

The American Dance Competition, Inc.

Project Title: 17th Annual Youth International Ballet Competition

Grant Number: 22.c.pr.101.289

Date Submitted: Saturday, May 30, 2020

A. Cover Page Page 1 of 12

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: Dance

Proposal Title: 17th Annual Youth International Ballet Competition

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** The American Dance Competition, Inc. 
- b. **FEID:** 76-0799082
- c. **Phone number:** 407.529.6729
- d. **Principal Address:** 4314 Solstice Loop Sanford, 32771
- e. **Mailing Address:** 4314 Solstice Loop Sanford, 32771
- f. **Website:** www.adcibc.com
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Seminole
- j. **DUNS number:** 878715031
- k. **Fiscal Year End Date:** 06/30

1. Grant Contact *

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3. Authorized Official *

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4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Fair/Festival

4.3. Applicant Discipline

Dance

5. Department Name Multipurpose Institutions only (universities, cities, colleges, counties, etc.)

C. Eligibility Page 3 of 12

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 7/1/2021 - 6/30/2022? *

- ☒ Yes (required for eligibility)
- ☐ No

4. How many years of completed programming does the applicant 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)

D. Excellence Page 4 of 12

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

ADC IBC is dedicated in nurturing the development of talented youth by serving as a leading source and ambassador for the International Dance Community; where (1.) students and teachers can learn, exchange ideas, and seek advanced training & professional opportunities, and (2.) serve as a meeting place for directors to scout upcoming talent.

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.

WHAT IS ADC IBC?

ADC IBC is an annual meeting ground for dancers, teachers, directors, choreographers, professionals, dance media, vendors & dance spectators. For the 2021/2022 grant cycle, the organization will be in its 17th year serving the dance community, providing vital programming and funding assistance for dancers ages 9-21.

With help from the Division starting in 2017, ADC IBC was able to relocate its event to a prime Florida destination (St. Petersburg), allowing the organization to successfully rebrand. ADC IBC is now the nation's second most desired/popular event of its kind. (Computed by: participant numbers, talent level, # of scholarships offered & quality of adjudicating panel.)

The event has carved itself a niche in the industry through the collaborative efforts of its many scholarship partners. POINTE Magazine and Dance Informa Magazine stated, "ADC IBC is a major destination for pre-professional ballet dancers, awarding over \$250,000 in scholarships, job opportunities, cash prizes, and more."

ADC IBC generates 1,184 hotel nights for the local area with a total immediate financial impact at \$794,998.00 (2019 Figure)

SCHOLARSHIP LEADER

GOAL 1: Address potential and guide individuals into elevated training programs and/or professional jobs.

OBJECTIVES:

- Continue tending to existing partner relationships, as well as attract new companies in order to expand the pool of opportunities offered through the program. List of partners in 2.2 Partnerships.
- Draw from partners in selecting the 2022 Panel of Adjudicators to create a fully immersive networking event to help facilitate access & further the success of participants through dance excellence.

ACTIVITIES:

- Adjudicated Rounds enables panel to address potential for scholarship selection.
- Scholarship Expo - Master Class Series
ADC IBC offers an additional opportunity to work with and be seen by the event's company directors to vie for training & professional positions.

Classes include: ballet technique, pointe, variations, men's class, contemporary technique, and choreography.

The Expo is included for all participants and is also open for non-participants.

- Company Audition
Participants ages 16+ are considered for company positions with professional companies. Entire invited panel (20+ members) are present for these auditions, as well as streamed live. The audition is also open to non participants.

The following partners have awarded professional contracts: BalletMet, Ballet West, Houston Ballet, Orlando Ballet, Pennsylvania Ballet, Sarasota Ballet, Washington Ballet, and Tulsa Ballet.

KNOWLEDGE INTEGRATION

GOAL 2: Seek to contribute to the advancement of the art form.

OBJECTIVES:

- Provide a performance outlet for students to further challenge their personal goals.
- Provide short & long term educational goals for participants.
- Provide an international networking forum to share ideas & training styles.

ACTIVITIES:

- Round 1 - Classroom Evaluation
Each participant is evaluated during a series of classes, including: Ballet Technique, Pointe, Compulsory Classical & Contemporary Choreography.

Round 1 evaluation is a unique, challenging element in the event. There is no announcement prior as to what the compulsory selections will be. The round tests the individuals responsiveness to oral communication by application of corrections and the ability to take direction. It tests their ability to discern cues for proper artistic expression and musicality. It also examines the student's ability to adapt quickly to new material. This specific criteria was designed to prepare students for professional situations.

