our Board secures private business and philanthropic sponsorship yearly via fundraising events and donor requests.

Our educational outreach component is supported by Miami-Dade County Public Schools (M-DCPS) which operates on an annual budget exceeding \$6 billion dollars. ArtSouth is a vendor of M-DCPS and continues to provide contractual services for the school board annually.

ArtSouth is also supported by The Miami-Dade County Department of Cultural Affairs and The Miami Foundation, Wells Fargo and Youth Service America. These grants continue to enable us to promote the growth of Miami-Dade County's cultural community.

ArtSouth's future sustainability plans include:

- Artists booth rental fees at community events
- South Miami commissioners' discretionary fund assistance
- Mom & Pop Grant: providing financial assistance for small businesses
- Increased partnerships: alliances with SOMI Friday Night Artwalk, Chamber South Art Festival, Homestead Art Show and Rotary Art Festival
- Social capital: inspiring our SMCRA community participants/partners to remain publicly active and civically engaged.
- Data: Using our positive data results to present to outer businesses, thus encouraging representation at the monthly events
- Community art-making fundraising events
- Program-generated fees (Summer Camp)
- State/county grants
- Private/corporate donations
- Partnering inter-agency support (Miami Bridge, Chapman Partnership, The Florida Department of Corrections)
- Art exhibit auction proceeds
- Community fundraisers

36. Completed Fiscal Year End Date (m/d/yyyy) * 9/30/2020

37. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
----------	----------------------	---------------------	------------------

1.	Personnel: Administrative	\$38,368	\$34,047	\$52,401
2.	Personnel: Programmatic			
3.	Personnel: Technical/Production			
4.	Outside Fees and Services: Programmatic	\$31,113	\$32,800	\$32,500
5.	Outside Fees and Services: Other	\$8,450	\$6,312	\$8,750
6.	Space Rental, Rent or Mortgage	\$5,860	\$7,032	\$7,032
7.	Travel	\$1,681		\$500
8.	Marketing	\$3,827	\$4,409	\$6,557
9.	Remaining Operating Expenses	\$49,343	\$21,879	\$27,225
A.	Total Cash Expenses	\$138,642	\$106,479	\$134,965
B.	In-kind Contributions	\$37,342	\$26,125	\$33,625
C.	Total Operating Expenses	\$175,984	\$132,604	\$168,590
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions			
11.	Revenue: Contracted Services		\$600	\$25,000
12.	Revenue: Other	\$1,259	\$9,245	\$1,120
13.	Private Support: Corporate	\$440	\$1,000	\$6,000
14.	Private Support: Foundation			
15.	Private Support: Other	\$1,072	\$1,700	\$4,104

16. Government Support: Federal			
17. Government Support: State/Regional	\$13,802	\$14,982	\$33,741
18. Government Support: Local/County	\$97,241	\$78,952	\$65,000
19. Applicant Cash			
D. Total Cash Income	\$113,814	\$106,479	\$134,965
B. In-kind Contributions	\$37,342	\$26,125	\$33,625
E. Total Operating Income	\$151,156	\$132,604	\$168,590

38. Additional Operating Budget Information - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

Previous fiscal year budget showed deficit of \$7,263 resulted from lost revenue due to suspended programming as a result of Covid closures.

Current fiscal year- Out of school, performances and outside programming have not actively resumed due to COVID19 restrictions, therefore, this prevented us from generating normal revenue to cover our general and administrative costs.

Next fiscal year (2021-22)- ArtSouth projects a better year with our resumed arts camp, outdoor/indoor events, and public performances back to new normal standards.

39. Paid Staff

- Organization has no paid management staff.
- Organization has at least one part-time paid management staff member (but no full-time)
- Organization has one full-time paid management staff member
- Organization has more than one full-time paid management staff member

40. Hours *

- Organization is open full-time

Organization is open part-time

41. Does your organization have a strategic or long range plan?

Yes

No

H. Track_Record Page 8 of 12

42. Rural Economic Development Initiative (REDI) Waiver

Yes

No

43. 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.myflorida.com/cultural/grants/grant-programs/>. Proposal Budget expenses must equal the Proposal Budget income.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (theses are earned or contributed funds supplied by your organization))
- c. In-kind (the value of donated goods and services)

Do not include any non-allowable expenses in the proposal budget. (see non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any non-allowable expenses (see non-allowable expenses).

