

Academy of Ballet Arts, Inc.

Project Title: General Program Support 2021-22

Grant Number: 22.c.ps.101.365

Date Submitted: Sunday, May 31, 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: Dance

Proposal Title: General Program Support 2021-22

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Academy of Ballet Arts, Inc. 
- b. **FEID:** 59-2926455
- c. **Phone number:** 727.327.4401
- d. **Principal Address:** 2914 First Avenue North St. Petersburg, 33713-8635
- e. **Mailing Address:** 2914 First Avenue North St. Petersburg, 33713
- f. **Website:** www.academyofballetarts.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Pinellas
- j. **DUNS number:** 10-894-4190
- k. **Fiscal Year End Date:** 12/31

1. Grant Contact *

First Name

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2. Additional Contact *

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3. Authorized Official *

First Name

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4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Other School

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 the Academy of Ballet Arts Inc. is to develop the potential of each student to express his or her individual ideas and emotions through the beauty of movement. The Academy values diversity, nurtures creativity and builds community. It envisions developing a direct connection with the county's residents through its curriculum, arts education programs and public performances.

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.

The Academy of Ballet Arts Inc., (ABA), has been a leader in developing sustainable arts education and public performance opportunities for students in Pinellas County for fifty years. ABA is committed to providing a continuous comprehensive year-round curriculum of classes, public performances and intensive summer training for beginning through professional students and providing professional faculty to mentor them.

ABA is seeking a General Support Grant in 2021-2022 to support its goals to continue developing programs that involve a diverse spectrum of its community residents in a combination of classes, workshops, summer intensives and public performances.

ABA recruits its students through community connections and its curriculum embraces all levels of participation, abilities and body types. Based on the Vaganova (Russian) style, Bournonville (Danish) and the American Ballet Theatre National Training Curriculum all levels follow a two-year course of study. Students study ballet and character and at appropriate levels pointe, variations and pas de deux are added.

The men's division has a parallel schedule and all students can supplement their training with classes in conditioning, acting, jazz and modern. ABA students are trained at a professional level so that if they choose to pursue a career in dance, they are technically and artistically prepared.

Each summer, ABA conducts four Intensive workshops for the serious dancer, and continues the evening class schedule for all students. The goal of the Intensives is to provide local dancers a

comprehensive dance experience that is comparable to national programs. The Intensive dancers have the opportunity to learn repertoire from the faculty and guest artists, which is presented in an in-studio performance setting. These performances are open to the public.

ABA has an Adaptive Dance program specifically designated for children with Down Syndrome, Autism, physical, mental and emotional challenges. ABA collaborates with the Pinellas Autism Project, Creative Clay and the Nina Harris School. Two of the permanent faculty attended the Boston Ballet's Adapted Ballet Seminar in 2017 and have developed ABA's curriculum combining movement drawn from ballet, character, modern, music and theatre. Classes are open to students from the age of 4 - adult. ABA is committed to involvement in continuing education in the field of varying exceptionalities and providing dance training in a supportive atmosphere.

Performances:

ABA is dedicated to giving back to the community and enhancing access to the arts for everyone.

Since 1978, ABA has performed an annual "Nutcracker". Of the six Nutcracker performances each year, the first two are set aside for public, private and home-schooled students, senior citizens in assisted living facilities and students from facilities for physically and mentally challenged children and adults. ABA provides free tickets for families in shelters, inner-city schools, foster children and in programs that provide help for families in economic or emotional distress.

The "Spring Concert" features either a full-length ballet or an eclectic program including classical ballet excerpts as well as ethnic and original contemporary choreography. This performance includes an artist-audience talk back.

Since 1976, ABA has performed Russian and other ethnically diverse dances at the St. Petersburg International Folk Fair Society's (SPIFFS) annual festival. This is a four-day outdoor festival that highlights the cultural heritage of over 75 countries. ABA also performs annually at schools, 1st Night, Habitat for Humanity, Florida Foreign Language Teachers Conference and the World Day Festival of Cultural Diversity.