Participants get to work face to face with the Panel (comprised of iconic ballet stars & directors). They are not only learning from the panel's experience as artists, but also are starting a personal rapport with these directors & potential employers.

- Round 2 - Contemporary Stage Performance

This round is a traditional live performance experience. Participants perform a contemporary work that was set and rehearsed months prior to the event in their home town.

*Open to public.

- Round 3 - Classical Ballet Stage Performance

Each participant selects on average two classical variations from a pre-approved repertoire list to perform. Required repertoire allows the panel to expect certain elements in the performance.

*Open to public.

- Award hundreds of summer & year-round training opportunities.

- Execute Conversations on Dance, a series of event talks.

EXPANDED REACH

GOAL 3: Expose local community to professional dance troupes, international guest artists & future stars.

OBJECTIVES:

- Provide a collaborative gala performance on final day.
- Build community engagement opportunities.

ACTIVITIES:

- Execute Gala Performance

A closing celebration, hosted by the Mayor of St. Petersburg, with performers such as: local professional dance ensembles, headline guests from major US ballet companies such as ABT, Boston Ballet, and Houston Ballet, select 2022 award winners & alumni.

The Gala is open to the public. Tickets can be purchased through the venue box office. House capacity is over 2,000 seats.

- FREE or discounted tickets are offered to local schools to promote awareness of classical ballet to students who may otherwise not be exposed to such performances.

*Rounds 1,2,3 & Gala are also broadcasted live via internet.

ECONOMIC IMPACT

GOAL 4: Provide large economic impact for local area businesses

OBJECTIVES:

(Itemized in Proposal Impact)

- Reach 1,000+ room nights sold: \$290,080
- Est dining revenue: \$262,500
- Est local transportation revenue: \$84,000
- City of St. Petersburg venue revenues: \$50,691

- Est local shop revenue: \$63,000
- FL independent contractors: \$22,304
- FL marketing & print companies: \$4,453
- Est local attraction revenue: \$17,970

ACTIVITIES:

- Conduct an International Ballet Event with TOTAL Immediate Financial Impact for Local Economy: \$794,998 (based on 2019 figure.)

*Figure does *not* include airfare. Estimated at 500-750 roundtrips through Tampa or Orlando airports. Not reported, as revenue may or may not directly impact a Florida based company.

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 Programming (GPS). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

ADC IBC is built on its collaborative efforts. The event brings together dozens of organizations to scout upcoming talent, and to support the organization's mission.

SCHOLARSHIP PARTNERS

RESPONSIBILITIES: of Scholarship Partner

- Keep an allocated amount of spots & scholarship monies available for ADC IBC recipients.
- Provide scholarship offer & training if student selects the particular opportunity.

RESPONSIBILITIES: of ADC IBC

- Provide high level, pre-professional talent for partners to select from and potentially feed into their organization.
- Provide year long advertising of partnership.
- Provide travel, lodging, food & pay
(For Judging Members, approx 6-7)
- Provide travel, lodging, food
(For Jury Selection Committee, approx 10-15 members - present to scout talent.)

BENEFITS:

Together all organizations help fulfill the ADC IBC mission to advance dance education and to employ talent. Since 2006, over a thousand students have directly benefited from the scholarship monies, mentorship, and/or professional opportunities provided through these collaborative efforts.

SCHOLARSHIP PARTNERS:

- ABT
- Atlanta Ballet
- BalletMet
- Ballet West
- Boston Ballet
- Cincinnati Ballet
- Colorado Ballet

- Ellison Ballet
- HARID Conservatory
- Houston Ballet
- Kirov Academy
- Milwaukee Ballet
- Next Generation Ballet
- Oregon Ballet Theatre
- Orlando Ballet
- Pacific Northwest Ballet
- Pennsylvania Ballet
- Pittsburgh Ballet Theatre
- Royal Winnipeg Ballet
- Sarasota Ballet
- Texas Ballet Theater
- Tulsa Ballet
- Washington Ballet

*Formal agreements exist for Jury Members.

*More partners (could not fit in character count).

CORPORATE PARTNERS

ADC IBC partners with several industry specific businesses. The contractual agreements vary by company in accordance with their relationship.

RESPONSIBILITIES: of Sponsor

- Provide monetary support
- Provide sponsored product for participants
- Provide social media cross branding

RESPONSIBILITIES: of ADC IBC

- Provide vendor space
- Provide print advertising
- Provide social media cross branding
- Provide exclusivity of sponsored element

BENEFITS:

Together we are able to expand our audience base. Sponsors utilize ADC IBC winners to promote their brand. ADC IBC benefits from social acknowledgment from sponsoring companies.

