

South Florida Art Center, Inc.

Project Title: Oolite Arts General Program Support 2022

Grant Number: 22.c.ps.105.482

Date Submitted: Monday, June 29, 2020

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2021-2022 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 3

Discipline: Visual Arts

Proposal Title: Oolite Arts General Program Support 2022

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** South Florida Art Center, Inc. 
- b. **FEID:** 59-2423867
- c. **Phone number:** 305.674.8278
- d. **Principal Address:** 924 Lincoln Road, Suite 205 Miami Beach, 33139-2602
- e. **Mailing Address:** 924 Lincoln Road, Suite 205 Miami Beach, 33139-2602
- f. **Website:** www.oollitearts.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Miami-Dade
- j. **DUNS number:** 075502729
- k. **Fiscal Year End Date:** 09/30

1. Grant Contact *

First Name

Aaron

Last Name

Feinberg

Phone

305.674.8278

Email

afeinberg@oolitearts.org

2. Additional Contact *

First Name

Anais

Last Name

Alvarez

Phone

305.674.8278

Email

aalvarez@oolitearts.org

3. Authorized Official *

First Name

Dennis

Last Name

Scholl

Phone

305.674.8278

Email

dennis@oolitearts.org

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Arts Center

4.3. Applicant Discipline

Visual Arts

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.) *

The mission of Oolite Arts is to support artists and advance the knowledge and practice of contemporary visual arts and culture in South Florida. Oolite Arts creates opportunities for experimentation and innovation and encourages the exchange of ideas across cultures through residencies, exhibitions, public programs, education and outreach.

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.

Goal 1: Construction of new facility

1. Commission design by Barcelona-based firm Barozzi Veiga for new facility in Miami's Little Haiti.
2. Architect's design for the new campus will include studio space for Oolite's artist residency program, a top-tier exhibition space, a theater for lectures and film screenings, and a maker space/fabrication laboratory and classrooms for the 350 art classes offered annually by professional artists to the community
3. Begin construction in 2021 with project to be completed in 2023 (land was purchased in 2019)
4. Continue rebranding campaign (launched in 2019) in anticipation of growth and expansion to the new facility

Goal 2: Make Oolite Arts a household name

1. Continue to provide studios, exhibitions, classes and other programs at Miami Beach facility while Little Haiti campus is under construction
2. Continue to offer live online presentations and education programs launched during COVID-19 shutdown that have reached people around the globe

Goal 3: Strengthening and expanding artist centric programming

1. Expand Home + Away opportunities to offer Miami-Dade based artists the chance to participate in some of the most important artist residencies in the country

2. Expand outreach programs in Little Haiti, a community that is underserved of art programs and services, so that community members are involved when the facility opens
3. Increase numbers of applicants to programs

Activities: Funding will support yearly operations for Oolite's residency programs and related exhibitions, educational outreach, and public programs. Oolite's 924 Lincoln Road facility in Miami Beach's pedestrian district is a 10,000 square foot, ADA accessible facility that houses studios, exhibition spaces, education facilities and administrative offices. Oolite will offer daily open studio and exhibition hours from 10 a.m. to 6 p.m. (no entry fee), art classes, and a robust exhibition and event schedule on-site, and co-presents offsite events including Talks (visiting curator lecture series) and Art Films (films about contemporary art with Q&A by featured artists or directors). Direct support for artists through the Ellies Awards (inaugurated in 2018) is a major component of Oolite's program.

Residencies: Oolite Arts' FY 2021-22 programming is anchored by its Residency Program headquartered at 924 Lincoln Rd. In the course of a year, 14 artists will be offered Studio Residencies; two filmmakers will be awarded Cinematic Arts Residencies with \$50,000 in production funds; and 28 local artists will be awarded Home + Away Residencies at prestigious national programs. Artists will be chosen by a panel of professionals and actively participate in Oolite Arts' exhibitions, public programming, studio visits, and community outreach initiatives.

Ellies Awards: The Ellies Awards, launched in 2018, provide recognition and career advancement support for local artists through direct funding (up to \$500,000/year). One eminent South Florida artist will receive an unrestricted \$75,000 award and a commission from Oolite Arts in collaboration with The Bass Museum of Art. Additionally, The Ellies will offer artists competitive grants ranging from \$2,500 to \$25,000 for new works, and \$5,000 travel grants for K-12 art teachers in Miami. Ellies Connect is a lecture series featuring two winners at a time talking about related themes in their work.

