

The Dance Now! Ensemble, Inc.

Project Title: Dance NOW! Miami 2021/22 General Program Support

Grant Number: 22.c.ps.101.021

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 2

Discipline: Dance

Proposal Title: Dance NOW! Miami 2021/22 General Program Support

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** The Dance Now! Ensemble, Inc. 
- b. **FEID:** 65-1005951
- c. **Phone number:** 305.975.8489
- d. **Principal Address:** 100 NW 131st St Miami, 33168
- e. **Mailing Address:** PO Box 416525 Miami Beach, 33141
- f. **Website:** www.dancenowmiami.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Miami-Dade
- j. **DUNS number:** 143059074
- k. **Fiscal Year End Date:** 06/30

1. Grant Contact *

First Name

Hannah

Last Name

Baumgarten

Phone

305.975.8489

Email

info@dancenowmiami.org

2. Additional Contact *

First Name

Diego

Last Name

Salterini

Phone

305.975.8489

Email

info@dancenowmiami.org

3. Authorized Official *

First Name

Diego

Last Name

Salterini

Phone

305.975.8489

Email

info@dancenowmiami.org

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Performing Group

4.3. Applicant Discipline

Dance

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

C. Eligibility Page 3 of 12

1. What is the legal status of the applicant? *

- ☐ Public Entity
- ☒ Nonprofit, Tax-Exempt
- ☐ Solo or Individual artists or unincorporated performing company
- ☐ Other (not an eligible response)

2. Are proposed activities accessible to all members of the public? *

- ☒ Yes (required for eligibility)
- ☐ No

3. Do proposed activities occur between 7/1/2021 - 6/30/2022? *

- ☒ Yes (required for eligibility)
- ☐ No

4. How many years of completed programming does the applicant have? *

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

D. Excellence Page 4 of 12

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

The mission of Dance NOW! Miami is to promote the artistic vision of co-founders Hannah Baumgarten and Diego Salterini. The company creates, promotes and produces contemporary dance of the highest caliber and through performance, arts education, community leadership and innovative programming, nurtures new talents, fosters artistic collaborations and makes the art of dance accessible to diverse audiences locally, nationally and internationally.

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.

Currently Dance NOW! Miami's leadership position in the Florida dance community is stronger than ever. Covid-19 did not alter the company's forward motion, rather gave an opportunity to explore new venues and ideas. DNM **STOPPED** all activities that required gatherings, **STARTED** new online initiatives, producing new content to be shared virtually, and **CONTINUED** its mission to inspire, educate and entertain through the art form of dance. The company extended its artists' contract by two paid weeks and tripled its virtual audience reach; a testimony to the company **dynamic leadership and resolve**.

Optimistically the DNM's 2021/22 Season of programming will follow its annual "tried and true" format, a staple of the South Florida Artistic ecosystem with the purpose to create high quality artistic programming, offer job security, retain talent and attract new artists, provide creative outlets, stimulate new initiatives, activate new venues, spearhead new collaborations and inspire younger generations of dancers; all the while proudly maintaining a **traditional** company structure/programming. It is understood that these plans are flexible and will be adapted to new normals if necessary.

PROSCENIUM PERFORMANCES

The most traditional of the company's programming presenting the **Artistic Directors' original works** as well as **guest choreographers** and **historic works** of the 20th and 21st century (**Masterpiece in Motion**). These ticketed events at the most prestigious regional theaters are the flagship of the company's activities and highly sought after events from press and audience alike.

COMMUNITY PERFORMANCES

Free performances in neighborhood venues contributing to the vibrancy of the local cultural scene and expanding DNM's visibility and audience base.

SITE-SPECIFIC PERFORMANCES

The most avant-garde branch of the company's programming creating truly unique multi-layered artistic experiences, engaging new and accidental audiences in museums, art galleries and outdoor sculptural and architectural spaces.

EDUCATION

Over the years, DNM reached over 55,000 children nationally and internationally in collaboration with major institutions around the world. In Miami-Dade and Broward Counties, DNM offers one **free** long-term **in-school residency**, a minimum of three **free Cultural Passport Performances** at Little Haiti Cultural Complex (LHCC), its home, and a two-week **World Dance Summer Intensive**, annually.