Sponsors are able to get their product directly in front of their main demographic through ADC IBC. The event benefits from the sponsors support.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Below is a list of year long activities through which the organization's goals & objectives are met.

JULY 2021 - JUNE 2022

- July 2021
 - Contract dates at venues & host hotels.
 - Start implementing marketing plan.
- August 2021
 - Schools interested in ADC IBC 2022 hold auditions to select top talent from school to participate.
 - Direct marketing tools utilized to reach past participants & pool of new contestants.
 - Staff to thank current list of supporters, and review continued involvement.
 - Staff to contact prospective supporters.
 - Submit venue contracts to St. Pete Tourism Dept.
- September 2021 - March 2022

Training sessions take place within participating schools to prepare for event.
- September 2021

Video audition applications open online for international & new dancers.
- October 2021
 - Secure partnering schools/companies for 2022 event.
 - Begin selecting 2022 Jury and Selection Committee Members.
- November 2021
 - USA early registration opens for winners from prior year.
 - General registration opens to fill remaining 2022 spots.
 - Tickets become available.
- December 2021 - January 2022

Contract Gala performers, remaining jury selection committee members, and master teachers.
- January 2022

Registration Deadline
- February 2022
 - Build main event schedules & program books.
 - Promotion of Gala performance.
 - Secure travel for Jury, Selection Committee, and Guest Artists.
 - Work with Visit St. Pete/Clearwater & Mayor's office on upcoming event.
- March 2022
 - Participating schools showcase their dancers in local performances in preparation for the competition.
 - Prepare final lodging & ground transportation for Jury, Selection Committee, Guest Artists, and staff.
 - Prepare Jury documents & schedules.
 - Prepare student adjudication forms.
 - Prepare ADC IBC Team for upcoming event.
 - Present 17th Annual Event (ADC IBC 2022)
- April 2022
 - Announce winners & provide year outcome to dance media outlets.
 - Finalize any remaining scholarship offers.

- May 2022
 - Scholarship recipients reply to both awarding organization & ADC IBC office as to their summer plans.
 - Visit select partner organizations in support of their season productions.
- June 2022
 - Scholarship funding awarded by partnering schools are predominantly redeemed during summer months.
 - Year round promotion continues of award winners & season highlights.

E. Impact 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.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefiting 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 benefiting should be one (1).

1. What is the estimated number of proposal events? *

5

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

14

3. How many Adults will be engaged? *

975

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

125

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

625

6. 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.

6.1. Number of artists directly involved? *

6.2. Number of Florida artists directly involved?

Total number of individuals who will be engaged?

1785

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

- ☒ Children/Youth (0-18 years)
- ☒ Young Adults (19-24 years)
- ☒ Adults (25- 64 years)

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

- ☒ Hispanic/Latino
- ☒ White

9. Describe the demographics of your service area. - (Maximum characters 1500.)

St. Petersburg is a city on the rise, gaining national attention from tourists, talented professionals, growing businesses and developers. Based on 2019 economic development figures, the City of St. Pete is the 5th most populous city in Florida, and has an inherent white population at near 70% of total estimate. African American origin has the next highest density at 22.8%. The population has a level breakdown of age, with individuals 65+ slightly higher at 17.6%. Over 60% of people engage in higher education past high school, and have a medium income level of \$55,000.

St. Petersburg, a well known coastal destination, also has a vibrant arts scene that incorporates big name artists, small artisans, and huge outdoor public works. The St. Pete arts community has generous and ongoing support from the City, the business community and all who live and work there.

St. Petersburg is an inclusive city that celebrates diversity and respects the value it brings to its community. 2019 was a milestone year for the arts in St. Pete. The Kriseman Administration increased its allocation to the Arts Advisory Committee to a record \$405,000. It also added three significant art pieces to the city's public art collection, valued at more than \$500,000, and continued to invest in the many outdoor SHINE Murals.

St. Petersburg is also planning for the future and has made significant advancements in its sustainability programs; due to winning the American Cities Climate Challenge, which provided \$2.5 million in resources and assistance.

10. 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.

87.8% of (2020) participants were from outside the state of Florida. Due to the national and international following, ADC IBC has an increased online base.

Broadcast figures reported are from 2019, as the 2020 event was mandated to cancel due to Covid-19. Broadcast had 49,700 viewers. These are actual viewers of the continuous live feed, and does not account for social media views.

Social Media views are exceptionally high at over 1 million views in a span of 7 days. There was 73,631 unique visitors directly to the Instagram profile page during event days. This is not views from feed, but hard visitors to the page.

11. 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.

☒ Hillsborough

☒ Pinellas

12. 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.