Public Programs: Talks (partnership with Locust Projects) brings distinguished curators from important national institutions to Miami for public conversations held at the Little Haiti Cultural Center's Proscenium Theater, after which the curators conduct studio visits with local artists. Art Films (presented with O Cinema) brings films by and about artists to Miami. Each film is paired with a lecture or public outreach component featuring the film's director or subject. Skills provides artists with professional development workshops and lectures led by professionals in the art field. Art Sounds is a twice-yearly program that features a celebrated visual artist in conversation with a musician to whom the artist admires. The Block film festival features new, hyper-local microbudget films produced with grants and mentorship from Oolite.

Exhibitions: Oolite Arts organizes 11 exhibitions per year at its gallery space at 924 Lincoln Road and three off-site locations: Windows@Walgreens exhibition, which are storefront-length window vitrines at two major corner locations in Miami Beach where artists create installations that are visible 24/7 and at Mt. Sinai Medical Center in Miami Beach.

Education: 250 art courses and workshops (400+ individual classes) are offered each year in Oolite's professional art studios. Taught in English and Spanish by 10 local teaching artists, workshops include Drawing Basics, Blind contour drawing, Relief printmaking, Painting with acrylics and oil, Screen Printing, Watercolor Techniques.

The PRINTshop provides a fully furnished printmaking studio with access to a Charles Brand etching press, brayers, general tools, cleaners, drying rack, silkscreen darkroom, flat-file storage, and more. Video Art Club is an after-school program serving 20 students ages 10-13, from October - May at St. Mary's Cathedral School in Miami's Little Haiti. Participants create and produce their own short films.

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.

Locust Projects is a non profit and alternative art space that provides artists the freedom to experiment with new ideas. Oolite and Locust Projects co-present the Talks Miami series, where internationally renowned curators give free public lectures and conduct studio visits with local artists.

O Cinema is a nonprofit cinema in Miami Beach that shows first-run independent, foreign and art films. Oolite and O Cinema partner on the Art Films series, where film screenings by and about artists are followed by a Q and A with the film's director or featured artist.

Two Windows@**Walgreens** spaces in Miami Beach are provided through a long-term partnership with Walgreens. Oolite presents exhibitions by residency alumni in block-long street-level vitrines, visible 24/7.

South Florida PBS produces ArtLoft, a weekly 30-minute program showcasing artists and organizations that are positioning South Florida as a leader in the art world. ArtLoft features Oolite's Studio Shorts artist profiles, and SF PBS makes them available through the station's Major Market Group for national broadcast.

Anderson Ranch (Snowmass Village, CO), **Atlantic Center for the Arts** (New Smyrna Beach, FL), **The Rauschenberg Residency** (Captiva Island, FL) are leading national residency programs with which Oolite partners with to offer residencies and retreats to Miami-based artists through the Home + Away program.

Mt. Sinai Hospital provides the opportunity for two artists/year to create long-term temporary installations, on a 175-foot wall in the Skolnick Surgical Center.

illuminArts partners to present a yearly musical performance inspired by a solo exhibition at Oolite's gallery.

St. Mary's Cathedral School in Little Haiti hosts Video Art Club, where teaching artists work with local youth twice a week after school from October-May. Participants write, design, direct, and star in short films. Two free screenings are held, one in-school and one for the public.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Ongoing: 14 studio artists in residence working on-site; Open studios during exhibition openings at 924 Lincoln Rd.; monthly Filmmaker Salon screenings with director talks & masterclasses; Community Art Classes in printmaking, painting, watercolor, drawing, photography & filmmaking (6-weeks classes & 1 or 2-day workshops, open labs, 350+ yearly). Classes in English & Spanish; 80% onsite, 20% online.

