

# Living Arts Trust, Inc.

**Project Title:** O Cinema General Program Support 2022

**Grant Number:** 22.c.ps.109.427

**Date Submitted:** Monday, June 1, 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:** Media Arts

**Proposal Title:** O Cinema General Program Support 2022

## B. Contacts (Applicant Information) Page 2 of 12

### Applicant Information

- a. **Organization Name:** Living Arts Trust, Inc. 
- b. **FEID:** 44-2277899
- c. **Phone number:** 305.807.7304
- d. **Principal Address:** 6815 Biscayne Blvd, #103-461 Miami, 33138
- e. **Mailing Address:** 6815 Biscayne Blvd. #103-461 Miami, 33138
- f. **Website:** [www.o-cinema.org](http://www.o-cinema.org)
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Miami-Dade
- j. **DUNS number:** 832943125
- k. **Fiscal Year End Date:** 12/31

### 1. Grant Contact \*

**First Name**

vivian

**Last Name**

marthell

**Phone**

305.807.7304

**Email**

[vivian@o-cinema.org](mailto:vivian@o-cinema.org)

### 2. Additional Contact \*

**First Name**

Christy

**Last Name**

Gast

**Phone**

**Email**

christygast@gmail.com

**3. Authorized Official \***

**First Name**

vivian

**Last Name**

marthell

**Phone**

305.807.7304

**Email**

vivian@o-cinema.org

**4. National Endowment for the Arts Descriptors**

**4.1. Applicant Status**

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Organization - Nonprofit

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**4.2. Institution Type**

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Cinema

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**4.3. Applicant Discipline**

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Media Arts

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**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.) \*

LIVING ARTS TRUST, INC. (dba O Cinema) shall empower, nurture and support the development of new arts and cultural work and present those works to the public with an emphasis on film. O Cinema is committed to partnering with area arts organizations and non-traditional partners to improve the arts and cultural life of South Florida residents. O Cinema strives to provide access to superior quality films of interest to all demographics in South Florida at affordable prices.

## 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.

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Funds will support year-round film screenings and public events provided by O Cinema including Lift Every Voice, celebrating South Florida's cultural diversity through film; the topical series, Awake & Aware; Third Horizon Film Festival; BIZZRO late-night films; Climate Change Cinema; Art & Film, in partnership with Oolite Arts; and Wynwood rOving film series.

In 2021-2022, O Cinema will host 50 screenings per month of award-winning arthouse and international films at O Cinema South Beach, a historic 75-seat theater located in the old Miami Beach City Hall building at 1130 Washington Avenue and throughout popular neighborhood venues in the Greater Miami area.

Shared with Miami Beach Film Society, O Cinema South Beach is open 7 days a week, offering films that cannot be seen at Regal Cinemas nearby. Ticket prices will remain low, with discounts for seniors and students. Occasional free screenings will ensure O Cinema programs remain accessible to the broadest possible audience.

O Cinema's theater is currently closed due to the COVID-19 pandemic and thanks to strong distribution partnerships, films are now offered online via Kino Marquee, a new initiative that creates "virtual cinemas" for temporarily closed independent theaters allowing audiences to see new releases at home that are not yet available on other digital platforms. Mission-driven programs are also available via social media including Small Screen Picks and Quarantined Filmmakers Roundups on zoom live to help sustain arts and cultural life during these uncertain times.

## GOALS

- To bring the best movies from around the globe to diverse neighborhoods across Miami Dade County
- To create inclusive programming that appeals to each location's neighborhood demographics while placing emphasis on fostering meaningful relationships amongst underrepresented communities
- To unite and prepare staff and board to administer O Cinema's programs.

## OBJECTIVES

- To host over 50 screenings a month of award-winning art-house and international cinema seven days a week in South Florida.
- To program first run, independent, foreign, family and art films; host special screenings of classic works, cult films, and selections specific to each location's neighborhood (Hispanic, Caribbean, Jewish, LGBTQ, local indies, family-friendly, free screenings, artist-organized series).
- To continue to develop partnerships with like-minded organizations such as Oolite Arts, Ayiti Images, Third Horizon, Maven Leadership, and Reading Queer.

## PROGRAMS

Lift Every Voice celebrates South Florida's cultural diversity through films, discussions, and events that highlight the experience of People of Color, the LGBTQ community, and the Caribbean diaspora. Often presented in collaboration with key partners, Lift Every Voice is supported by the National Endowment for the Arts.