43.1 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Fiscal administration & accounting	\$5,000	\$13,250	\$0	\$18,250
2	Executive Director	\$0	\$0	\$6,000	\$6,000
Totals:		\$5,000	\$13,250	\$6,000	\$24,250

43.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Program Coordinator	\$3,000	\$8,750	\$0	\$11,750
Totals:		\$3,000	\$8,750	\$0	\$11,750

43.3

43.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Art instructors	\$11,500	\$10,000	\$4,500	\$26,000
Totals:		\$11,500	\$10,000	\$4,500	\$26,000

43.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Youth Program director/Program Evaluation & Assessment	\$3,000	\$4,800	\$0	\$7,800
Totals:		\$3,000	\$4,800	\$0	\$7,800

43.6 Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Rehearsal & performance space	\$1,000	\$3,500	\$4,500
Totals:		\$1,000	\$3,500	\$4,500

43.7**43.8 Marketing ***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Promotional literature/networking /donor packages & marketing materials	\$1,528	\$950	\$0	\$2,478
Totals:		\$1,528	\$950	\$0	\$2,478

43.9 Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Technical, educational & supplementary tools and materials	\$2,500	\$0	\$0	\$2,500
Totals:		\$9,713	\$1,750	\$4,275	\$15,738

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Costumes, fiber arts/crafts, scripts, drumming supplies, etc.	\$3,763	\$750	\$2,475	\$6,988
3	Audi/visual sound system, tents, tables, & special event supplies	\$1,500	\$0	\$0	\$1,500
4	Printing and reproduction	\$1,200	\$0	\$0	\$1,200
5	Set design, exhibit construction, stage lighting tools and supplies	\$750	\$1,000	\$1,200	\$2,950
6	Admission during field trips	\$0	\$0	\$600	\$600
Totals:		\$9,713	\$1,750	\$4,275	\$15,738

Amount of Grant Funding Requested: \$33,741

Cash Match: \$40,500

In-Kind Match: \$18,275

Match Amount: \$58,775

Total Project Cost: \$92,516

44. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

44.1

44.2 Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Registration/workshop fees	\$750	\$750
Totals:		\$0	\$750

44.3

44.4

44.5

44.6

44.7

44.8

44.9 Government Support: Local/County *

#	Description	Cash Match	Total
1	MDCA-Summer Arts & Sciences -Camp	\$17,750	\$17,750
2	MDCA-Targeted Initiatives Grant (TARG) Program	\$22,000	\$22,000
Totals:		\$0	\$39,750
			\$39,750

44.10

Total Project Income: \$92,516

44.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$33,741	\$33,741	36%
B.	Cash Match	\$40,500	\$40,500	44%
	Total Cash	\$74,241	\$74,241	80%
C.	In-Kind	\$18,275	\$18,275	20%
	Total Proposal Budget	\$92,516	\$92,516	100%

45. Additional Proposal Budget Information (optional)

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.

ArtSouth anticipates a Covid-free rebirth and stabilization of all revenue generating programs in 2022-2023.

I. Attachments and Support Materials Page 9 of 12

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 DAC credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

46. Required Attachment List

Please upload your required attachments in the spaces provided.

46.1

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute Form W-9.pdf	33 [KB]	5/19/2021 4:46:58 PM	View file

47. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
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File	Title	Description	Size	Type	View (opens in new window)
Aljohn with logo invite.png	Art Exhibition Invitation	Digital and hard copy invitation to view the works of local artist during Covid 19 CDC restrictions. The gallery space was repositioned to an outdoor venue for safety precautions.	659 [KB]		View file
Maximo Front of Invite.jpg	Art Exhibition Invitation	Invitation to attend ArtSouth Third Saturday Gallery Show prior to Covid closure.	448 [KB]		View file
Calling all Mothers! Flyer.PNG	Mother's Day Glass Painting Workshop Flyer	Flyer promoting Mother's Day Glass Painting Party for community.	342 [KB]		View file
2020-2021 ABC Final Art Show Collage pdf.pdf	2020-2021 ABC Final Art Show Collage	Photo compilation of Arts Beyond Classroom final art show.	359 [KB]		View file
2021 ABC Dance Video.mov	ABC Dance Routine	Youth dancers in Arts Beyond Classroom	20753 [KB]		View file
Maximo 2020 Newspaper Article.pdf	Community Newspaper Article ArtSouth 3rd Saturday Art Exhibition	Article highlighting local artist and ArtSouth Executive Director. Final show prior to Covid closure.	852 [KB]		View file
ArtSouth's 2022-23 Timeline.pdf	ArtSouth's 2022-2023 Timeline	Projected timeline events and seasonal programs	109 [KB]		View file

J. Notification of International Travel Page 10 of 12

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

48. Notification of International Travel

I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Department of Economic Opportunity.

K. Florida Single Audit Act Page 11 of 12

Florida Single Audit Act

In accordance with Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes, and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN (insert FEIN here) expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Florida Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

49. Florida Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with Section 215.197, Florida Statutes, Florida Single Audit Act and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit Page 12 of 12

50. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.039, Florida Administrative Code.

51. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of ArtSouth, A Not-for-Profit Corporation 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.

51.1 Signature (Enter first and last name)

Janis Klein