Timeline:

1st Quarter: July - Sept 2021

- July 2021: Open call for Studio Residency
- July-Sept 2021: Oolite summer exhibition opens + open studios

- Aug 2021: Open call for Cinematic Arts Residency
- Aug 2021: Skills: professional development for artists
- Sept 2021: 1 Talks public lecture at Little Haiti Cultural Center
- Sept 2021-March 2021: Exhibition at Mt. Sinai Medical Center
- Sept-Dec 2021: Oolite fall group exhibition opens + open studios

2nd Quarter: Oct - Dec 2021

- Oct 2021: Video Art Club (through May 2022)
- Oct 2021: The Ellies Awards
- Oct-Nov 2021: 2 Talks public lectures
- Oct 2021 - Feb. 2022: Windows @ Walgreens exhibitions open
- Nov 2021: Art Films
- Nov 2021: 1 alum selected for Home + Away Residency at Rauschenberg Foundation in Captiva, FL
- Dec 2021: Art Basel Open Studios Brunch & Tour
- Dec 2021: Art Sounds

3rd Quarter: Jan - March 2022

- Jan 2022: illuminArts concert
- Jan 2022: Group of Miami artists selected for Home + Away residency at Anderson Ranch, Colorado
- Jan-March 2022: Winter solo exhibition opens + open studios
- Feb-March: 2 Talks public lectures
- March 2022: Ellies Connect lectures
- March 2022: The Block Short Documentary Film Festival (through May 2022)
- March 2022: Skills: professional development
- March 2022: Art Sounds
- March - July 2022: Windows @ Walgreens exhibitions

4th Quarter: April - June 2022

- April 2022: Ellies Award open call entries
- April 2022: 1 Talks lecture
- April – June 2022: Oolite's resident artist exhibition + open studios
- May-Aug 2022: Exhibition at Mt. Sinai Medical Center
- May 2022: Art Sounds
- May 2022: Video Art Club public screening
- May 2022: Art Films
- June 2022: Skills

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? *

250

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

350

3. How many Adults will be engaged? *

55,000

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

600

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

1,000

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?

56690

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

☒ 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

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

Oolite Arts is located in Miami Beach, which has 91,826 residents (56% Hispanic / Latino, 38% White, 3% Black). 54% of Miami Beach residents speak Spanish and 30% speak English.

Oolite Arts serves greater Miami-Dade County, which has a population of 2.76 million. The county's population is 69.1% Hispanic / Latino, 15.5% Black or African American Alone, and 12.9% White Alone. 74.3% of the people in Miami-Dade County, FL speak a non-English language, and 77.5% are U.S. citizens. Most of Oolite's audience falls between 30-50 years old, with art classes having a predominantly older crowd: 50% of art class attendees are 65+ (60% is female and 40% male); 47% of art class attendees are White, 38% Hispanic, 5% Black, 5% Asian and 5% other/multiracial. Since Oolite began offering online art classes in April of 2020 due to COVID-19, 50% are returning students, 30% are new local students, and 20% are from different parts of the U.S., including Chicago, New York City, and Washington, D.C.

The after-school program at St. Mary's Cathedral School serves 20 students between the ages of 10-13 (50% male and 50% female, 82% Haitian and 18% Hispanic). Since COVID-19, Oolite has presented more online programs. A recent Facebook Live event, Skills: How to Price Your Work, reached 2.8k people and received 455 post engagement (likes, comments, shares). The majority were from Florida (78.2%), followed by NY (6.29%), California (2.82%), England (1.26%).

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.

In 2023 Oolite will unveil a new facility in the City of Miami's Little Haiti neighborhood, which is 74.5% African American and 20% Hispanic with 64% of children under 18 living below the poverty line. Little Haiti is historically underserved by art organizations, but is home to the largest concentration of artists' studios in the city. Oolite presents programs at Little Haiti Cultural Center and St. Mary's Cathedral School, building partnerships for community service in advance of its move.

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.

☒ Miami-Dade

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 Americans for the Arts Economic Indicator Calculator forecasts that Oolite's economic impact in Miami Dade County accounts for \$9,306,137 in expenditures from both our organization and our audience, resulting in \$516,782 of revenue for the state government.

Oolite employs 14.5 administrative staff and 10 instructors to lead community art classes and outreach programs. In addition, Oolite hires local artists for special projects in photography, web development, and video production. The organization's education and outreach programs serve over 4,000 residents and tourists per year throughout the community with free and tuition-based programs in English and Spanish.

Each year Oolite Arts' public programs, exhibitions and residencies reach approximately 10,000 locals from the greater Miami-Dade region. An additional 140,000 Miami Beach visitors and residents view nine publicly accessible installations per year at two Windows@Walgreens locations and Mt. Sinai Hospital. Artists earn income for these commissions. Oolite's visitors, artists, and students frequent Lincoln Road's restaurants and shops, thus contributing to the neighborhood's economic growth and cultural vibrancy.