INTERNATIONAL TOURING AND COLLABORATIONS

While the company toured internationally for many years, in 2016 it established and implemented **Bridges NOT Walls**, a more concrete program to create meaningful relationships with artists abroad. These cultural exchanges connect the company with organizations and artists that share similar goals and practices around the world.

GOALS

- To inform, inspire, educate, challenge and entertain audiences of all ages
- To imagine, produce, present and tour high quality dance
- To generate ongoing work for dancers, teachers, composers, designers and technicians
- To bring DNM's artistry to children and young adults locally, nationally and internationally
- To provide leadership within the community by mentoring new artists, creating new arts initiatives, and fostering new collaborations
- To offer full-time job opportunities to its artists

OBJECTIVES

1. To support the production and presentation of **10 main stage concerts, 1 community performance, 2 site-specific performances, and additional events and touring**
2. To maintain a 24-week season for dancers, designers, and technicians
3. To increase the public profile and visibility of the company resulting in an increase of earned income from ticket sales and bookings by 15%
4. To increase DNM's audience base through social media and PR campaigns by 15%
5. To increase the number of children, youth and adults served by the company through outreach activities and community classes by 5%
6. To continue collaborations with local, regional and national arts organizations advocating the public value of arts and culture

ACTIVITIES

Objectives 1 and 2

- Seek and secure funding
- Contract dates for venues/bookings
- Select and adjudicate participants for group shows and commissions
- Publicize and produce all activities

- Hire/contract artists, designers, technicians and collaborators

Objectives 3 and 4

- Plan and manage media relationships, image and publicity
- Secure national/international touring
- Perform in non-traditional spaces
- Participate in discount ticket programs (CultureShockMiami, Golden Tickets, Miami Beach Chamber, Gay and Lesbian Chamber, Convention & Visitor's Bureau)
- Participate in US/international festivals

Objectives 5

- Implement a full schedule of classes, in-school residencies and a summer intensive
- Perform for public school students
- Select schools for Educational Outreach
- Market educational activities

Objective 6

- Maintain memberships to Dance/USA, Florida Cultural Alliance, Dade Cultural Alliance and Americans for the Arts, NDEO, FDEO
- Actively lead the community by founding initiatives, support arts advocacy, serve on grant panels and advisory boards for emerging companies
- Collaborate with local arts agencies (Miami Dance Futures, Arts & Business Council, FDEO) to develop and expand arts programming in South Florida

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.

Dance NOW! Miami is an intrinsically collaborative organization led by two individuals who have equal roles in the artistic vision and the administrative management of the company.

The company's longevity is built on long-lasting relationships with artistic and educational organizations and venues, for both programmatic activities as well as marketing and operational support that have allowed it to accomplish its wide array of programming.

The Directors and Board actively seek collaborators to inform and enhance the company's artistic vision, functionality and product. In the past 2 decades collaborators have included nationally and internationally recognized talent such as:

Organizations: Dança em Diálogo (Braga, Portugal), Opus Ballet (Florence, Italy), Mexico City Ballet, Cenidi Danza INBA (Mexico City, Mexico), Mostra Dança (Sao Paulo, Brazil), South Beach Chamber Ensemble, Gerald Arpino Foundation, Humphrey Foundation, Miami Dance Futures, National and Florida Dance Education Organizations and the Florida Alliance for Arts Education

Composers: DeLane Doyle, Federico Bonacossa, Aleksandar Djuric/LSD, Dorian Wallace, Jennifer Bernard-Merkowitz, Luis Resto (Oscar and Grammy winner)

Set Designers: EC Architecture and Design, BFB Designs

Visual Artists: Federico Uribe, Metta Tommerup, Francisco Moraga

Fashion/Costume Designers: Renato Armijo, Haydee Morales, Maria Morales

Lighting Designers: Bruce F. Brown, Joshua Gumbinner

Actors: Susie Kreitman-Taylor, Marc Durso

Writer: Janée Baugher

The residency at the Little Haiti Cultural Complex and the Artist Access Grant from the Broward Center for the Performing Arts provide DNM with discounted rental rates and marketing support for the company's seasonal events.

