

# Spanish Lyric Theatre, Inc.

**Project Title:** General Program Support 2022

**Grant Number:** 22.c.ps.141.452

**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 1

**Discipline:** Community Theatre

**Proposal Title:** General Program Support 2022

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

### Applicant Information

- a. **Organization Name:** Spanish Lyric Theatre, Inc. 
- b. **FEID:** 23-7009336
- c. **Phone number:** 813.690.4983
- d. **Principal Address:** 7005 N. 15th Street Tampa, 33610
- e. **Mailing Address:** 7005 N. 15th Street Tampa, 33610
- f. **Website:** [www.spanishlyrictheatre.com](http://www.spanishlyrictheatre.com)
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Hillsborough
- j. **DUNS number:** 027052914
- k. **Fiscal Year End Date:** 06/30

### 1. Grant Contact \*

**First Name**

Cyndee

**Last Name**

Dornblaser

**Phone**

813.690.4983

**Email**

cyncyn35@gmail.com

### 2. Additional Contact \*

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**3. Authorized Official \***

**First Name**

Cyndee

**Last Name**

Dornblaser

**Phone**

813.690.4983

**Email**

cyncyn35@gmail.com

**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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Performing Group - Community

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**4.3. Applicant Discipline**

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Theatre

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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.) \*

Spanish Lyric Theatre is the premiere presenter of bilingual (Spanish and English) theatre throughout the Tampa Bay area. As the oldest community theatre and the only bilingual theatre in Tampa, Spanish Lyric Theatre is committed to excellence in all of its programs, bringing together theatre professionals and local volunteers to create and preserve Hispanic/Latino culture, deepening Latino heritage by way of the performing arts as a means to transcend language and cultural barriers and to provide professional, quality experiences in Hispanic and American musical theatre.

## 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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### GOALS

1. Provide both Spanish & English audiences throughout Hillsborough County, with local affordable, quality productions to include Zarzuela's, Hispanic programming & American musical theatre.
2. Provide local artists, musicians, technicians, directors & choreographers with opportunities in Spanish & English productions and compensate them fairly.
3. Continue to educate, preserve, celebrate & contribute to the rich cultural, musical & theatrical arts heritage of the local community.
4. Increase marketing & advertising by using every means necessary to promote shows.
5. Attract new & especially younger audiences to these art forms as a means of preserving & continuing the significant contributions of musical theatre to all cultures.
6. Increase fiscal stability of the company.

### OBJECTIVES

**Objective 1: Increase attendance by 5% by producing a minimum of three productions for our 2021-2022 season. To aid in this process we will:**

- Keep ticket prices affordable.
- Diversify our cast with new faces to bring in new audiences.
- Continue partnerships & look for new partners to diversify and reach new audience members.

- Continue aggressive social media marketing plan.

**Objective 2: Select local multi-ethnic casts, musicians, technicians, directors & choreographers & compensate them as needed.**

- Promote these talented individuals with participation in both Spanish & English productions.
- Continue to pay our Zarzuela performers a small wage dependent on their role in each production (\$75-\$250 per show).
- Continue to pay directors, musicians and technicians a fair wage.

**Objective 3: Broaden Audience and Membership Base.**

- Promote productions to various civic clubs, cultural organizations, local chambers, Hispanic restaurants, travel clubs & elder care facilities throughout Hillsborough County.
- Continue our partnerships with New Tampa Players, Stageworks, Theatre Tampa Bay & the Tampa Bay Alliance for Community Theatre to reach new audience members.
- Through our recent memberships with Ybor Chamber and Hispanic Chamber of Commerce Tampa Bay, offer discounts to association members to broaden audience base.
- Continue aggressive social media campaigns.

**Objective 4: Expand Outreach & Educational Programming.**

- Produce our original "Re-Viva Ybor" Educational program which is available through the Hillsborough Arts Council's new ArtsTampaBay ArtsEd site.
- Increase our Master Class offerings.

**Objective 5: Increase Fiscal Stability with the addition of a new board members; increased fundraisers, new partnerships; & expanded social media/website presence.**

- Expand our Business Professional Advisory Board whose purpose is to help with fundraising and fiscal support.
- Continue to add new members to SLT's Board of Directors.
- Continue to collaborate with local community and professional theatre groups as well as the Tampa Bay Alliance for Community Theatre and Theatre Tampa Bay on joint marketing and advertising efforts and look for ways to share resources such as costumes, sets, rehearsal space, directors, technicians, etc.
- Broaden our membership and audience base by developing events, and promotions that raise awareness of Spanish Lyric Theatre.
- Continue to expand our online presence through an aggressive social media campaign, which includes Facebook, Instagram and Youtube.