On March 13, 2019, Oolite closed to the public due to the COVID-19 outbreak and shifted its programs online to include lectures, interactive workshops and conversations with artists; and virtual art classes in painting, drawing and printmaking which have served an audience of 1250 to date. The art classes which were tuition-based are now being offered free of charge to help the community through the pandemic, and to keep instructors employed.

Oolite Arts has hosted over 1,000 artists in residence since 1984. These residencies help artists launch professional careers. Alumni have gone on to exhibit in major museums (William Cordova, Edouard Duval-Carrie, Teresita Fernandez) and film festivals (Jillian Mayer, Julie Kahn); start creative businesses (Jen Stark, Terry Romkey) and nonprofits (Charo Oquet, Allette Simons-Jimenez); become professors (Harumi

Abe, Wendy Wischer, Magnus Sigurdarson) and receive public commissions (Carlos Betancourt, Agustina Woodgate). Oolite arranges studio visits between resident artists and visiting curators through the Talks program, resulting in career opportunities for the artists outside of Miami.

The Ellies Awards, launched in 2018, offer up to \$500,000 in direct support to Miami artists. This grant program funds artists' projects with grants of between \$2,500 and \$25,000 for new work; a \$75,000 cash award and museum commission for one artist; and \$5,000 travel grants for art teachers.

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.

Oolite reaches target audiences through partnerships, community events, marketing, press, and earned media coverage. Oolite's communications and marketing team meets weekly to plan social media, advertisements, e-blasts, press releases, and direct mail campaigns. Weekly e-blasts and monthly newsletters are sent to a contact list of 12,000 with an open rate of 20% (higher than the national average). The mailing list is segmented by email preferences, ensuring that communications are targeted and reach the right audience. Daily social media posts reach 17,000 followers on Facebook, Instagram, and Twitter (up from 14,500 last year). Facebook ads reach an even broader audience. Average monthly post impressions include Instagram 42.5k, Twitter 6.2k, Facebook 26.3k.

Marika Lynch Communications, a company with over 20 years of experience helping nonprofits and foundations achieve their goals, handles press releases and press communications, and presents quarterly reports to the organization. Oolite Arts appeared in 126 articles in 2019, 25% of which represented national media coverage. In 2019, Oolite added a content producer and coordinator to the communications department. This staff member produces video content including highlights and soundbites from events, profiles of resident artists, and curator and artist interviews. In 2020, a part-time position (20 hours/week) was added to support the communications team with web updates, social media content, and graphic design.

Outreach efforts have resulted in an increase in applicants to open calls. Last year 500 artists applied for the Ellies Awards, 129 for The Block short film festival, 224 for the studio residency, 142 for the Cinematic Arts residency, and 111 for Home + Away at Anderson Ranch.

Partnerships with organizations including Locust Projects, O Cinema, illuminArts, and South Florida PBS are co-beneficial, allowing both organizations to share audiences. Examples of co-branded events and programs include IlluminArts at Faena; Art Films with O Cinema; Talks Miami with Locust Projects; exhibitions at Mt. Sinai and Walgreens; and the Ellies Award Ceremony at the Bass Museum. These partnerships allow Oolite to reach audiences with a demonstrated cultural interest through cross-promotion.

Oolite produces Studio Shorts video profiles of resident artists at work, which air on South Florida PBS (2.5 million viewers within its broadcast range). *Imagined Landscapes*, a short documentary about Anastasia Samoylova's practice, created by Oolite in partnership with the University of Miami's film program, received a Suncoast Regional Emmy Award in 2018 and two Studio Shorts garnered nominations in 2019 resulting in earned media coverage.

The Education Program markets courses to the community via printed brochures and flyers, which are distributed to art stores, arts and culture organizations, public libraries, and via post to the education program's mailing list. In addition, Oolite places targeted Facebook and Instagram ads and sends monthly e-blasts to the Art Classes contact list. Oolite publishes events and exhibition information in a series of online public calendars, including WLRN, the *Miami Herald*, and *Artforum*. The Cultural Crusaders platform occasionally shares Art Classes workshops with resident artists, resulting in a marked increase in attendance. Oolite distributes flyers at the Art Deco Welcome Center, Miami Beach Welcome Center, and local hotels to reach tourists.

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.