Affiliations with Florida Alliance for Arts Education, Miami Dade Public Schools, Florida/National Dance Education Organization, Dade Association of Dance Educators and the Foundation for New Education Initiatives give credibility and promote the success of the company's multiple educational components.

Marketing collaborations with local arts non-profits including the Arsht Center, South Miami Dade Cultural Arts Center, Miami Dade LiveArts, Miami Dade College, Miami Dance Futures, Arts Ballet Theater, Ballet Flamenco La Rosa, Karen Peterson & Dancers and Dimensions Dance Theatre of Miami amplify DNM's reach in the community via e-blasts and social media shares.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

May 2020 - June 2021: finalize artistic programming, secure licensing for historic work and guest artists, fundraising, grant writing, artistic research, hold auditions, contract venues, collaborators, publicist.

July - September 2021: design marketing campaigns, contract dancers, finalize all rehearsal and performance schedules, select public schools for residencies, finalize travel plans for touring

October 2021 - May 2022: implement season

June 2022: World Dance Summer Intensive and final reports

PROSCENIUM PERFORMANCES

Daniel Lewis Dance Sampler

- Duncan Theatre, Lake Worth, Oct. 22, 2021 8:00 PM
- New World School of the Arts Dance Theater, Miami, Oct. 23, 2021, 2:00 & 8:00 PM

Men Who Dance

- Broward Center for the Performing Arts, Amaturo Theatre, Ft. Lauderdale, Nov. 27, 2021, 8:00PM

Program I

- Alper JCC, Kendall, Dec. 12, 2021, 4:00 PM
- Colony Theatre, Miami Beach, Dec. 17/18, 2021, 8:30 PM

Program II.

- Aventura Arts & Cultural Center, Aventura, Mar. 26, 2022, 8:30 PM

Program III.

- Broward Center for the Performing Arts, Amaturio Theatre, Ft. Lauderdale May 20, 2022, 8:00 PM
- Colony Theatre, Miami Beach, May 21, 2022 8:30 PM

COMMUNITY PERFORMANCES

- An Evening of Dance at the North Beach Bandshell, Miami Beach, Mar. 6, 2022, 8:00 PM

SITE-SPECIFIC PERFORMANCES

- Ekphrasis in the Garden, Miami Beach Botanical Garden, Miami Beach, Feb. 27, 2022, 4:00 & 6:00 PM

EDUCATIONAL PROGRAMS

- Weekly open classes, Little Haiti Cultural Complex, Miami Oct 2021-May 2022
- In-school residency, Oct 2021-May 2022
- Cultural Passport Performances, Little Haiti Cultural Complex, Miami, Dec. 6/8/10, 2021 10:00 & 11:30 AM
- World Dance Summer Intensive, Little Haiti Cultural Complex, Miami June 6-17, 2021

TOURING & INTERNATIONAL PROJECTS

- European Master Class series. Nov 2021, Rome, Verona, Palermo, Comacchio, Bellinzona, Lisbon, Braga
- Brazilian Master Class Series. Jan. & Mar. 2021. Sao Paulo, Belo Horizonte
- Bridges Not Walls - Israel. Apr 2022 (sponsored by Miami Dade's ICP grant)

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? *

17

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

269

3. How many Adults will be engaged? *

6,588

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

3,290

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

865

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?

11039

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

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

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

- ☒ Black/African American
- ☒ Hispanic/Latino
- ☒ White

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

The population of **Miami-Dade** County, FL is 69.1% Hispanic or Latino, 15.5% Black or African American Alone, and 12.9% White Alone. The Miami-Dade population of 2.76M with a medium household income of \$52,000 and a poverty rate of 19%.

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.

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.

- ☒ Broward
- ☒ Miami-Dade
- ☒ Palm Beach

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.

Dance NOW!'s economic impact is demonstrated by the company's ability to steadily grow its budget maintaining about \$275,000 since the 17/18 season spent primarily in South Florida.

As a year-round organization the company creates jobs for choreographers, dancers, lighting, costume and set designers, theatre technicians, dance teachers, composers, musicians and guest choreographers. The stability of this twenty-year-old organization encourages high quality professionals to stay and invest in South Florida instead of looking for work in other major cities; many former company dancers have established spin off companies, local businesses, dance studios and schools, themselves contributing to the economic growth and vitality of the community.