Awake & Aware presents opportunities to see and understand the relations between things, people, and processes. Film topics will range from spirituality, health, creativity, environmental sustainability, philosophy, and the sciences. These events include the ability to engage in discourse on the topic at hand, meet the filmmakers, subjects or practitioners and engage in interactive experiences as they relate to the film.

BIZZRO Cinema showcases an eclectic mix of the most unusual films from all over the world. These are the avant-garde films that will shock and entice viewers, little-known classics that are rarely afforded the chance to be screened in a movie theater. BIZZRO films are all first-rate genre films that push the boundaries of what's considered "normal".

Climate Change Cinema pairs current, classic, and cult films with lively introductions and conversations with notable figures from the world of science and technology around the topics of climate change and sea-level rise. This series illuminates and explores scientific issues related to the environment that have a tangible impact on South Florida.

Each year, O Cinema hosts the Third Horizon Film Festival (THFF). Recently named one of the "25 Coolest Film Festivals in the World" by MovieMaker Magazine, THFF presents a line-up of urgent new cinema from the Caribbean, its diaspora, and beyond.

Art Films presents the best of films by and about artists paired with food & mimosas, followed by a post-film discussion with the filmmakers. This program is co-presented by O Cinema and Oolite Arts.

Wynwood rOving film series will rotate year-round to popular neighborhood venues including The Gibson Theater, Wynwood Arcade, Soho Studios, Miami Light Project, The Rubell Collection, and Mana Studios.

Additional O Cinema activities include the grand opening of a brand new film center with support from a \$1.5M matching grant from the Knight Foundation. This expansion ensures O Cinema's long-term stability and anchors it permanently to the South Florida region. Expansion of programming will include a platform for the theatrical release of locally produced 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.

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O Cinema develops partnerships with like-minded organizations doing impactful work in South Florida. For example, Maven Leadership Collective provides content relevant to LGBTQ people of color and has been a strategic partner in outreach efforts, organizing panel discussions with the Community Justice Project and ACLU Florida.

Third Horizon Caribbean Film Festival and Ayiti Images co-host annual events and connect the organization to films and filmmakers from Caribbean and Haitian diaspora communities. Ayiti Images works with O Cinema to program and present Haitian films at O Cinema venues. Ayiti Images also assists with Creole language outreach. Both organizations co-curate films; coordinate special guests; host panel discussions and art exhibits at O Cinema.

Reading Queer preserves & promotes queer literary culture in South Florida. Reading Queer develops accessory programming to accompany specific films including poetry reading, literary workshops, and panel discussions. The screening of *Fantastic Woman* was complemented by an on-screen photographic exhibition documenting the San Francisco Pride celebration.

In 2019, The Miami Beach Film Society and O Cinema, two of Florida's leading art film institutions, began operating in one location. As a result of the partnership, the hours of operation at O Cinema South Beach expanded from 4 to 7 days per week offering more access to great films, more often in the South Beach neighborhood.

O Cinema Film Center will provide educational space that is shared with established partners such as Third Horizon who will teach practical courses in filmmaking. The goal of creating such an institution is to help lead in the advancement of the genre by exploring new technologies and expanding educational outreach, nationally and internationally.

## **2.3. Timeline - (Maximum characters 2000.)**

List timeline of activities during the grant period.

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Film selections are made 6-8 weeks in advance, often originating from leading festivals including Sundance, South by Southwest (SXSW), Toronto, Cannes, Tribeca & Berlin. O Cinema co-hosts the Miami International Film Festival, Miami Gay & Lesbian Film Festival, Miami Jewish Film Festival, FilmGate Interactive Film Festival, and more.

During FY2021-2022, films will be shown in monthly, quarterly, and seasonal rotations along with their coordinating events as follows:

Lift Every Voice (Monthly) includes:

“Contemporary African American Cinema” - Contemporary films paired with classics.

“Ibero-American Films” - The best in Spanish language and Ibero-American filmmaking.

“Queer Screen ” - Best of LGBTQ cinema, partnered with poetry readings, performances and panel discussions.

“Ayiti Image” - Representing Haitian diasporic culture through curated film, discussion, performances, and gatherings.

“Third Horizon Caribbean Film Festival” - A four-day film festival paired with an art exhibit, musical performances, and filmmakers’ Q&A's.