Oolite's fiscal condition is stable, with diverse income and oversight by the Board Finance Committee (Board Chair, Vice Chair, President & CEO, and Chief Financial Officer), who meet every other month. The Chief Financial Officer and President & CEO are in communication with the Vice President of Programming about programmatic expenses on a daily basis. The President & CEO and Department Heads must review all expenses before issuing payments. Check requests must be used for all expenditures, two signatures are required for all outgoing checks, and financial duties are segregated. Staying on budget is a main priority and is tracked with monthly reports of actuals against budget. An external agency conducts annual audits, which are presented to the Board for approval.

The endowment was built with the sale of one of Oolite's Lincoln Road holdings, and has allowed the organization to increase programmatic funding, offer artists production assistance, introduce a new project grant for local artists (The Ellies, inaugurated in 2018), reduce class fees, and provide free educational programming for artists and the community. The Investment Committee, led by board Chair Kim Kovel and three volunteer advisors, manages Oolite's endowment fund.

New funding opportunities are directed at adding increasing programs that benefit local artists. A \$50,000 grant from The Pérez Family Foundation was directed towards a Master Artist in Residence program bringing esteemed artists Mel Chin to Miami to mentor local artists. A \$50,000 grant from the Al & Jane Nahmed Family Foundation funded the development of a new media art program for teens, Video Art Club at St. Mary's Cathedral School in Little Haiti.

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.

Data collection: Program staff distribute anonymous exit surveys to resident artists and post-course education program attendees. Results are reviewed by the VP of Programs and President and CEO. Staff communicate with local artists about the impact Talks studio visits have on their careers. The gallery assistant collects messages from visitors and shares them with artists and staff. Feedback is collected through direct messages on social media, and via marketing campaigns.

Demographics: 72% of 2020 Studio and Cinematic Artists in Residence are African American, Latinx, or have roots in the Caribbean, and there is gender parity. 90% of recent exhibitions featured work by artists of color and/or LGBTQ+ artists. After-school program serves St. Mary's Cathedral School in Little Haiti (students 82% Black and 18% Hispanic). Surveys reflect Art Classes student base mostly white and

Hispanic, reflecting ethnic breakdown of Miami Beach (52% Hispanic, 39% Caucasian, 4% Black). 70% of students are 45+ years old. Loyal “snowbird” customers return yearly for classes; Oolite distributes flyers at Art Deco Welcome Center, Miami Beach Welcome Center, and hotels to reach that clientele.

Press: The Communications Department monitors third-party evaluation via earned media (feature stories, exhibition reviews) and event attendance. Evaluations are reported to the CEO every two months. The partnership with SF PBS reached 2.4 million viewers.

Audience Engagement: Talks, a lecture series featuring top contemporary art curators, has a steady attendance of approximately 150 people per lecture. Anonymous surveys reveal a young crowd: 35% are between 21-35 years old, 25% are between 36-45 years old and 25% are between 45-66.

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

9/30/2019

4. Operating Budget Summary

Expenses		Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	\$651,412	\$726,600	\$740,000
2.	Personnel: Programmatic	\$602,712	\$750,000	\$775,000
3.	Personnel: Technical/Production	\$115,676	\$125,000	\$76,400
4.	Outside Fees and Services: Programmatic	\$1,099,282	\$1,400,000	\$1,373,000
5.	Outside Fees and Services: Other	\$326,648	\$375,000	\$327,000
6.	Space Rental, Rent or Mortgage	\$22,667	\$75,000	\$90,000
7.	Travel	\$29,855	\$50,000	\$50,000
8.	Marketing	\$132,988	\$175,000	\$175,000
9.	Remaining Operating Expenses	\$830,719	\$789,950	\$621,200
A.	Total Cash Expenses	\$3,811,959	\$4,466,550	\$4,227,600
B.	In-kind Contributions			

C.	Total Operating Expenses	\$3,811,959	\$4,466,550	\$4,227,600
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions			
11.	Revenue: Contracted Services	\$70,167	\$69,917	\$69,917
12.	Revenue: Other	\$3,152,682	\$3,771,232	\$3,618,314
13.	Private Support: Corporate	\$31,221	\$31,250	\$31,250
14.	Private Support: Foundation	\$435,000	\$300,000	\$35,000
15.	Private Support: Other	\$40,743	\$42,000	\$43,000
16.	Government Support: Federal			\$25,000
17.	Government Support: State/Regional	\$8,141	\$44,651	\$150,000
18.	Government Support: Local/County	\$207,500	\$207,500	\$255,119
19.	Applicant Cash			
D.	Total Cash Income	\$3,945,454	\$4,466,550	\$4,227,600
B.	In-kind Contributions			
E.	Total Operating Income	\$3,945,454	\$4,466,550	\$4,227,600

5. Additional Operating Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

The 17% increase in budget from Oolite's previous fiscal year to the current was largely due to new programming including the Home and Away program at Anderson Ranch. The other large increase was to Oolite's growing education and outreach program in the under-served neighborhood of Little Haiti.