The proposal's activities impact the local economy in several areas. Each performance event includes rental of facilities, printing of marketing materials, concessions, employment of theatre staff, and the expense of audience members for tickets, parking, dining, etc.

South Florida actively markets itself as a cultural destination; Dance NOW!'s Proscenium Performances with high profile guest artists, contribute to the vibrancy of the local arts calendar, increasing the overall cultural value and attracting national and international tourists while serving full-time and seasonal residents alike.

The Community Performances are specifically created to reach economically and socially diverse audiences by bringing the arts into people's backyards, impacting surrounding businesses and participating facilities.

The Educational Outreach has a long-range economic impact. By exposing young people to the arts as well as training youth for careers in dance and dance related fields; the investment comes to fruition when these children become artists, arts audiences and patrons, themselves.

Dance NOW!'s greatest economic impact is in the Little Haiti Cultural Complex neighborhood. Little Haiti is an area that is 65% Black/African American with a median household income of about \$19,000. Single-mother households constitute over 20% of households and over 44% of the population was born outside of the U.S. DNM's residency at LHCC over the past eleven years has offered dance education and performance events in a neighborhood where such activities were few and far between. The ongoing activities draw new audiences and encourage economically diverse populations to come together in a neighborhood which is only now recovering from a reputation as being unsafe and flourishing with many recurring cultural activities and new development investments such as the Magic City Innovation District Plans. The foot traffic created by these events positively impacts the surrounding businesses.

In return, the broad range of activities included in this project impacts Dance NOW! by creating ongoing work for its artists, teachers, technicians and staff, by creating a platform for artistic development and mentoring, by generating new revenue sources, by creating new collaborations within the community and by expanding the company's base of operation.

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.

Marketing campaigns, headed by Robert Rosenberg, P.R. and Marketing Director, promote positive connections with the press, and encourage coverage focusing attention on the high artistic quality and community building activities of the company targeting special interest stories with Press for each event.

Projected goals for each project include a minimum of 2 feature print or internet stories, 2 smaller print/internet items, at least 1 TV/radio interview, 7 major calendar items, 6 partner promotions, and show-specific discounted advertising contracts. Press, marketing and paid advertising target venue area publications and community calendars utilizing the draw of each performance's theme, augmenting marketing efforts to reach the local and tourist community and including an extensive viral campaign.

Marketing includes: a comprehensive press release program designed by Rosenberg; listing in DNM's website and on each venue's calendar of events, website and publications; production and distribution of 7,500 cards and 100 posters per event; print, radio and internet advertising on media including Miami Herald, El Nuevo Herald, KCC Productions, WLRN and WDNA, Sun Sentinel, Around Town Magazine, Culture Owl, New Times, MiamiArtZine; collaborations and partner promotions with arts/educational institutions and organizations such as New World School of the Arts, Miami Dance Futures, Bass Museum, Ballet Flamenco La Rosa, Miami Dance Hub, Arts Ballet Theatre, Florida Dance Education Organization; major performing arts presenters including the Arsht Center, South Miami Dade Cultural Arts Center and Miami Light Project provide e-blasts reaching over 750,000 names from combined sources including DNM, New Times and KCC Productions with patrons from Miami-Dade to Palm Beach Counties and features on area and national dance and music blogs.

DNM's marketing is integrally connected to social media using viral marketing on Facebook, Twitter and Instagram both free and purchased, reaching over 200,000 members through company networks; targeted Facebook advertising reaching over 500,000 demographically appropriate users; DNM's educational programs promote events and extend free and discounted tickets to students in need; DNM is also a member of Culture Force the national cultural app promoting arts and culture events.

Collaborations with the Greater Miami Convention and Visitor's Bureau and DNM's Hotel Concierge Liaison Programs are specifically geared toward reaching tourist populations. Former VP of Cultural Tourism, George Neary, serves on DNM's Advisory Board.

Media Collaborators/Sponsors/Partners include WLRN and WDNA radio and MiamiArtZine. These sponsors provide press release blasts, branded support, e-flyers, internet and radio advertising, online previews, articles, reviews, event banners, ticket giveaways and listings. Artburst.com provides previews and reviews of the company's performances. GMCVB reaches an estimated 200,000 subscribers, Miami ArtZine reaches over 100,000 online subscribers in 90 countries combined with over 1 million hits per year.