Goals:

- To produce professional quality students that will perform in a variety of public productions
- To work with local advocates to provide dance training and performance opportunities to low-income/culturally diverse students
- To boost the community's understanding of the academic, physical and emotional health benefits of studying dance
- To generate on-going employment for dancers, choreographers, and teachers

Objectives:

- To support the production and performances of 2 main concerts, 3 community programs, and contribute to additional public events
- To maintain a strong year-round dance curriculum that serves beginners to professional students and is inclusive of students needing adaptive curriculum

- To increase the viability of dance classes for economically challenged families that results in a 5% increase in students studying ballet in a professional and healthy setting
- To promote the emotional, academic and health benefits of dance classes
- To continue to collaborate with local, state, and national organizations that promote access to the arts for all people

Activities:

- Contract dates for performances: SPIFFS, Nutcracker, Spring Concert, Community and In-Studio performances
- Seek and secure funding
- Plan and manage media relationships, image and publicity
- Collaborate with local visual artists and musicians to create integrated performances in a variety of venues and non-traditional spaces
- Create a series of targeted talk-backs in informal settings with teaching artists, choreographers, dancers and students
- Implement and maintain a consistent schedule of classes, workshops, in-school programs and summer intensives taught by highly trained and skilled professionals
- Collaborate with Pinellas Autism Program, Creative Clay and Nina Harris to continue to develop ABA's Adaptive Dance Curriculum and make it accessible to the community.
- Select inner-city schools for outreach programs
- Maintain memberships in Arts Alliance, ACE, FDA, FDEO, NDEO, Creative Pinellas, Non-Profit Leadership Council and Foundation for a Healthy St. Petersburg
- Support Arts advocacy through serving on the St. Petersburg Arts Executive Council

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.

Creative Clay: ABA has developed a collaborative program with Creative Clay to provide access to dance classes for children and adults with disabilities. Kim Dorhman, CEO of Creative Clay, has proposed offering dance classes at their center as a way of introducing her students to the fun of moving to music without long-term commitment.

Proposal:

- *ABA will provide integrated dance classes for students enrolled in Creative Clay's Summer Camp Program.*
- *After the camp ends, students would be provided classes at the Academy's studio.*
- *ABA would pay the teachers.*
- *Students who demonstrate the aptitude and commitment to studying dance consistently would be main-streamed into ABA's regular curriculum, and encouraged to audition for ABA's public performances.*

St. Petersburg Museum Dance Project: *Helen Hansen-French, a former student and graduate of Juilliard, formed a group of artists to create collaborative events with the Museum of Fine Arts. The project involved a 6- month exhibition of "The Art of the Stage", featuring art work from the Ballet Russe Era. Fifty ABA students, their families and the faculty participated in developing improv material using the themes of "Children's Games". The students developed several improvs that were a part of the final showing performed by the professional dancers. They also vocalized observations about the process. This event allowed us to carry the observations about movement and its source into their daily classes.*

Great American Teach-In: ABA will be participating in this event at the Nina Harris Exceptional Student Education Center by teaching adaptive dance to selected classes. Through sharing the emotional, physical and communicative possibilities of dance directly with the students the Nina Harris faculty can observe the effect dance has on their students.

The Nina Harris Agency Fair: *Participating in the Fair allows ABA to reach parents with information about our adapted ballet classes. ABA students will open the Fair with a performance of "Peter and the Wolf" that will include some of our current adaptive ballet students.*

St. Petersburg Opera: *ABA has established a collaboration with the St. Petersburg Opera by lending dancers to their productions that require trained ballet dancers. The dancers have performed in "Die Fledermaus" and "Faust" in the past.*

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Time-Line

July-Aug 2021: Schedules e-mailed to current students (7/1); placement classes for new students(July-August), Classes at Creative Clay (July-August) **Summer Intensive III In-Studio performance** (7/9), **Summer Intensive IV** (7/12-8/6) **In-Studio Performance** (8/6) **Summer Intensive V** (8/9-8/20) Fall classes begin (8/17); rehearsals begin for SPIFFS performance (8/20) rehearsals begin for Youth America Grand Prix Competition (YAGP) (8/21)