BIZZRO Cinema! (Last Friday of every month)

Miami Beach Residents Day (First Monday of every month)

Art Film in collaboration with Oolite Arts (season)

AWAKE & AWARE (quarterly)

Contemporary African American Cinema (quarterly)

Dinner and a Movie Summer Series (seasonal)

Family Film Program (quarterly)

Queer Screen (quarterly)

Reading Queer (quarterly)

Senior Film Program (quarterly)

Climate Change Cinema (quarterly)



# 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? \*

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420

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

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2,236

### 3. How many Adults will be engaged? \*

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19,500

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

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19,500

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

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5,000

### 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? \*

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6

**6.2. Number of Florida artists directly involved?**

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6

**Total number of individuals who will be engaged?**

44006

**7. How many individuals will benefit through media? \***

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0

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

- Young Adults (19-24 years)
- Adults (25- 64 years)
- Older Adults (65+ years)

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

- Black/African American
- Hispanic/Latino
- White

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

O Cinema serves in Miami-Dade County, which has a majority-minority population. Nearly half of the county's population consists of naturalized foreign-born citizens. 67% of the population are Hispanic, 17% are African/Caribbean, 14% European, 2% of Asian descent. Over 60% of the population speaks Spanish as their mother tongue, and nearly 5% speak Haitian Creole. In honor of the diversity of its regional audience, O Cinema consistently screens films by and about people of color.

**11. 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.

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The ability to provide virtual streaming of movies directly into people's homes has broadened O Cinema's reach nationally.

## 12. 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

## 13. 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.

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O Cinema operates across Miami-Dade County (population 2.7 million according to the US Census Bureau) and in FY 2019 had an annual operating budget of \$1,469,543 and a yearly audience of approximately 50,000. According to the Americans for the Arts Economic Prosperity Calculator, O Cinema's yearly expenditures contribute to 48 FTE jobs with a total household income of over \$1,230,404. O Cinema audiences generate another 44 FTE jobs, totaling \$2.18 million in aggregate household income and over \$325,857 in state and local tax revenue with a total impact of over \$3.2 million. The figures are generated using the Americans for the Arts Impact Calculator.

### Education and Outreach

Community-based programs are the cornerstone upon which O Cinema is founded. Lift Every Voice, for example, is a socially engaged series presented with local partners who make space for critical engagement with stories that speak to the experiences of Caribbean and LGBTQ audiences. The act of gathering individuals with similar biographies and backgrounds to see stories that reflect common values and struggles brings self-knowledge, care and awareness center stage.

O Cinema's audiences benefit from direct contact with minority leaders from both O Cinema and its partnering institutions. O Cinema public events are not only multicultural, they are cross-disciplinary, with invited guests ranging from directors and actors to scientists and social service providers. The themes explored during screenings and conversations help spark the flame of creativity, connectivity and civic engagement, leading to a broader knowledge base and increased local involvement in both social issues and the cinematic arts beyond the viewing experience.

Ongoing public outreach programs include:

-Free film screenings during Miami Beach Culture Crawl -Miami Beach Resident Day offering a 20% discount for all residents of Miami Beach.

-Movies Are Magic with Miami Beach schools to bring high-quality, age-appropriate independent films to every Miami Beach public school paired with a special guest lecturer. -Senior Matinees with the City of Miami Beach to host free quarterly matinee field trips for older residents to include complimentary film, refreshment, popcorn, and a post-film discussion.

-“Celebrate Miami Beach,” an annual free event highlighting Miami Beach's culture and history.

-Free and discounted tickets through the Miami-Dade Department of Cultural Affairs Culture Shock and Golden Ticket programs.

#### **14. 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.

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O Cinema has gained momentum through high quality, consistent, culturally relevant programming. O Cinema has become branded and established as a cornerstone alternative cultural venue in Miami-Dade County. Non-mainstream audiences are reached by offering LGBTQ, Jewish, and Spanish/Caribbean Language films, as well as many films that represent the experiences of people of color.

O Cinema cross promotes with community partners including the OutShine (formerly, Miami Gay & Lesbian Film Festival), Miami Jewish Film Festival, Ayiti Images Film series, and Third Horizon Film Festival. Cross-promotion efforts made by partnering institutions include e-blasts, representation on social media, and flyer distribution. Programs are reviewed by WLRN, El Nuevo Herald, Miami Herald, New Times, Biscayne Times, Huffington Post, Beached Miami, Cultist, IndieEthos, the Jewish Journal, The Wire, South Florida Blade, and Le Floridien.