The 2021-2022 season marks 17 years of advancing dance education and bringing international recognition to Florida's cultural framework. The program attracts people specifically for the event that would otherwise not visit. In 2020, 87.8% of registered participants were from outside Florida.

ADC IBC has an (1) immediate financial & (2) long range impact on the local economy. Surrounding hotels, restaurants, shops, etc benefit from the influx of visitors.

*2019 figures reported below, due to mandated cancellation of 2020 event. (covid-19)

1. IMMEDIATE IMPACT

Hotel Revenue = \$290,080

Host Hotels - 1,184 Rooms Sold @ \$245

*daily price includes parking & taxes. Base rates from \$199-\$204

Restaurant Revenue (est) = \$262,500

300 Families (AVG bill \$50) = \$15,000 per occurrence

Dinner - \$15,000 day

Lunch - \$15,000 day

Breakfast (1/2 rate) - \$7,500 day

Dining per day = \$37,500 X 7 days = \$262,500

Local Shops (pharmacy, boutique) = \$63,000

AVG \$30 per day/family

300 Families X \$30 = \$9,000 day

\$9,000 X 7 days = \$63,000

Local Transportation (est) = \$84,000

- Gas Station (1 fill up per family)
300 Families X \$50 tank = \$15,000
- Rental Cars
150 cars X \$400 (AVG weekly rate) = \$60,000
- Shuttle/Uber/Taxi
150 Rides X \$60 (AVG roundtrip from TPA) = \$9,000

St. Petersburg Venue Revenue = \$50,691

Independent Contractors = \$22,304

*FL hires figured in only

Marketing & Print Companies = \$4,453

*FL companies used, figured in only

Attraction Revenue (est) = \$17,970

- Disney (approx 30 ppl visit)
Pass \$100, AVG 2 day = \$6,000
With (1) night hotel in Orlando @ \$199 = \$5,970
- St. Pete Attractions/Museums
AVG museum per person \$20
*Dali Museum directly across from venue.
300 ppl X \$20 = \$6,000

TOTAL IMMEDIATE FINANCIAL IMPACT FOR LOCAL ECONOMY = \$794,998.00

*Figure is NOT inflated & is accurate based on 2019. Figure doesn't account for *large airfare impact*. Did not include because air revenue may or may not be a direct impact for State of Florida.

2. LONG TERM IMPACT

- **Employs Dancers**

Approximately 385 alumni have joined the workforce within the dance industry.

- **Builds Leaders**

This career path forms the highest level of discipline, perseverance, creativity, and acceptance of delayed gratification. These qualities are important attributes found in entrepreneurs, business leaders, and teachers; a critical foundation to enhance Florida's future.

- **Promotes Industry Growth**

The dance industry strengthens & transforms through collaborative programs. The exchange between programs have proven to elevate the standard of dance. The results of this exchange can be measured by new skills acquired by summer scholarship recipients and how their new level impacts their local surrounding peers upon returning home.

- **Promotes Tolerance & Understanding Across Cultures**

Through ADC IBC, students are exposed to others from diverse cultures. It not only promotes tolerance & respect, but more favorably creates an environment of interest and compassion for diversity, which is important in Florida's multi-cultural landscape.

- **Promotes Arts Community**

ADC IBC connects its social & actual audience with its collaborative partners throughout the year to help garner interest & influence ticket sales for partner shows.

EDUCATION PROGRAMS

1. **Education through Master Class Series**

Provides a training opportunity for students to gain insight from world class directors & ballet masters that they would not normally have comprehensive access to.

2. **Education through Summer Training**

304 scholarships & professional opportunities were offered in 2019 to further dance education within the ADC IBC partner company organizations.

3. **Education through Promoting a Year Long Learning Cycle**

ADC IBC offers time oriented goals each year for students to achieve. (outlined in timeline)

OUTREACH PROGRAMS

1. **Financial Aid Program for Lower Income**

\$2,509 (2020 figure) was allocated to lower income households to assist in registration fees. Full & partial assistance awards are granted. AVG rate to participate for the week is \$439

2. **Free & Discounted Gala Tickets**

ADC IBC offers free and discounted tickets to local schools. This program grew slightly in 2019, and continues to be assessed for 2022 to evaluate how to boost school-based children.

3. **Program for Males in Dance**

MV Productions partners on a program specifically designed to assist boys in dance to help cope

with bullying or adversity in their life.

13. 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.

A strategic plan is in place that maximizes results through the use of partner relationships and is not heavily reliant on traditional advertising dollars. These tools are outlined below by efficacy.

AUDIENCE DEVELOPMENT / EXPANSION

ADC IBC's main focus has been in audience development. There was a dramatic increase in social following and activity from the 2017/18 event year, achieved largely by partnering with social influence accounts. Audience development continues to be a prime focus for 2022.