Sept-Oct 2021: auditions for Nutcracker (9/11); Performances at Saturday Morning Market begin (9/18), Nutcracker rehearsals begin (9/18); costumes fitted, pictures for posters taken (9/25-26), posters printed, publicity posted on arts websites (10/16-25); **Octoberfest performance** (10/16-17); **SPIFFS performances** (10/21-10/24)

Nov-Dec 2021: posters distributed (11/1); Nutcracker Tech & Dress rehearsals (11/29-12/1); **Nutcracker Performances** (12/2-12/5); Post publicity for Summer Intensives I-II-III-IV (12/11); **Nutcracker Excerpts at Bon Secours Nursing Home** (12/12) rehearsals for 1st Night (12/12-30); Winter Workshop classes (12/27-31); **1st Night Performance** (12/31)

Jan-Feb 2022: **YAGP competition** (1/7-9); Classes resume (1/3); Semester evaluations (1/24-29), Spring Concert auditions (1/15); **Nursing Home Tour** (1/30) Rehearsals begin for Spring Concert (1/22); **Russian Winter Ball** (1/23) Auditions for Summer Intensive III (2/13) Costumes fitted, pictures for Spring Concert taken (2/26-27)

Mar-Apr 2022: Applications open for Summer Intensives I-II- (3/1); Confirm Guest Artists (3/1); **Nursing Home Tour** (3/13) **Heritage Park Folk Fest** (4/5); **Sunshine Reading Festival Performance** (4/10-4/16), YAGP Finals NYC (4/18-29)

May-July 2022: **Spring Concert** (5/6-7) Auditions for **Summer Intensive IV** (5/9); Reservation fee due for Summer Intensive I-III (5/29); **Nursing Home Tour** (6/11) Classes at Creative Clay (June-July) **Summer Intensive I** (5/31-6/4); **In-Studio performance** (6/4), **Summer Intensive II** (6/6-6/17) **In-Studio Performance** (6/17) **Summer Intensive III** (6/20-7/1) **In-Studio Performance** (7/1), **Summer Intensive IV** (7/5-8/5)

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? *

11

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

2,766

3. How many Adults will be engaged? *

2,723

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

735

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

820

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?

4293

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

☒ No single age group made up more than 25% of the population directly benefited.

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

☒ No group made up 25% or more of population benefiting

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

St. Petersburg, Florida has a population of 266,076 and the median age is 44.8. The population is made up of 51.8% Female, 48.2% Male and 40% are married. The average household income is \$80,310 with the median income totaling \$55,134. The city population is diverse and contains the following groups:

1. White: 69.2%
2. Black: 22.8%
3. Hispanic: 7.6%
4. Asian: 3.3%
5. Two or More Races: 3.1%
6. Other Race Origin: 1.3%
7. American Indian: 0.2%
8. Pacific Islander: 0.1%

The educational percentages of residents are:

1. High School Graduate or GED: 27.5%
2. Bachelor's Degree: 21.9%
3. Some College (no degree): 19.2%
4. Graduate Degree: 12%
5. Associate Degree: 10.9%
6. Some High School (no degree): 5.9%
7. Less than 9th Grade: 2.5%

Top Employment Industries: No numbers available for artists or educators

1. Healthcare & Social Assistance: 21,103
2. Retail Trade: 13,443

3. Professional, Scientific & Technical Services: 12,930
4. Hospitality (Food & Lodging): 11,482
5. Finance & Insurance: 8,777
6. Manufacturing: 8,392
7. Construction: 6,613

Tourism:

1. Mean age: 53.1
2. Mean Household Income: \$83,511
3. International Visitors: 11.5%
4. Average Spending: \$114.57 per person, per day
5. Average Party Size: 2.7
6. Average Length of Stay: 5.5 days

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.

ABA annually gives free Family Vouchers to our Nutcracker performances to:

- Inner-city schools
- PARC
- Suncoast Center for Abused Children

Our program focuses on the family because a shared experience leads to more conversations about the arts and more children actively involved in the arts. 75% of the vouchers were exchanged for tickets.