Oolite estimates a 5% decrease in budget from the current fiscal year to the next. This will come from the winding down of multiple programs such as archiving and trademarks along with property tax exemptions and the stabilization of programming as Oolite is unlikely to expand its programming in the next year.

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 Personnel	\$10,000	\$730,000	\$0	\$740,000
Totals:		\$10,000	\$730,000	\$0	\$740,000

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artistic Personnel	\$35,000	\$740,000	\$0	\$775,000
Totals:		\$35,000	\$740,000	\$0	\$775,000

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Facilities Personnel	\$0	\$76,400	\$0	\$76,400
Totals:		\$0	\$76,400	\$0	\$76,400

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
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#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Visiting Artists and Curators	\$20,000	\$40,000	\$0	\$60,000
2	Contracted Maintenance Labor	\$0	\$35,000	\$0	\$35,000
3	Shares Artistic Fees	\$5,000	\$14,800	\$0	\$19,800
4	Exhibition Artistic Fees	\$5,000	\$25,000	\$0	\$30,000
5	Home & Away	\$10,000	\$138,000	\$0	\$148,000
6	Direct Resident Support	\$0	\$50,000	\$0	\$50,000
7	Direct Community and Alumni Support	\$0	\$100,000	\$0	\$100,000
8	Ellies	\$24,000	\$476,000	\$0	\$500,000
9	Artist Support for Micro-Budget Films	\$20,000	\$151,300	\$0	\$171,300
10	The Block	\$0	\$37,000	\$0	\$37,000
11	Class Instructors and Materials	\$0	\$40,000	\$0	\$40,000
12	Education and Outreach	\$10,000	\$107,900	\$0	\$117,900
13	Anciliary Exhibition Expenses	\$0	\$64,000	\$0	\$64,000
Totals:		\$94,000	\$1,279,000	\$0	\$1,373,000

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Documentation	\$0	\$54,000	\$0	\$54,000
2	Public Relations	\$11,000	\$49,000	\$0	\$60,000
3	Graphic Design	\$0	\$66,000	\$0	\$66,000
Totals:		\$11,000	\$316,000	\$0	\$327,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
4	Audit	\$0	\$30,000	\$0	\$30,000
5	Legal Services	\$0	\$25,000	\$0	\$25,000
6	Grant Writing	\$0	\$10,000	\$0	\$10,000
7	IT Support	\$0	\$47,000	\$0	\$47,000
8	Miami Foundation	\$0	\$35,000	\$0	\$35,000
Totals:		\$11,000	\$316,000	\$0	\$327,000

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Talks Lectures Theater and Service	\$16,500	\$0	\$16,500
2	ArtFilms Theater	\$10,000	\$0	\$10,000
3	Exhibition Space	\$63,500	\$0	\$63,500
Totals:		\$90,000	\$0	\$90,000

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Artistic	\$30,000	\$0	\$30,000
2	Administrative	\$20,000	\$0	\$20,000
Totals:		\$50,000	\$0	\$50,000

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Advertising	\$0	\$125,000	\$0	\$125,000
Totals:		\$0	\$175,000	\$0	\$175,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Printing	\$0	\$50,000	\$0	\$50,000
Totals:		\$0	\$175,000	\$0	\$175,000

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Building Maintenance	\$0	\$78,000	\$0	\$78,000
2	Insurance	\$0	\$66,200	\$0	\$66,200
3	Fundraising	\$0	\$10,000	\$0	\$10,000
4	Condominium Fees	\$0	\$72,000	\$0	\$72,000
5	Personnel Training	\$0	\$20,000	\$0	\$20,000
6	General Office	\$0	\$74,000	\$0	\$74,000
7	Oolite Collection	\$0	\$30,000	\$0	\$30,000
8	Other Operating Expenses	\$0	\$141,000	\$0	\$141,000
Totals:		\$0	\$491,200	\$0	\$491,200

Amount of Grant Funding Requested:

\$150,000

Cash Match:

\$3,947,600

In-Kind Match:

Match Amount:

\$3,947,600

Total Project Cost:

\$4,097,600

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.