**ACTIVITIES**

SLT will present a diverse season of programming to include a minimum of three performances each contributing to our overall objectives.

1. **Zarzuelas** are an integral part of our history and we are the only group in Tampa to have performed 70 Zarzuela's since 1959. Presented in Spanish, SLT provides live interpretation in English for audience members. Zarzuela's being considered for 2021-22 are:

- Mario la O
- La Revoltosa
- Cecilia Valdez

Our 2020-21 Zarzuela is Doña Francisquita.

2. Our **Mainstage** productions appeal to a wide variety of audiences and feature Broadway-style productions. SLT has been performing Broadway musicals in English since the 1970's and these shows target diverse audiences both in attendees as well as performers and allows local audiences the opportunity to attend quality performances at affordable prices. Our 2021-22 Mainstage shows being considered include:

- Caroline or Change
- Kinky Boots
- Something Rotten
- Working
- On Your Feet

The 2020-21 Mainstage season includes:

- In the Heights
- Smokey Joes Café
- Ybor City, the Musical
- Tom Foolery

3. Our **Heritage Concert Series** is aimed at the preservation, presentation and promotion of music that is hardly known and grossly ignored by much of the theatrical world. This original programming is aimed at preserving the music heard in Ybor City at the dawn of the 20th century. These shows have a large following amongst our seniors and Hispanic patrons as well as introduces younger audiences to the Golden Age of Ybor City. Our 2021-22 Heritage Concerts being considered include:

- Asi Cantaba Espana
- Café Cuple

The 2020-21 season includes:

- Asi Cantaba Cuba

4. Our **Broadway Cabaret Series** features 10-12 local artists, performing in a Cabaret setting. These shows are one night only performances featuring a variety of themes, from Andrew Lloyd Webber, Sondheim, Best of the Tony's and many more. These performances have broadened our audience base with senior groups as well as younger audiences. Additionally, these shows include a variety of donated raffle items that help us raise additional funding.

## 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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- HCC Ybor provides us with a free classroom to host our masterclasses and in return we provide them with 2 free participant admissions and 2 free observer admissions.
  - American Legion Post 248 provides us free rehearsal space and in return we coordinate a big band/dance event each year that features an 18-piece big band who donates their time. SLT develops marketing materials and social media event information and coordinates volunteers to staff the event.
  - LvlUp Dance Studio provides us with free rehearsal space and, also hosts our Spanish Dance Classes.

- Hampton Inn and Suites in Ybor City provides us with special rates for our out of town guests and, also promotes our show with in-lobby rack cards.
- American House Zephyrhills – bus tours/dinner/show partnership
- Allegro Hyde Park – bus tours/dinner/show partnership
- Through the Tampa Bay Alliance for Community Theatre, of which SLT is a founding member, we have been able to create new relationships with other local theatre groups in the form of sharing resources, costumes, props, and sets. This open dialogue between the groups had also helped us determine seasons and avoid duplication of the same shows being performed. SLT also provides free advertising to members in our playbills.
- Press partners include La Gaceta, Centro Tampa, Creative Loafing, WTSP and WFLA. These partnerships us SLT secure discounted advertising rates along with interviews to promote our performances.

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

List timeline of activities during the grant period.

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SLT's season begins in September and runs through August each year. During this time, we will complete a minimum of three productions.

### 2021

- **August:** Host season preview event for past season subscribers, sponsors, and media; Secure sponsors and media; Promote season tickets and membership; Marketing & social media campaign push begins.
- **September:** Promote upcoming productions; Continue season ticket and membership drive; Marketing & social media campaign continues.
- **October:** Host Masterclass; Perform Fall production; Measure results with audience surveys; Marketing & social media campaign continues.
- **November:** Thanksgiving fundraising event; Marketing/social media continues; Conduct auditions for upcoming spring production; Contract signed for Spring Masterclass instructor.
- **December:** Marketing & social media campaign continues; Artistic committee meets to determine potential shows, budgets & directors for 2022/2023 season.