ABA is on the Arts and Education panel and listed in the data base provided to all academic teachers as a resource. As a part of the Sunshine Reading Festival, ABA annually provides two free performances of Peter and the Wolf at the St. Petersburg Museum of History.

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.

☒ Pinellas

12. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

Organizations: Include the economic impact of your organization as a whole.

Solo Artists: Include any positive social elements and community engagement anticipated from the project.

ABA is located in the Mid-Town area of St. Petersburg, a long-neglected section of the city. It is economically depressed, with high rates of unemployment and challenged by the accessibility of public transportation in the evening. ABA is the only ballet school in St. Petersburg whose mission is to "develop the potential of every student and values diversity, nurtures creativity and builds community through curriculum, education and performances". The Academy strengthens the local economy by providing steady employment for its faculty, artistic director and guest artists. Our customers bring more business to the area we are located in which is a part of St. Petersburg's cultural corridor. It features small, individually owned businesses, restaurants and galleries.

ABA produces public performances at the Palladium Theatre, operated by St. Petersburg College in the downtown waterfront area. Our rental fees provide salaries for the technicians and others employed at the Theatre. Our productions also produce income for local set, sound and light designers, equipment operators, costume designers, and guest artists. Local thrift shops benefit from our costume designer's ability to re-purpose used clothing.

At the annual St. Pete Literary Festival, ABA presents a live performance of Peter and the Wolf at the St. Petersburg History Museum located on the approach to the Pier and beside the Museum of Fine Arts. The free performance is narrated, fully costumed including innovative masks, props and sets. After the show the performers greet the audience, let them see the masks and ask questions of the performers. ABA performs free every year for the Festivals held at public and private schools in Pinellas County. These performances feature dances from different cultures, historical pieces and talk-backs between the dancers and the audience.

St. Petersburg promotes itself as a thriving environment for the development of all of the arts. ABA students perform at local nursing homes, at the Saturday Morning Market to help promote community performances and represent the Russian/Americans in city-wide events. ABA's annual performances increase the overall cultural value to the Latin, Asian and African population in Pinellas County and increases the attraction of the area to tourists and international visitors.

ABA's business plan includes developing strong cultural ties with the community that surrounds us to foster the following strengths in local children:

- self-discipline
- persistence
- self-motivation
- pursuit of goals
- self-esteem
- ability to work together as a team.

Investing in the children in the neighborhood helps give them a healthy after-school and summer activity that teaches them to respect themselves, their peers and their community while they learn the basic principles that studying dance teaches.

The dedication, creativity and abstract thinking that an artist develops can translate and apply to any occupation. As ABA's students grow up, they will become an essential part of the city's economic foundation by becoming life-long supporters of the arts.

ABA is a member of the Nonprofit Collaboration Group of St. Petersburg which holds a monthly meeting to share collaborative projects. The group addresses the communities needs in the areas of artistic opportunities, poverty, immigrants, cultural diversity and making community activities accessible. ABA has developed a partnership with Creative Clay, Pinellas Autism Project and Nina Harris to provide dance classes for students who face academic, emotional or physical challenges. This year the Adaptive Ballet Program was approved as an IB student's community volunteer activity required for graduation.

ABA holds open auditions for community students for our Summer Intensives. Students who qualify financially or artistically are awarded tuition grants for the Intensives. Students who successfully complete the summer program are then invited to attend classes in ABA's school-year program. These collaborations are in our plan to bring professional and supportive training to under-served 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.

In September, 2019 **Communicasting Media** was hired by the Board of Directors and Sharon McCaman, a former ABA student who holds her BFA in Dance and her MBA in Dance and Digital Design is in charge of our account. The following actions are the beginning of developing a digital fingerprint and strategic marketing plan:

- Posts announcements of Master Classes (including Virtual Ones) on Social Media
- Promotes performances on FaceBook and Instagram
- Collaborates with the faculty on posting articles, videos and photographs on the website and Social Media
- Collaborates with the Board of Directors to create a strategic marketing plan
- Created a new website (www.academyofballetarts.org).
- Produced our Nutcracker and Spring Performance Programs, which included ads and incentive coupons from Spectrum, UPS Stores, Lending Associates, Palm Crest Resort and On Pointe Dance Wear.
- **Communicasting** has also designed printed posters, postcards, and Yard Signs as well as Social Media ads in which the dancers are moving. The media spots are actively rotated with photographs of the dancers using destinations within St. Petersburg as backgrounds in our publicity pictures which helps promote our beautiful city as well as our performances.
- ABA markets performances through distribution of posters, yard signs, flyers, postcards and hanging door advertisements in targeted zip codes
- ABA's marketing plan is updated yearly based on the outcomes of the previous year's increase in audience numbers.
- ABA School brochures are printed in July and distributed through email, displayed in the studio, at local dance supply stores, at all performances and on our website.
- ABA is a member of the Grand Central Business Association and publishes an ad in the group's brochure that is placed in all area tourist kiosks.
- Performances are listed on the City of St. Petersburg's website.
- Performance ads are posted on the Websites of: USF, Arts Alliance, Creative Pinellas, Academy of Ballet Arts, Palladium Theatre and on Facebook.

- Announcements on local radio stations and television stations like Bay News 9, are a marketing source.
- E-mails blasts go to students, previous patrons and local arts agencies.

Traditional Media

- Our Marketing team sends press releases to the appropriate news sources.
- Performances are listed in the Tampa Bay Times "Weekender" section, Creative Loafing, Gulfport Gabbler, the Northeast Times, and Beach Life.
- ABA is listed as a member of the Arts Alliance, belongs to the FDA, NDEO, FDAE, Americans for the Arts, Foundation for a Healthy St. Pete, Non-Profit Leadership Center of Tampa. These organizations have newsletters that give ABA the opportunity to list special events.
- Professional photographs of our dancers are displayed and distributed at small businesses throughout the downtown area.
- A permanent picture of our Spanish Pas de Deux from Nutcracker hangs on a pole in the heart of downtown as an advertisement for the city's booming arts scene.

Audience Development

ABA established an Arts Advisory Group to address diversity in programing, community outreach and new student registration. The group is composed of business leaders and artists who define ways to embrace the rich diversity in our community.

ABA is working with Barbara St. Claire at Creative Pinellas and Jeannie Reynolds, Arts Director with PCS to create collaborative projects with ACE. A contact list of professional arts organizations and individual artists, who are vetted by the school system and willing to be guest artists was created. ABA is listed on this data base. ABA faculty is available to help establish dance experiences throughout our school system. through site specific choreographic events.

ABA is deeply committed to participating in all workshops, individual dialogues, and community meetings that are creating new pathways of artistic exposure and involvement for the diverse population in Pinellas County. Creative Pinellas and the St. Petersburg Arts Alliance have been leaders in the development of opportunities to communicate with every ethnic group and ABA is a constant and integral part of those meetings.

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.

ABA was the first arts institution in Pinellas County to train classical ballet dancers, remain operational year-round and be staffed by professional dancers and educators. During its 50-year history, ABA produced more than 100 professional dancers. They dance with companies such as American Ballet Theatre, Alvin Ailey and San Francisco Ballet. ABA hosted zoom classes taught by professional alumni who were affected by the Covid 19 crisis due to closure of their companies, tours and seasons. These Master Classes all were open to the community.

ABA's programs generate an income sufficient for sustaining yearly operations. ABA qualified for a PPP loan and initiated a successful fundraiser to alleviate the debt incurred during the pandemic. A grant from the state would enable ABA to improve its impact on the under-served segment of our community by expanding programs, adding faculty, and providing mentors. The addition of new students will create a sustainable revenue stream in relation to ABA's newly broadened capacity.

ABA's 2021/22 business plan promotes steady growth and financial stability by:

- Offering 44 classes per week, 48 weeks a year
- Conducting 4 Summer Intensives
- Increasing marketing for classes, Summer Intensives and performances
- Continue public performances that promote steady growth and financial stability.
- Expanding the "Adaptive Program" for Down Syndrome, Autistic, wheel-chair bound, hearing impaired, mentally and emotionally challenged students
- Secure current grants
- Increase ticket revenue, local business donations, and private funding sources
- Build reserve funds for purchase of ABA's building
- Expand the Board of Directors & the Arts Advisory Committee

The Artistic Director, Ms. Pomerantzeff, was awarded a scholarship to attend the University of Tampa Nonprofit Management Program and will graduate in 2020. The Graduate Level Program includes courses in Strategic Planning, Effective Board Governance, Research Techniques, Targeting the Audience, Analyzing Financial Performance, and developing a Business Plan.