Further, through the use of our promotional tools and news of expanding scholarship partner base will continue to build and ensure the best talent pool at ADC IBC.

SOCIAL MEDIA - 30%

- Partnerships with social media influencers
- Ads via IG/FB
- Featured posts to highlight winners
- Highlight alumni successes
- Connect audience with collaborative partner news
- Share sponsor news
- Share news of expanded scholarship base

Social Media Audience as of 5/20/20

Facebook Fan Pages - 112,069

Instagram - 37,785 followers

YouTube - 1,984,143 views
2,655 Subscribers

CROSS BRAND WITH SPONSORS & ARTISTS - 20%

This is a key strategy within our marketing plan. It visibly illustrates to the public the organization's depth in the dance industry while not expending any ad dollars. ADC IBC is currently partnered with some of the biggest names in dance, and it will remain a priority to continue to nurture these relationships, and to secure new supporters.

- **Dance Retail Sponsors**

Together with So Danca, Discount Dance Supply, Gaynor Minden, Eleve Dancewear, Rubia Wear, Russian Pointe and Prima-Soft Dancewear, ADC IBC creates branded apparel/gifts and provides to participants for free. This delivers year round exposure and generates interest from new dancers.

With social media, this has an exponential effect. Dancers tag the competition/sponsor, and depending on the notoriety of the dancer, can expand the reach even further.

- **Scholarship Partners**

ADC IBC cross promotes throughout the year on social media, print, website and e-blast news. These partnerships serve as a seal of approval and elevates perception of the event.

- **Professional Artists**

ADC IBC can select professional artists with large followings to cross promote with. If the artist is not already a model of one of the ADC IBC corporate dance partners, the sponsor's financial contribution is then allocated to a specific guest artist. These relationships are successful for the artist, sponsor, and ADC IBC.

- **Professional Artists with Dancewear line**

These type of emergent companies are seeking ways to get their name out to young dancers. ADC IBC finds value in trade for their product or trade for performance fee.

STUDENT AMBASSADORS / WORD OF MOUTH - 20%

Students create positive buzz utilizing the ADC IBC name to validate their talent to their audience. We feel the value of student ambassadors can not be overlooked, and in particular, award winners. It is typical to see many ADC IBC winners model and endorse the event's corporate dance brand sponsors. This results in building the students social audience incredibly fast, and has become a champion for brand awareness in current years for the event.

MARKETING / PUBLICITY / PROMOTION PLAN

DIRECT MAIL & COMMUNITY RELATIONS - 15%

- Monthly e-blasts to 5,000+ Subscribers
- At least (1) direct mail piece, courtesy of Visit St. Pete/Clearwater - database of 3,750
- Show Announcements via event venue e-blasts to their comprehensive database

MEDIA PARTNERS - 7%

- Publicity through Editorial Articles - Major Dance publications: POINTE Magazine, Dance Magazine, Dance Spirit Magazine, Dance Informa and/or Dance Teacher write at least 2 stories on the event.
- Seek at least 2 small mentions to ADC IBC in relevant high profile articles in major dance magazines.

TRADITIONAL ADVERTISING - 7%

- 1 Full Page ad in Pointe Magazine
- Updated website
- In-kind display ad trades

DISCOUNTS/PROMOTIONS & CALENDARS - 1%

- Discount on Tickets

- Drive last minute ticket sales through community event calendars (newspaper & online)

F. Management and Operating Budget Page 6 of 12

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.

FISCAL CONDITION

ADC IBC has experienced financial sustainability and consistent growth for 15 years. Since 2011, the organization has been debt free and focused on building reputation within the industry in order to maintain a leading ballet event for pre-professional dancers. The program plays an integral role in the international dance community and remain confident that ADC IBC will be able to continue to attract new students, teachers, sponsors, and community affiliates to help carry out its mission.

Since 2018, the event reached 100% capacity and a wait-list was implemented, for the circumstance that a registered participant becomes injured. Between 50-100 dancers join the wait-list each year.

Because of ADC IBC's growth in impact, there has been an increase in the quantity of dancers and level of talent. The program now has a responsibility to produce an event with the highest quality professional opportunities.

In the 2016-2017 grant cycle ADC IBC sought to establish a relationship with the Division in order to successfully carry out plans to re-brand the event as a leading destination. With this assistance, ADC IBC was able to secure new relationships with the city of St. Petersburg & their top performance venues, in addition to expanding the Jury Panel size, which was necessary to lead in scholarship opportunities. Making ADC IBC the nation's second largest provider of its kind.