### 2022

- **January:** Budgets are developed for the “shortlist” of shows & directors for 2022/2023 season; Director interviews are held for 2022/2023 season; Rehearsals begin for Spring production; Marketing & social media campaign continues.
- **February:** Final list of shows and budgets for 2022/2023 season are presented to the board; Rehearsals continue for Spring production; Marketing & social media campaign continues; Conduct auditions for Summer production.
- **March:** Board votes on 2022/2023 season; Host masterclass; Perform Spring production; Measure results with audience surveys; Marketing & social media campaign continues
- **April:** Finalize contracts with Directors for 2022/2023 season; Marketing & social media campaign continues.
- **May:** Announce 2022/2023 season to general public; Marketing & social media campaign continues.
- **June:** Board of Directors Meeting and Planning session; Elect board officers; Develop marketing plan for 2022/2023 season; Perform Summer production; Measure results with audience

surveys; Marketing & social media campaign continues; Select and Contract with instructor for Fall Masterclass.

- **July/August:** Membership drive; Marketing & social media campaign continues.

# 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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5

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

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18

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

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2,000

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

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800

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

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150

### 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?

3040

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

- ☒ Adults (25- 64 years)
- ☒ Older Adults (65+ 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.)

SLT's primary market is the entire Hillsborough County area and the basis for our programming. The county population is approx. 1.4 M people. The ethnic composition is:

- White - 48%
- Hispanic - 29.2%
- African American - 15.6%
- Other - 7.2%

Because of our diverse programming, we reach a wide range of demographics. An approximate percentage of the cultural makeup of our audience as well as our performers is shown below by production:

#### La Verbena de La Paloma

by audience:

- Hispanic - 85%
- White - 12%
- African American - 3%
- Other - 0%
- Students 18 and under - 2%
- Ages 19-64 - 30%
- 65+ 58%

by cast:

- Hispanic - 90%

- White - 8%
- African American - 1%
- Other - 1%
- Students 18 and under - 5%
- Ages 19-64 - 90%
- 65+ 5%

### **Ybor City Cinderella**

by audience:

- Hispanic - 58%
- White - 40%
- African American - 2%
- Other - 0%
- Students 18 and under - 10%
- Ages 19-64 - 53%
- 65+ 37%

by cast:

- Hispanic - 51%
- White - 47%
- African American - 1%
- Other - 1%
- Students 18 and under - 15%
- Ages 19-64 - 79%
- 65+ 5%

### **Brooklyn, the Musical**

by audience:

- Hispanic - 30%
- White - 69%
- African American - 1%
- Other - 0%
- Students 18 and under - 15%
- Ages 19-64 - 55%
- 65+ 30%

by cast:

- Hispanic - 15%
- White - 50%
- African American - 25%
- Other - 10%
- Students 18 and under - 0%
- Ages 19-64 - 100%
- 65+ 0%

Along with a robust social media program, we have been able to reach outside of Hillsborough County gaining audience members from Pinellas, Pasco, Polk, Manatee and even as far away as Marion and Sumter Counties.

## 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.

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## 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

## 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.

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SLT is the only bi-lingual theatre company in Hillsborough County. For 61 years, SLT has offered bi-lingual programming to audiences and has afforded artists opportunities to be involved with productions that aren't typically seen on local stages.

- As a community theatre we do not have paid staff. However, we hire local musicians, professional opera singers (for Zarzuela's), directors, choreographers and technicians which creates 1099 opportunities for them. Our total economic impact is \$153,889, FTE Jobs 6.
- Our economic impact over the past 61 years can be seen throughout the area with much of our performances being centered around the Ybor City Historic District which is where we started.
  - We continue to perform in many of the historic social/mutual aid clubs, which has helped their memberships grow and renew interest in their clubs with both young and old.
- We produce our Mainstage shows at HCC's Ybor Campus Mainstage Theatre.
- We work with their campus president on ticket prices for the students & utilize their performing arts students in many of our productions.
- We hire HCC's theatre technicians for lighting and set design.
- Our Sunday matinees are geared towards travel groups and seniors. We work with local restaurants and senior communities to provide an affordable lunch to these groups prior to the show.
- We market Ybor hotels, businesses & restaurants for advertising in our programs & as well as for show sponsorships and encourage audience members to support these local businesses

### Education

- **Re-Viva Ybor** is an original production which utilizes original musical numbers as well as traditional songs and authentic costumes to educate students about the history of Ybor City as seen through

the eyes of four characters and a narrator. Rich in history, with live music and authentic period costumes, students learn about the rich culture of Ybor City, its traditions and diversity. This program is offered through ArtsTampaBay ArtsEd website.