Showtimes are listed on IMDB.com, Fandango, and Movietickets.com. Additionally, partner organizations lean heavily into their own supporter bases to disseminate information, helping to ensure that announcements about films and events are reaching a wide net. Due to the changing landscape of traditional media, O Cinema has segued its marketing efforts heavily into social media outreach. A social media coordinator works to ensure messaging is on-brand, consistent and reaching out to a wide array of the community. O Cinema's social media outlets include Facebook (40,435 followers), email list (30,600 subscribers, Instagram (11,900 followers), and Twitter (8,274 followers). Since relocating to South Beach, O Cinema has benefitted from additional earned and unpaid advertising through the City of Miami Beach's new public initiative, Miami Beach Culture Crawl. Every third Thursday of the month, from 6 p.m. to 9 p.m., Miami Beach is enlivened with culture as various institutions and buildings open their doors to give audiences a taste of what they have to offer. Miami Beach reports a total of 309,621 media impressions and featured advertisements in Miami New Times, iHeart Radio, Miami on the Cheap, WIOD Radio amongst others in 2019.

# 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.

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O Cinema was founded in 2011, backed by a \$400,000 grant from the John S. and James L. Knight Foundation. In 2012, the first theater was opened in a converted warehouse in the Wynwood Art District. O Cinema's annual operating budget has more than doubled, and over 80% of our income now comes from ticket sales, concessions, facility rentals and onscreen ads.

Support from governmental and community organizations has been invaluable to this development. O Cinema receives funding from sources including the John F. and James L. Knight Foundation, Miami-Dade Department of Cultural Affairs, Miami Beach Division of Cultural Affairs and The Miami Foundation, ArtPlace America, Education Foundation of America, and the Coolidge Corner Theater Foundation in addition to the Florida Division of Cultural Affairs. Additional income is earned through venue rentals, subleasing of space, special events, on-screen advertising, ticket sales, and concessions.

## 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.

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Formative evaluations are conducted by incorporating feedback from the prior year's programming gathered through Rentrack, the industry standard for box office reporting. Attendance trends and feedback from community partners contribute to film selection and the development of auxiliary programming. O Cinema has seen an increase in email subscriptions, a consistent increase of followers on Facebook, and memberships. POS ticketing software customer data shows that 70% of customers who buy tickets online are new to O Cinema.

Social media is continuously monitored for reviews. The number of mentions on blogs, forums, Twitter, etc. are collected periodically. Mentions are tracked on a weekly basis using Google Alerts, creating a regular digest of the individual instances that the project is mentioned in blogs, mainstream news media sites, and on large public social networks like Twitter. Yelp members rate the cinema and write an ongoing critique of not only the films but of the entire establishment.

In January of 2020, O Cinema received 690 individual responses to its first audience survey since closing the historic Byron Carlisle Theater location in the North Beach neighborhood and beginning to operate at the new South Beach location. The 7-question survey focused on respondents' moviegoing preferences, including where they live, how they decide which movie to see, and how often they go to the movies. One of the most common written responses reflected the desire for more locations, either in neighborhoods where O Cinema previously operated (Wynwood and Miami Shores, but excluding North Miami which was counted separately) or in locations further afield such as Homestead, Kendall or Broward County.

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

12/31/2019

### 4. Operating Budget Summary

<b>Expenses</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
1. Personnel: Administrative	\$67,452	\$57,500	\$57,500
2. Personnel: Programmatic	\$67,452	\$57,500	\$57,500
3. Personnel: Technical/Production	\$107,827	\$82,000	\$82,000
4. Outside Fees and Services: Programmatic	\$13,350	\$5,000	\$20,000
5. Outside Fees and Services: Other	\$25,665	\$25,000	\$15,000
6. Space Rental, Rent or Mortgage	\$29,000	\$36,000	\$24,000
7. Travel	\$30,318	\$14,000	\$32,000
8. Marketing	\$13,654	\$10,500	\$17,500
9. Remaining Operating Expenses	\$214,825	\$193,400	\$227,250
<b>A. Total Cash Expenses</b>	<b>\$569,543</b>	<b>\$480,900</b>	<b>\$532,750</b>
<b>B. In-kind Contributions</b>			
<b>C. Total Operating Expenses</b>	<b>\$569,543</b>	<b>\$480,900</b>	<b>\$532,750</b>
<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
10. Revenue: Admissions	\$216,197	\$100,000	\$200,000
11. Revenue: Contracted Services			