ADC IBC seeks to sustain a relationship with the division in order to continually create an impactful event that has the ability to change the lives of the participants through dance.

SUSTAINABILITY

Post grant period, the organization assesses the ways it can bolster financial stability. Including:

- Trim expenditures.
- Develop revenue generating strategies to keep pace with rising operating costs.
- Manage/maintain donor relationships.
- Seek new potential contributors.
- Secure grant funding.
- Increase board engagement to procure long range sustainability.
- Participate in an International Alliance for Professional Schools to help develop best practices for young dancers.

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.

EVALUATION PLAN

To evaluate the effectiveness and success of the program, the below questions and/or factors are analyzed.

- Were the program's plans accurately executed within budget? If not, why?
- Income/Expense Analysis in relation to prior year.
- Participant growth - repeat or new? And how they heard about ADC IBC? (analyzed through registrant database)
- Audience growth (analyzed through ticket sales)
- Interactive online growth - Has social media audience grown with daily activity?
- Has there been an organic growth in attention from the press & public?
- How does ADC IBC measure against a comparable event? (Participant numbers, talent level, number of scholarships offered, quality of jury panel & master teachers, and organizational growth factors all need to be considered.)
- Number of repeat collaborators? (An effective tool to evaluate the value of the program through the opinion of professional school & company directors.)
- Have artists reached out to ADC IBC? In order to be a part of our programming. (Shows positive word and growth in reputation.)
- Evaluate economic impact statistical data.
- Evaluate the post event saturation of ADC IBC tags/shares/mentions on social media by participants and members involved.
- Evaluate organic growth in post event shares by large social media accounts not affiliated with ADC IBC.
- Post event calls/emails to Jury Panel Members for direct feedback on event.
- Collect participant email feedback and evaluate.
- Post event meeting with all staff to evaluate what worked well/ what didn't.

Data collected will be used to:

- Better structure future budgets and schedules.
- Through evaluation of participant numbers: new vs. repeat, management can improve on the group lacking, if needed.
- Through evaluation of participant level, management can structure registration/audition process accordingly to attain goals.
- Better learn the most effective marketing tool to meet goals.
- Improve the artistic collaborative process.
- Grow relationships with panel members, their affiliate companies, and sponsors.
- Grow in artistic vision.

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

6/30/2019

4. Operating Budget Summary

Expenses		Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	\$33,945	\$24,048	\$35,000
2.	Personnel: Programmatic	\$26,738	\$3,693	\$27,000
3.	Personnel: Technical/Production	\$31,751		\$32,000
4.	Outside Fees and Services: Programmatic	\$27,646	\$17,398	\$23,500
5.	Outside Fees and Services: Other	\$6,188	\$7,037	\$8,500
6.	Space Rental, Rent or Mortgage	\$33,317	\$31,697	\$17,775
7.	Travel	\$23,225	\$11,181	\$21,250
8.	Marketing	\$19,618	\$31,137	\$8,750
9.	Remaining Operating Expenses	\$12,264	\$15,126	\$12,250
A.	Total Cash Expenses	\$214,692	\$141,317	\$186,025
B.	In-kind Contributions	\$26,500	\$24,000	\$25,000
C.	Total Operating Expenses	\$241,192	\$165,317	\$211,025
Income		Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$193,872	\$189,711	\$26,000
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$30,183	\$5,000	\$22,000
13.	Private Support: Corporate	\$10,800	\$4,196	\$7,000

14.	Private Support: Foundation			
15.	Private Support: Other	\$1,200	\$1,670	\$1,500
16.	Government Support: Federal		\$4,000	
17.	Government Support: State/Regional		\$23,500	\$24,750
18.	Government Support: Local/County	\$3,100		\$3,300
19.	Applicant Cash			\$101,475
D.	Total Cash Income	\$239,155	\$228,077	\$186,025
B.	In-kind Contributions	\$26,500	\$24,000	\$25,000
E.	Total Operating Income	\$265,655	\$252,077	\$211,025

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.

EXPENSES:

Substantial drop in Current Year Lines - 2, 3, 4, 7 due to cancellation.

Line 8: Increase due to refunds provided because of cancellation.

Next Year projections are lower than last fiscal year because organization has credits to utilize with venues, contractors, airlines, etc due to cancellation.

REVENUE:

Revenue in current year was on par with last fiscal year. Cancellation occurred 1 week prior to scheduled event, thus registrations were credited to next fiscal year (2021); dramatically lowering new revenue from admissions in next fiscal year.

Funds are being held in savings and applied in Line 19.