DNM recognizes sponsors in Press Releases, on its website and season brochures for a full year, on all printed and electronic marketing collateral, in concert program book and announced at events.

Please see attached Marketing Detail and SWOT Analysis for complete information

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.

The DNM 2021/22 season follows the steady organizational growth of the company and maintains its high profile in the community and beyond. To sustain budgets, Dance NOW! continues to seek new funding streams as well as secure its traditional sources: admissions, grants, foundations, bookings, corporate and private donations. The company's annual fundraising Gala specifically supports its educational activities and the Board of Directors implements four additional fundraising campaigns annually. In the past four seasons Dance NOW! garnered new funding sources including Funding Arts Broward, Miami-Dade County's Cultural Development Grants, the Sara Solomon Charitable Fund and the Foundation for New Educational Initiatives; all raising the overall company budget as well as its recognition at the national funding level.

DNM's Board strategies for financial stabilization continue to work toward establishing part-time administrative staff positions and recruitment of major community players with strong affiliations to business and the arts.

DNM annually renews its five-year artistic plan to expand the company's repertory and activities, making the organization more marketable and competitive at the national and international level.

The stability provided by the residency at LHCC and the rental waivers at several major venues allow Dance NOW! to expand its activities and maintain its performance seasons without greatly increasing expenses and provide leverage for future funding, thereby growing the overall company budget and organizational structure; as the company's budget increases, DNM becomes eligible to apply for grants with higher financial caps at the State and Local level.

The company continues to develop both national and international touring, important for recognition and revenue and the Directors attend development workshops in order to increase fundraising capacity.

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.

The Dance Now! 2021/22 Season will be evaluated based on the following criteria:

Completion of work and production in relationship to budget and time

- Success of marketing campaigns
- Artistic merit
- Attendance

- Audience growth
- Audience response through surveys, email list growth, letters and donations
- Media/critical response
- Impact of projects on organizational growth

The methods used to evaluate the programming will be:

- Budget income/expense analysis and evaluation
- Press reviews
- Board evaluation
- Post performance Q&A sessions
- Future bookings for performances and outreach
- Participating artists' self-evaluation
- Ticket sales
- Overall attendance
- Comparison between prior and current events/years
- Survey analysis
- Online response (email sign up and donations)

The findings will be used to:

- Better structure future budgets, rehearsal and production timelines
- Improve the artistic collaborative process
- Improve the organizational collaborative process
- Grow as individual artists and as an artistic organization
- Learn about the marketability of the work created to better structure future marketing campaigns
- Maintain current audiences and create new target audiences
- Maintain and improve ongoing relationships with institutions and collaborators
- Garner new board members and funders

In addition, DNM Board of Directors participate in an annual retreat to evaluate and discuss the organization's successes and failures as reflected in the above methods. These retreats are conducted in the absence of the two Artistic Directors to allow more candid discussions and the results and suggestions for future seasons are compiled and presented at the first board meeting of the fiscal year. At that time new strategies are developed particularly in the areas of fundraising, marketing and board development.

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	\$61,550	\$54,340	\$55,600

2.	Personnel: Programmatic	\$56,766	\$60,950	\$65,500
3.	Personnel: Technical/Production	\$10,188	\$16,779	\$12,000
4.	Outside Fees and Services: Programmatic	\$12,564	\$19,905	\$30,250
5.	Outside Fees and Services: Other	\$9,000	\$9,000	\$10,000
6.	Space Rental, Rent or Mortgage	\$8,800	\$6,500	\$8,000
7.	Travel	\$19,000	\$17,900	\$18,000
8.	Marketing	\$22,300	\$26,280	\$28,200
9.	Remaining Operating Expenses	\$48,807	\$40,779	\$55,900
A.	Total Cash Expenses	\$248,975	\$252,433	\$283,450
B.	In-kind Contributions	\$58,000	\$57,000	\$66,200
C.	Total Operating Expenses	\$306,975	\$309,433	\$349,650
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$12,400	\$14,100	\$15,850
11.	Revenue: Contracted Services	\$27,550	\$41,019	\$35,000
12.	Revenue: Other	\$1,500	\$1,300	\$2,000
13.	Private Support: Corporate			
14.	Private Support: Foundation	\$15,000	\$17,000	\$24,000
15.	Private Support: Other	\$45,500	\$45,008	\$40,200
16.	Government Support: Federal			