### **Outreach**

- Each production features one performance where audience members bring a canned good and receive \$5.00 off their ticket. Canned goods are donated to area food banks.
- The “Rene Gonzalez Scholarship”, is awarded annually to a performing arts student at HCC’s Ybor Campus. Set at \$1,000, this was an in-kind donation by an SLT board member. No grant monies will be used to fund this scholarship.
- For the past 20 years we have provided ticket subsidies for low income residents within Hillsborough County.
- We also provide discounted tickets for veteran and seniors.

### **Workshops**

- We conduct a Spanish dance workshop and collaborate with a local dance studio to host these classes.
- We conduct a youth workshop geared towards youths ranging from 15-25 interested in auditioning techniques.
- We host a Masterclass each year with Broadway performer/instructor. In 2020, Eden Espinosa taught our master class to 55 students.

## **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.

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SLT uses a diverse marketing plan that includes, print, email, TV and a heavy social media presence.

- Our most effective marketing vehicle is Facebook (which is linked to Instagram and Twitter) and includes active involvement by cast and crew.
  - Hot links to purchase tickets from Facebook ads now account for close to 75% of all ticket sales.
  - Facebook Example: Man of LaMancha: spent \$550 for 42,355 impressions 54% women; 46% men; 15% 65+; 10% 55-64; 18% 25-34.
- Constant Contact eblasts to 2500 subscribers, 1-3 times per month.
- Google ads.
- Eventbrite.
- Direct mail of show cards to subscribers, local businesses, senior groups and travel clubs.
- Local saturation of cards and flyers throughout the county.
- Pre-show videos.
- YouTube.
- Shows are included in the Arts in Tampa Bay & other local media calendars.
- We reach out to local TV stations with PSAs and have been featured on Channel 8 and Channel 10 as well as featured in Centro Tampa news, Broadway World and Creative Loafing.
- We supply Hispanic performers to associations and community events to help increase ticket sales for upcoming productions.

- We have reached out to Stageworks, a local professional theatre company, who has developed a Hispanic initiative in their programming and have done cross-marketing with them and advertise our productions in their playbills.
- Our membership in both Theatre Tampa Bay and the Tampa Bay Alliance affords us opportunities to promote our shows and auditions throughout the County on their website calendar.
- We reach out to other community theatre's to advertise in their programs to increase ticket sales.
- As members of the Ybor Chamber and The Hispanic Chamber of Commerce of Tampa bay we provide discounted tickets to members.
- For every ticket sold through our online ticketing agency, it allows us to obtain patron information for future marketing and audience expansion.
- Our masterclasses are marketed through social media and by distributing flyers to local schools reaching some 40,000 recipients. These classes fill up quite fast and have helped increase our visibility to younger members for both ticket sales and future auditions.

# 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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SLT has been in existence for 61 years and has always been able to pay its bills and artists. We maintain a small overhead that ensures availability of cash flow to cover programming needs and we have always been able to match any grant monies awarded to us. With the recent decrease in arts funding, we have looked at other sources to sustain our activities:

- One way to do that is by offering original programming like our Ybor City Cinderella musical and Hispanic language concerts.
- In 2018, we began quarterly fundraising socials, "Sunday Socials", which brings awareness to our theatre and increased private financial support. Each social average's \$3,000 in donations which is used to help pay for musicians and directors fees.
- We have pursued local city and county grants.
  - In 2020 were awarded \$11,100 from the Arts Council of Hillsborough County.
  - In 2020 we were awarded approximately \$5,000 from the City of Tampa.
  - In 2020, we were awarded our first ever grant from the Community Foundation of Tampa Bay.
- We are pursuing more private support.
  - In 2020, received \$2500 in support for the Gonzmart family aka Columbia Restaurant Group
- We continue to expand our Board with a cross-section of local professionals, and artists which has helped increased our visibility.
  - In addition, our in-kind donations from Board members has increased to approximately \$10,000 +/- . These in-kind donations include marketing/social media services, and costume donations.
  - Several directors, choreographers and musicians are also providing pro-bono services.
- We have joined Ybor City Chamber of Commerce and the Hispanic Chamber of Commerce Tampa Bay to increase visibility in the Hispanic community.
- We partner with local theatre groups which affords us cross-marketing opportunities, access to borrowed costumes, props and sets.
  - We recently provided free rental of costumes and props to MAD Theatre for their production of Man of La Mancha. In return, MAD provided us with free advertising in their program.