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 12

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

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

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Administrative	\$7,500	\$30,700	\$0	\$38,200
2	Director Donated Hours- 50hrs/wk for 6 months. 30hrs/wk for 6 months. Figured at \$10/hr.	\$0	\$0	\$19,200	\$19,200
Totals:		\$7,500	\$30,700	\$19,200	\$57,400

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Panel Adjudicators, Guest Artists, Master Teachers	\$5,250	\$21,750	\$0	\$27,000
Totals:		\$5,250	\$21,750	\$0	\$27,000

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
Totals:		\$7,500	\$28,500	\$0	\$36,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Venue Technician Labor, Dance Floor Labor	\$7,500	\$28,500	\$0	\$36,000
Totals:		\$7,500	\$28,500	\$0	\$36,000

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Dance floor rental, registration web fees, program apparel, stage supplies	\$2,000	\$24,000	\$0	\$26,000
2	Approximate value of redeemed scholarships	\$0	\$0	\$22,000	\$22,000
Totals:		\$2,000	\$24,000	\$22,000	\$48,000

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Annual organization fees: website, constant contact, sunbiz	\$0	\$7,000	\$0	\$7,000
Totals:		\$0	\$7,000	\$0	\$7,000

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Base Hall Rental (no labor or added fees)	\$17,500	\$0	\$17,500
2	Office Space Rent	\$16,250	\$0	\$16,250
Totals:		\$33,750	\$0	\$33,750

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
Totals:		\$28,250	\$0	\$28,250

#	Description	Cash Match	In-Kind Match	Total
1	Airfare - Judges, Teachers, Guest Artists	\$8,500	\$0	\$8,500
2	Lodging - Judges, Teachers, Guest Artists, Staff	\$12,000	\$0	\$12,000
3	Ground Transportation - Shuttles, Uhuals, Rentals, Parking, Gas, Maitenance	\$5,750	\$0	\$5,750
4	Per Diems - Judges, Teachers, Guest Artists	\$2,000	\$0	\$2,000
Totals:		\$28,250	\$0	\$28,250

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Print / Online Ads, Direct mail/ program	\$2,750	\$5,500	\$0	\$8,250
2	Direct mail provided by Visit St. Pete/Clearwater	\$0	\$0	\$650	\$650
3	Print & Promotional Items	\$0	\$3,000	\$0	\$3,000
Totals:		\$2,750	\$8,500	\$650	\$11,900

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Utilities	\$0	\$3,100	\$0	\$3,100
2	Office Supplies	\$0	\$1,000	\$0	\$1,000
3	Insurance	\$0	\$650	\$0	\$650
4	Miscellaneous	\$0	\$3,200	\$0	\$3,200
Totals:		\$0	\$7,950	\$0	\$7,950

Amount of Grant Funding Requested:

\$25,000

Cash Match:

\$190,400

In-Kind Match:

\$41,850

Match Amount:

\$232,250

Total Project Cost:

\$257,250

3. Proposal Budget Income:

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.

3.1. Revenue: Admissions *

#	Description	Cash Match	Total
1	Event Registrations	\$159,300	\$159,300
Totals:		\$0	\$159,300

3.3. Revenue: Other *

#	Description	Cash Match	Total
1	Public Admittance - Gala & Performance Rounds	\$12,000	\$12,000
2	Merchandise Sales, Studio Rentals, Miscellaneous Late Fees	\$7,500	\$7,500
Totals:		\$0	\$19,500

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
Totals:		\$0	\$6,500

#	Description	Cash Match	Total
1	Sponsor Monetary Support	\$6,500	\$6,500
Totals:		\$0	\$6,500

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Ad sales / Private Donors	\$2,000	\$2,000
Totals:		\$0	\$2,000

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	Visit St. Pete/ Clearwater	\$3,100	\$3,100
Totals:		\$0	\$3,100

Total Project Income:

\$257,250

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	10%
B.	Cash Match	\$190,400	\$190,400	74%
	Total Cash	\$215,400	\$215,400	84%
C.	In-Kind	\$41,850	\$41,850	16%
	Total Proposal Budget	\$257,250	\$257,250	100%

4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

H. Accessibility Page 8 of 12

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.

ACCESSIBILITY

ADC IBC continually seeks to improve ways to reach a diverse crowd in age, ethnicity, and ability through offering complimentary tickets to schools, children's hospitals, and retirement facilities.

Accessibility logos will be placed on marketing materials for ADC IBC 2021/2022 Season. The organization holds its event in performance venues that are ADA compliant and fully accessible to all patrons with disabilities. The following plans have been put into place.

Wheelchair Seating

Theater seating available to accommodate wheelchairs and companions for all performances.

ADA Parking

Accessible parking offered with curb cut outs and ramps for easy access.