17.	Government Support: State/Regional	\$2,610	\$76,250	\$12,400
18.	Government Support: Local/County	\$118,620	\$126,381	\$155,000
19.	Applicant Cash	\$15,607		
D.	Total Cash Income	\$238,787	\$321,058	\$284,450
B.	In-kind Contributions	\$58,000	\$57,000	\$66,200
E.	Total Operating Income	\$296,787	\$378,058	\$350,650

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 shortfall in Fiscal Year 2018/19 was due to the City of Miami Beach Final Grant payment being issued after the end of our fiscal 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	2 administrators	\$15,000	\$65,000	\$30,000	\$110,000
Totals:		\$15,000	\$65,000	\$30,000	\$110,000

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	10 dancers	\$24,410	\$45,590	\$0	\$70,000
Totals:		\$24,410	\$45,590	\$0	\$70,000

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	1 Technical Director	\$0	\$12,000	\$0	\$12,000
Totals:		\$0	\$12,000	\$0	\$12,000

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
Totals:		\$0	\$35,000	\$0	\$35,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Outside Technical Personnel	\$0	\$15,000	\$0	\$15,000
2	Outside Artistic	\$0	\$20,000	\$0	\$20,000
Totals:		\$0	\$35,000	\$0	\$35,000

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Professional Services including legal and accounting	\$0	\$10,000	\$4,000	\$14,000
Totals:		\$0	\$10,000	\$4,000	\$14,000

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Administrative including rehearsal studio	\$6,000	\$1,000	\$7,000
2	Venue Rental for Performances	\$3,000	\$7,000	\$10,000
Totals:		\$9,000	\$8,000	\$17,000

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	In county Travel	\$2,000	\$0	\$2,000
2	Out of County travel	\$20,000	\$0	\$20,000
Totals:		\$22,000	\$0	\$22,000

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Public Relations	\$0	\$12,000	\$0	\$12,000
Totals:		\$0	\$29,000	\$11,000	\$40,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Marketing and Advertising	\$0	\$14,000	\$6,000	\$20,000
3	Printing and mailing	\$0	\$3,000	\$5,000	\$8,000
Totals:		\$0	\$29,000	\$11,000	\$40,000

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Insurance	\$0	\$2,500	\$0	\$2,500
2	Utilities	\$0	\$4,000	\$0	\$4,000
3	Costumes and sets	\$0	\$6,000	\$0	\$6,000
4	Photo/Video	\$0	\$3,000	\$3,000	\$6,000
5	Music Purchase/Licensing	\$0	\$4,000	\$0	\$4,000
6	Choreography License	\$0	\$5,500	\$3,000	\$8,500
7	Fundraising development	\$0	\$12,500	\$0	\$12,500
8	Supplies and materials	\$0	\$3,000	\$0	\$3,000
9	Miscellaneous	\$0	\$3,000	\$0	\$3,000
Totals:		\$0	\$43,500	\$6,000	\$49,500

Amount of Grant Funding Requested:

\$39,410

Cash Match:

\$271,090

In-Kind Match:

\$59,000

Match Amount:

\$330,090

Total Project Cost:**\$369,500****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	Performances	\$20,000	\$20,000	
Totals:		\$0	\$20,000	\$20,000

3.2. Revenue: Contracted Services *

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

3.3. Revenue: Other *

#	Description	Cash Match	Total	
1	Tuition	\$3,000	\$3,000	
Totals:		\$0	\$3,000	\$3,000

3.5. Private Support: Foundation *

#	Description	Cash Match	Total	
1	Local Foundations	\$26,000	\$26,000	
Totals:		\$0	\$26,000	\$26,000

3.6. Private Support: Other *

#	Description	Cash Match	Total	
Totals:		\$0	\$22,090	\$22,090

#	Description	Cash Match	Total
1	Individual donation	\$22,090	\$22,090
Totals:		\$0	\$22,090

3.7. Government Support: Federal *

#	Description	Cash Match	Total
1	NEA Art Works Dance	\$10,000	\$10,000
Totals:		\$0	\$10,000

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	Miami-Dade County	\$135,000	\$135,000
2	City of Miami Beach	\$20,000	\$20,000
Totals:		\$0	\$155,000

Total Project Income:

\$369,500

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$39,410	\$39,410	11%
B.	Cash Match	\$271,090	\$271,090	73%
	Total Cash	\$310,500	\$310,500	84%
C.	In-Kind	\$59,000	\$59,000	16%
	Total Proposal Budget	\$369,500	\$369,500	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.