## 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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SLT employs a variety of tools in its efforts to reach new audiences as well as provide more diverse programming:

- Attendance figures, audience and artists responses, audience surveys, and Facebook comments are elements that are used in the evaluation of all performances.
- Students, teachers, parents and local community attendees provide feedback through evaluations given out at our Re-Viva Ybor (Education/Community outreach) program.
- SLT's artistic committee evaluates each program to ensure it maintains our standards and meets the theatre's goals as outlined in our mission statement.
- SLT's Board of Directors meets monthly to review programming conducted, and budgets and approves all future programming, including educational and outreach programs, venue's, use of local directors and choreographers and any other organizational needs.

### 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			
2. Personnel: Programmatic			
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$17,800	\$13,000	\$15,000
5. Outside Fees and Services: Other	\$7,100	\$7,000	\$10,000
6. Space Rental, Rent or Mortgage	\$31,741	\$32,000	\$33,000
7. Travel			
8. Marketing	\$4,703	\$3,500	\$5,000
9. Remaining Operating Expenses	\$13,875	\$22,000	\$22,000
<b>A. Total Cash Expenses</b>	<b>\$75,219</b>	<b>\$77,500</b>	<b>\$85,000</b>
<b>B. In-kind Contributions</b>	<b>\$3,950</b>	<b>\$3,500</b>	<b>\$3,500</b>
<b>C. Total Operating Expenses</b>	<b>\$79,169</b>	<b>\$81,000</b>	<b>\$88,500</b>

Income		Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$43,939	\$41,000	\$55,000
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$514		
13.	Private Support: Corporate	\$7,970	\$4,100	\$5,500
14.	Private Support: Foundation			
15.	Private Support: Other			
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$1,000	\$1,332	\$4,500
18.	Government Support: Local/County	\$17,280	\$12,100	\$10,000
19.	Applicant Cash	\$4,516	\$7,813	\$2,500
<b>D. Total Cash Income</b>		<b>\$75,219</b>	<b>\$66,345</b>	<b>\$77,500</b>
<b>B.</b>	<b>In-kind Contributions</b>	<b>\$3,950</b>	<b>\$3,500</b>	<b>\$3,500</b>
<b>E.</b>	<b>Total Operating Income</b>	<b>\$79,169</b>	<b>\$69,845</b>	<b>\$81,000</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.

- Our biggest increase has been theatre rental which went up almost \$2500 per production.
- Our prior year income was based on 4 performances.
- We have increased productions to 5.
- We have acquired more private donations.
- We ask for donations when patrons purchase a ticket.
- We reach out to other theatre groups for resources which has helped us save monies.

- In our current year, we had almost \$10,000 in in-kind donations.
- We have also increased our state and local grant monies.
- For 61 years we have never not been able to pay our bills. But as you can see this grant is very much needed.

## 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).

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

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Guest Directors	\$3,000	\$1,300	\$1,200	\$5,500
2	Music Directors	\$1,500	\$1,000	\$0	\$2,500
3	Musicians	\$1,500	\$500	\$1,125	\$3,125
4	Actors/Performers	\$1,000	\$500	\$625	\$2,125
5	Guest Instructors	\$1,000	\$500	\$0	\$1,500
6	Artistic Director	\$3,000	\$3,000	\$0	\$6,000
Totals:		\$11,000	\$6,800	\$2,950	\$20,750

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

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Outside Fees	\$3,000	\$4,100	\$0	\$7,100
Totals:		\$3,000	\$4,100	\$0	\$7,100

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

#	Description	Cash Match	In-Kind Match	Total
1	Rent - Venue	\$31,741	\$0	\$31,741
Totals:		\$31,741	\$0	\$31,741

### 2.8. Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing	\$3,000	\$1,703	\$1,000	\$5,703
Totals:		\$3,000	\$1,703	\$1,000	\$5,703

### 2.9. Remaining Proposal Expenses \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Remaining Operating Expenses	\$0	\$13,875	\$0	\$13,875
Totals:		\$0	\$13,875	\$0	\$13,875

### Amount of Grant Funding Requested:

\$17,000

### Cash Match:

\$58,219

### In-Kind Match:

\$3,950

### Match Amount:

\$62,169

### Total Project Cost:

\$79,169

## 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	Admissions	\$43,939	\$43,939
Totals:		\$0	\$43,939

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

#	Description	Cash Match	Total
1	Local/County Support	\$14,280	\$14,280
Totals:		\$0	\$14,280

### Total Project Income:

\$79,169

### 3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$17,000	\$17,000	21%
B.	Cash Match	\$58,219	\$58,219	74%
	Total Cash	\$75,219	\$75,219	95%
C.	In-Kind	\$3,950	\$3,950	5%
	Total Proposal Budget	\$79,169	\$79,169	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.