12. Revenue: Other	\$251,437	\$120,900	\$160,000
13. Private Support: Corporate	\$4,308		
14. Private Support: Foundation	\$800,000	\$550,000	\$250,000
15. Private Support: Other			
16. Government Support: Federal	\$15,000	\$50,000	\$500,000
17. Government Support: State/Regional	\$12,625	\$15,000	\$27,750
18. Government Support: Local/County	\$169,976	\$145,000	\$145,000
19. Applicant Cash		\$900,000	\$1,400,000
<b>D. Total Cash Income</b>	<b>\$1,469,543</b>	<b>\$1,880,900</b>	<b>\$2,682,750</b>
<b>B. In-kind Contributions</b>			
<b>E. Total Operating Income</b>	<b>\$1,469,543</b>	<b>\$1,880,900</b>	<b>\$2,682,750</b>

## 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.

We received \$1.5M from Knight foundation over 3 years, \$500,000 from the NEH, and \$100,000 from the CreARTE These funds are committed to property acquisition and renovation of the O Cinema Film Center.

This is how it shows up in the budget over the next three years until we purchase/renovate.

In the previous fiscal year, we have \$900,000 cash on hand committed to property acquisition and renovation. In the current year, we will have \$1,400,000 cash on hand committed to property acquisition and renovation. and in the projected year, we will have 2,150,000 cash on hand committed to property acquisition and renovation.

## 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	Co-Director Admin	\$25,000	\$32,500	\$0	\$57,500
<b>Totals:</b>		<b>\$25,000</b>	<b>\$32,500</b>	<b>\$0</b>	<b>\$57,500</b>

### 2.2. Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Co-Director Program	\$25,000	\$32,500	\$0	\$57,500
<b>Totals:</b>		<b>\$25,000</b>	<b>\$32,500</b>	<b>\$0</b>	<b>\$57,500</b>

### 2.3. Personnel: Technical/Production \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Managers Tech/Prod	\$25,000	\$57,000	\$0	\$82,000
<b>Totals:</b>		<b>\$25,000</b>	<b>\$57,000</b>	<b>\$0</b>	<b>\$82,000</b>

### 2.4. Outside Fees and Services: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
<b>Totals:</b>		<b>\$0</b>	<b>\$20,000</b>	<b>\$0</b>	<b>\$20,000</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Outside Artistic	\$0	\$20,000	\$0	\$20,000
<b>Totals:</b>		<b>\$0</b>	<b>\$20,000</b>	<b>\$0</b>	<b>\$20,000</b>

### 2.5. Outside Fees and Services: Other \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Outside fees/services	\$0	\$15,000	\$0	\$15,000
<b>Totals:</b>		<b>\$0</b>	<b>\$15,000</b>	<b>\$0</b>	<b>\$15,000</b>

### 2.6. Space Rental (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Space Rental	\$24,000	\$0	\$24,000
<b>Totals:</b>		<b>\$24,000</b>	<b>\$0</b>	<b>\$24,000</b>

### 2.7. Travel (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Travel	\$32,000	\$0	\$32,000
<b>Totals:</b>		<b>\$32,000</b>	<b>\$0</b>	<b>\$32,000</b>

### 2.8. Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing	\$0	\$17,500	\$0	\$17,500
<b>Totals:</b>		<b>\$0</b>	<b>\$17,500</b>	<b>\$0</b>	<b>\$17,500</b>

### 2.9. Remaining Proposal Expenses \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
<b>Totals:</b>		<b>\$15,000</b>	<b>\$2,362,250</b>	<b>\$0</b>	<b>\$2,377,250</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Utilities	\$0	\$26,000	\$0	\$26,000
2	Insurance	\$0	\$15,000	\$0	\$15,000
3	Concession supplies	\$0	\$12,000	\$0	\$12,000
4	Distributor Fees	\$15,000	\$95,000	\$0	\$110,000
5	Special Initiatives/Collab	\$0	\$19,250	\$0	\$19,250
6	Other Operating repairs, permits, dues,, etclegal	\$0	\$45,000	\$0	\$45,000
7	Committed -Cash on Hand Bldg acquisition/renovation	\$0	\$2,150,000	\$0	\$2,150,000
<b>Totals:</b>		<b>\$15,000</b>	<b>\$2,362,250</b>	<b>\$0</b>	<b>\$2,377,250</b>