DNM conducts all of the proposed performances, rehearsals and educational activities at facilities which maintain updated ADA standards. Following the attendance to the Miami Dade County Department of Cultural Affairs' ADA Silver Anniversary Summit, DNM includes ADA symbols on marketing material and large print material is available upon request.

DNM's programming has wide appeal and its marketing strategies are designed to increase accessibility at every level. The free school performances provide access to youth who may have not attended a dance concert previously.

Performing throughout South Florida and beyond helps to make DNM and its work accessible to many more and diverse audiences and the company continues to participate in free ticket programs through LHCC, CultureShockMiami and Golden Tickets to reach Little Haiti residents, students and senior citizens, with positive connections with the Gay and Lesbian Chamber of Commerce to reach their constituencies. Community performances including those at LHCC have below market or free ticket prices and DNM policy dictates that no one will be turned away at the door.

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?

Diego Salterini

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?

9/1/2016

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

- ☒ Yes
- ☐ No

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

Paragraphs from artists' contracts:

3. Discrimination Forbidden.

Employer agrees that it will not discriminate against any Dancer in compensation, performances, engagements, or in its general relationship with any Dancer because of any such Dancer's nationality, race, color, creed, sex, religion, or affectional preference.

4. Segregation.

No Dancer will be required to appear in any theater or place of performance where discrimination is practiced because of race, color, or creed against any Dancer or patron, as to admission or seating arrangements.

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)
WFServlet.pdf	33 [KB]	4/27/2020 6:52:43 PM	View file

2. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
DNM ADs report 2019:20.pdf	DNM Supt. 1: Artistic Director's Season Report 2019/20	This report details the company's activities of the season and addresses the radical changes since the Coronavirus outbreak	8509 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
DNM Mission History 2020 incl summary funders.pdf	DNM Supt. 2: History and Mission 2020	Brief and more detailed information about DNM, its achievements, annual activities and funders.	318 [KB]		View file
DNM 2020 Organizational structure and Chart.pdf	DNM Supt. 3: Organizational Structure and Chart	Description of DNM Directorship and Staff Structure, with chart	71 [KB]		View file
DNM Key personnel 2020:21.pdf	DNM Supt. 4: Key Artistic and Staff Bios	Information on current Directorship, Staff, Artistic Collaborators and Dance Artists	161 [KB]		View file
Dance NOW ONLINE Press and video links 2020.pdf	DNM Supt: 5: Press and Video links	Links to work samples, online press reviews as well as comprehensive printed media coverage in English, Spanish and Italian with Google translations	52 [KB]		View file
DNM Board Contact 2020:21.pdf	DNM Supt. 6: Board List	Names, affiliations and contacts for DNM Executive, General and Advisory Board members	922 [KB]		View file
DNM 2020 marketing and SWOT.pdf	DNM Supt. 7: Marketing/SWOT Analysis	Detailed marketing plans, SWOT Analysis and ticket projections	170 [KB]		View file
Education Binder WDSI and school residencies.pdf	DNM Supt. 8: Educational Binder	This binder includes testimonials from DNM's World Dance Summer Intensive, letters of support for residencies from public school teachers and a sample of teacher packet for lec/dem performances	7456 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

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

1. Notification of International Travel

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

K. Florida Single Audit Act Page 11 of 12

Florida Single Audit Act

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

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

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

☐ Yes

☒ No

L. Review & Submit Page 12 of 12

1. Guidelines Certification

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

2. Review and Submit

☐ I hereby certify that I am authorized to submit this application on behalf of The Dance Now! Ensemble, 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)

Diego Salterini