- Most of our marketing costs are provided to us through an in-kind donation which includes, postcards, flyers, constant contact email blasts, & social media ads. Additional marketing dollars would help us expand to more regional publications and website banner advertising.
- The director of our Zarzuela’s donates their time.
- Several musicians also donate their services.
- Our biggest costs are venue rental at HCC, artists, directors and musicians.

# 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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### Physical Accessibility

- Each venue is toured & selected based on ADA guidelines including appropriate lighting, wheelchair ramps, elevators & handicap accessibility both for audience members and actors/musicians.
- Since many of our audience members are 65+, it is important to us that these venues have designated accessible parking conveniently located near the theatre.
- All our online seating charts show where handicap accessible seating is located & ushers are used to assist those in reaching their seating.
- ADA/Hearing impaired symbols are included in promotional materials and sign language interpreters are provided upon request.

### Cultural Accessibility

- SLT by its very nature is a culturally accessible and diverse organization.
- Founded as a Spanish language theatre company in 1959, SLT began producing English Broadway style musicals in the mid-70's. Each season we offer both Spanish and English productions.
- Non-traditional casting has been naturally occurring. Local Hispanic talent is sought out and encouraged to perform in English productions and Hispanic audiences are exposed to the contributions of some of America's greatest Musical Theatre productions.
- English talent is encouraged to perform in our Spanish productions, and we use English Supertitles for non-Spanish speaking audience members.
- Our Board is culturally diverse, consisting of professionals, retiree's and artists.
  - Caucasian – 4
  - Hispanic – 5
  - African American – 1
  - Asian/Pacific – 1
- Board members attend chamber events, civic meetings, churches and school programs to meet with and recruit audiences, actors, and volunteers.
- It is the policy and commitment of SLT that it does not discriminate on the basis of race, age, color, sex, national origin, physical or mental disability, or religion.
  - Our most recent Zarzuela, La Verbena, utilized chorus members from a special-needs performing arts school.

### Economic Accessibility

SLT strives to provide access to all of our productions, regardless of economic status.

- Discounted tickets are available to veterans, seniors, college students and large groups.
- Our preview night is free and open to anyone who cannot normally afford a ticket.
- Through a generous donor, 10% of our tickets are set aside for at-risk youth.
- We promote 2 for 1 ticket sales for all of our mainstage productions throughout the year.

**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?**

Cyndee Dornblaser

## **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?**

1/1/2020

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

☒ Yes

☐ No

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

We value diversity at all levels, and we continually challenge ourselves to reflect this value in the selections of our productions, cast, and technical staffing. We endeavor to engage in progressive dialogue surrounding diversity and inclusion so as to encourage a more equitable, fair and inclusive environment for all.

Diversity includes but is not limited to race, ethnicity, sexual orientation, gender identify, socio-economic status, experience, ability and disability, age, religion, geography or national origin, ideology, perspective, and more.

SLT aims to cultivate a diverse, equitable, and inclusive culture in which people from underrepresented groups are included both on and off the stage.

# 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)
w9 information.pdf	33 [KB]	5/30/2020 1:58:20 PM	<a href="#">View file</a>

## 2. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
SLT Show Compilations.mp4	SLT Show Compilations	Clips from various shows	230125 [KB]		<a href="#">View file</a>
SLT Appearances.mp4	SLT Appearances	SLT TV Appearances	297838 [KB]		<a href="#">View file</a>

File	Title	Description	Size	Type	View (opens in new window)
playbills.pdf	Playbills	show programs with credit	12832 [KB]		View file
social media and press.pdf	Social Media and press	Social Media and press	66418 [KB]		View file
audience surveys with quotes final.pdf	Audience Surveys and Quotes	Audience Surveys and Quotes	564 [KB]		View file
show photos.pdf	Show photos	show photos	2450 [KB]		View file
Board Members 2020.pdf	Board Members	Board members	528 [KB]		View file
org chart.pdf	Org Chart	Org Chart	71 [KB]		View file
Arts Education Program Approval Re-Viva Ybor.pdf	Arts Education Program Approval for ReViva Ybor	Arts Education Program Approval for ReViva Ybor	257 [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 Spanish Lyric Theatre, 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)

Cyndee Dornblaser