**Amount of Grant Funding Requested:**

\$90,000

**Cash Match:**

\$2,592,750

**In-Kind Match:**

**Match Amount:**

\$2,592,750

**Total Project Cost:**

\$2,682,750

**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
---	-------------	------------	-------

#	Description	Cash Match	Total
1	Ticket sales	\$200,000	\$200,000
<b>Totals:</b>		<b>\$0</b>	<b>\$200,000</b>

### 3.3. Revenue: Other \*

#	Description	Cash Match	Total
1	Memberships	\$15,000	\$15,000
2	Income Space Rental	\$37,750	\$37,750
3	Concession income	\$30,000	\$30,000
4	On Screen Ads	\$15,000	\$15,000
<b>Totals:</b>		<b>\$0</b>	<b>\$97,750</b>

### 3.5. Private Support: Foundation \*

#	Description	Cash Match	Total
1	Knight Foundation	\$250,000	\$250,000
<b>Totals:</b>		<b>\$0</b>	<b>\$250,000</b>

### 3.7. Government Support: Federal \*

#	Description	Cash Match	Total
1	NEH	\$500,000	\$500,000
<b>Totals:</b>		<b>\$0</b>	<b>\$500,000</b>

### 3.9. Government Support: Local/County \*

#	Description	Cash Match	Total
1	MDC Advancement	\$125,000	\$125,000
<b>Totals:</b>		<b>\$0</b>	<b>\$145,000</b>

#	Description	Cash Match	Total
2	Miami Beach CAC	\$20,000	\$20,000
<b>Totals:</b>		<b>\$0</b>	<b>\$145,000</b>

### 3.10. Applicant Cash \*

#	Description	Cash Match	Total
1	Committed -Cash on Hand Bldg acquisition/renovation	\$1,400,000	\$1,400,000
<b>Totals:</b>		<b>\$0</b>	<b>\$1,400,000</b>

### Total Project Income:

**\$2,682,750**

### 3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$90,000	\$90,000	3%
B.	Cash Match	\$2,592,750	\$2,592,750	97%
	Total Cash	\$2,682,750	\$2,682,750	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$2,682,750	\$2,682,750	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.

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O Cinema venues are fully accessible to all audiences. Bathrooms are fully ADA-compliant, hallways are wide, and signage is large and well lit. The Miami Beach location has a wheelchair lift for patrons who wish to sit in the mezzanine section, as well as a gender-neutral family-friendly restroom that is wheelchair accessible. There is space for ten wheelchairs in this theater. Assessment of accessibility improvement at all facilities is ongoing. At O Cinema South beach there are reserved seats for audience members with physical disabilities, in addition to ramps for wheelchair accessibility.

**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?

Vivian Marthell

## 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.)**

WE WELCOME

ALL RACES AND ETHNICITIES

ALL RELIGIONS

ALL COUNTRIES OF ORIGIN

ALL GENDER IDENTITIES

ALL SEXUAL ORIENTATIONS

ALL ABILITIES AND DISABILITIES

ALL SPOKEN LANGUAGES

ALL AGES

EVERYONE.

WE STAND HERE WITH YOU

YOU ARE SAFE HERE

# 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)
OC_SubstituteW9_2020.pdf	33 [KB]	5/29/2020 1:50:46 PM	<a href="#">View file</a>

## 2. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
OC_news2020.pdf	OC Recent News		4555 [KB]		<a href="#">View file</a>
OC_2020_Survey_Results.pdf	OC Survey Results 2020		644 [KB]		<a href="#">View file</a>



File	Title	Description	Size	Type	View (opens in new window)
OC_COVID_19_SpecialProgram.pdf	Special Programs- Virtual Cinema		8160 [KB]		View file
OC_emailmarketing2019_20.pdf	E-mail Marketing Sample		794 [KB]		View file
OC_WebMarketingSocialMediaReviews2019_20.pdf	Social Media Marketing Samples		985 [KB]		View file
OC_ShowtimesCalendar2019_20.pdf	Showtimes Calendar 2019-2020		8276 [KB]		View file
OC_BOD_2020.pdf	OC Board of Directors 2020		74 [KB]		View file
OC_OrgChart2020.pdf	OC Organizational Chart		1110 [KB]		View file
OC_StaffBios2020.pdf	Staff Biography		105 [KB]		View file
Diversity, Equity and Inclusion Policy.docx	O Cinema - Expanded Diversity and Inclusion Statement		15 [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](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 Living Arts Trust, 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)

Vivian Marthell