3.2. Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Lauren Condominium Administration	\$39,917	\$39,917
2	Mount Sinai	\$30,000	\$30,000
Totals:		\$0	\$69,917

3.3. Revenue: Other *

#	Description	Cash Match	Total
1	Rentals	\$22,430	\$22,430
2	Classes	\$60,300	\$60,300
3	Events	\$9,000	\$9,000
4	Endowment Income	\$3,396,584	\$3,396,584
Totals:		\$0	\$3,488,314

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Walgreens	\$30,000	\$30,000
2	Other	\$1,250	\$1,250
Totals:		\$0	\$31,250

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
Totals:		\$0	\$35,000

#	Description	Cash Match	Total
1	Wolfson Foundation	\$35,000	\$35,000
Totals:		\$0	\$35,000

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Board	\$12,000	\$12,000
2	Memberships	\$29,000	\$29,000
3	Individual	\$2,000	\$2,000
Totals:		\$0	\$43,000

3.7. Government Support: Federal *

#	Description	Cash Match	Total
1	National Endowment for the Arts	\$25,000	\$25,000
Totals:		\$0	\$25,000

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	Miami-Dade County	\$228,015	\$228,015
2	City of Miami Beach	\$27,104	\$27,104
Totals:		\$0	\$255,119

Total Project Income:

\$4,097,600

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	4%

Line	Item	Expenses	Income	%
B.	Cash Match	\$3,947,600	\$3,947,600	96%
	Total Cash	\$4,097,600	\$4,097,600	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$4,097,600	\$4,097,600	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.

Oolite has an endowment sourced by a sale of property in 2014. The endowment income listed in the budget is the Board approved amount of money that the organization can withdraw quarterly from the endowment for operating expenses.

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.

Daniel Weitendorf (Facilities Manager) oversees Oolite's ADA 504 compliance and responds to complaints with guidance from the President and CEO. Accommodations can be requested through the website <https://oolitearts.org/accessibility/> or gallery. The ADA-compliant website employs best practices as advised by Miami Lighthouse for the Blind. The facility uses international symbol signage in sans serif font and Braille; gender-neutral wheelchair-accessible restrooms are available.

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?

Daniel Weitendorf

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

☒ Yes

☐ No

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

Board-approved statement from employee handbook: It is the policy of Oolite Arts to promote and assure equal employment opportunity for all current and prospective employees without regard to race, color, religion, sex, age, disability, marital status, sexual orientation, pregnancy, genetic information, gender identity, gender expression, national origin, citizenship status, veteran status, actual or perceived status as a victim of domestic violence, dating violence, or stalking, and any other legally protected status entitled to protection under federal, state, or local anti-discrimination laws. This policy governs all matters related to recruitment, advertising, and initial selection of employment. It shall also apply to all other aspects of employment, including, but not limited to, compensation, promotion, demotion, transfer, lay-offs, terminations, leave of absence, and training opportunities.

Employees who have questions concerning this policy or feel that they have not been treated in accordance with this policy should contact the CFO. Oolite Arts prohibits retaliation against any employee who makes a complaint under this policy. Violations of this policy will result in appropriate disciplinary action up to and including termination of employment.

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)
W9substitute 2018.pdf	33 [KB]	5/29/2020 6:19:41 PM	View file

2. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
2021 OA Artists 3 Videos.pdf	Studio Shorts - Resident artists		1001 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
2021 OA Residency and Exhibitions 20 Images.pdf	Oolite Arts Residency and exhibition	Photos documenting our exhibition and programming	4761 [KB]		View file
Oolite Arts_brochures and flyers-compressed.pdf	Oolite Arts Brochures	This upload includes an institutional brochure, art classes brochure, bilingual exhibition brochure and a flyer with the Talks season.	4082 [KB]		View file
Organizational Chart March 2020.pdf	Oolite Arts Organizational Chart		639 [KB]		View file
Board_List_on_letterhead_FY19-20.pdf	Oolite Arts - Board of Directors List		186 [KB]		View file
oolds-2-2.pdf	Letter from Dennis Scholl, President and CEO		173 [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 South Florida Art Center, 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)

Dennis Scholl