Hearing Assistance System

Assisted listening devices are available at the theater concierge desk for free. A photo id and refundable deposit are required at time of use for assisted listening devices.

Elevator

Elevators located on either end of the lobby can carry patrons between floors.

Restrooms

Handicapped Accessible restrooms located in main lobby and second floor.

Venue also has accommodations for sight impaired patrons.

For further questions and assistance, patrons may inform their ticket sales associate in the box office at the time of purchase and arrangements will be made to make their visit enjoyable.

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

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?

Audrianna Broad

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?

5/1/2020

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

☒ Yes

☐ No

5.1. If yes include here: - (Maximum characters 1500.)

The ADC IBC welcomes all nationalities, for we are an equal opportunity organization. A non-discriminatory approach is followed in employment and participation decisions. ADC IBC recognizes the educational value that diversity brings to its programs, and we are committed to modeling a safe internal culture where adults and students feel fully immersed and included in activities presented.

ADC IBC ensures that everyone has access to the same opportunities, and acknowledges that not all come from the same background. To help eliminate barriers that may exist for certain individuals, financial aid programs have been put into place.

ADC IBC leads with respect and tolerance, and it is expected that all employees, contractors, and participants embrace this organizational culture through everyday practices.

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

Content Type	Format/extension	Maximum size
Images	.jpg, .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.

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)
w-9 form_2020.pdf	33 [KB]	5/28/2020 7:07:21 PM	View file

2. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)

File	Title	Description	Size	Type	View (opens in new window)
2020 Program_Merged_compressed.pdf	Support, Excellence: Mission Statement	Please visit pgs 17-23 to view exceptional adjudicating panel. Fulfills stated mission, to serve as a meeting place for directors to scout talent.	16275 [KB]		View file
PG33_Promotions.pdf	Excellence, Proposal Description: Goal 1	Individuals listed are NEW hires or promotions from recent season. Not a comprehensive list. Illustrates the movement of our recent alumni & how the program starts careers for dancers.	9690 [KB]		View file
remie_paquita.mp4	Excellence, Proposal Description: Goal 2	Goal 2, Objective 1: Provide a performance outlet. JR Grand Prix winner, now at ABT JKO school.	117266 [KB]		View file
ava_contemp2.mp4	Excellence, Proposal Description: Goal 2	Objective 1, Activity 3: Contemporary stage performance.	106894 [KB]		View file
2019-03-27 ADC Gala - 12 - Stars and Stripes.mp4	Excellence, Proposal Description: Goal 3	Expose local community to professional dance troupes. Sarasota Ballet performing Stars and Stripes in Gala Performance.	206292 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
chloe_Joseph_ClipAdagio2.mp4	Excellence: Partnerships & Collaborations	Competition alumni return to perform as part of a collaborative effort with ABT Studio Company. Both dancers are now Apprentices with ABT. Full video would not fit.	106118 [KB]		View file
Round 1 _Ha Nhi Tran.mp4	Impact: Education Programs	Education though Master Class Series.	145522 [KB]		View file
pointemagazine_Ava Arbuckle.pdf	Impact: Marketing, Media Partners	Publicity through editorial articles. Major dance publication (POINTE) references ADC IBC.	5501 [KB]		View file
Mayor Rick Kriseman_Curtain Address.mp4	Excellence, Proposal Description: Goal 3 & 4.	Goal 3 / Activity 1 - Execute Gala Performance hosted by Mayor of St. Petersburg. Goal 4 - Illustrates the City and its show of support of the ADC IBC mission and impact.	51109 [KB]		View file
Screenshot_ADCIBC.jpg	Impact: Audience Development -Student Ambassadors	Screenshot showcasing the effectiveness of student ambassadors. Dancers tag the competition and express their experiences.	571 [KB]		View file

2.1.

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.

1. 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

The following question relates to the Florida Single Audit Act. Important: if you answer yes to the following question, State law requires you comply with the Florida Single Audit Act, Section 215.97 Florida Statutes, by uploading an audit report below. You will need to select "Save" at the bottom of this page to make your changes final.

See: <https://apps.fldfs.com/fsaa/> and https://flauditor.gov/pages/pdf_files/fsaa%20q_a.pdf for more information and specific definitions.

1. Has your organization met the \$750,000 annual assistance threshold identified in Section 215.97 F.S. and 2 CFR 200 from all combined state sources and/or all combined federal sources during your organization's last fiscal year?

☐ Yes

☒ No

L. Review & Submit Page 12 of 12

1. 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.

2. Review and Submit

☒ I hereby certify that I am authorized to submit this application on behalf of The American Dance Competition, 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.

2.1. Signature (Enter first and last name)

Audrianna Broad