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.

ABA's curriculum and student progress will be evaluated based on the following criteria:

- Successful completion of all scheduled classes
- Number of students who complete the school year
- Number of students who continue summer classes
- Student technical Growth
- Student artistic Growth

The methods used to evaluate the curriculum and student progress will be:

- Student self-evaluation
- Teacher evaluations
- Parent evaluations
- Attendance records
- Budget income analysis
- Budget expense evaluation
- Comparison of previous year's student numbers
- Board Evaluation

ABA's Performance Season will be evaluated based on the following criteria:

- Completion of contracted performances
- Completion of community performances
- Success of marketing plans
- Audience feedback through post-performance talk-backs, surveys, letters and donations
- Audience growth
- Impact of performances on organization's growth
- Impact of free tickets to under-served families

The methods used to evaluate the performance season will be:

- Ticket sales
- Attendance numbers compared to previous season
- Board evaluation of marketing plan successes based on budget vs results
- Evaluation of statistical comparison of recurring events with previous year's events
- Artistic Merit
- Outreach numbers
- E-mail registration
- Analysis of surveys
- Analysis of ticket out-reach program

The results will be used to:

- Improve curriculum
- Improve class scheduling
- Improve out-reach programs to under-served communities
- Improve marketing ideas, timeline and completion
- Maintain current audiences
- Target new areas of audience development
- Seek new sources of financial support
- Continue to promote dance in the county
- Implement budget decisions

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

12/31/2019

4. Operating Budget Summary

Expenses		Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	\$6,996	\$7,000	\$8,000
2.	Personnel: Programmatic	\$74,248	\$81,600	\$85,000
3.	Personnel: Technical/Production	\$1,400	\$1,400	\$3,000
4.	Outside Fees and Services: Programmatic	\$7,139	\$9,400	\$10,000
5.	Outside Fees and Services: Other	\$1,438	\$1,900	\$2,000
6.	Space Rental, Rent or Mortgage	\$60,823	\$61,000	\$62,000
7.	Travel	\$321	\$2,500	\$3,000
8.	Marketing	\$1,650	\$3,000	\$6,000
9.	Remaining Operating Expenses	\$17,857	\$19,700	\$20,000
A.	Total Cash Expenses	\$171,872	\$187,500	\$199,000
B.	In-kind Contributions	\$15,383	\$16,000	\$17,000
C.	Total Operating Expenses	\$187,255	\$203,500	\$216,000
Income		Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$43,260	\$44,000	\$45,000

11.	Revenue: Contracted Services	\$132,311	\$134,000	\$136,000
12.	Revenue: Other	\$12,846	\$13,000	\$14,000
13.	Private Support: Corporate		\$1,000	\$1,500
14.	Private Support: Foundation			
15.	Private Support: Other	\$50	\$1,000	\$1,000
16.	Government Support: Federal			
17.	Government Support: State/Regional			
18.	Government Support: Local/County	\$10,688	\$10,241	\$11,000
19.	Applicant Cash			
D.	Total Cash Income	\$199,155	\$203,241	\$208,500
B.	In-kind Contributions	\$15,383	\$16,000	\$17,000
E.	Total Operating Income	\$214,538	\$219,241	\$225,500

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.

ABA has surplus amounts in all three of the fiscal years required in the Operating Budget that are earmarked for our tuition grants, Summer Intensives and building reserve fund. We are working toward the matching funds needed for the state grant when we will be qualified to write a proposal for the Cultural Facilities Program grant. The strategic plan is to buy the building that ABA has rented since 2001 and to eventually expand the facilities to accommodate increased student enrollment. The Budget for 2020 has been adjusted for the loss of income due to the Covid 19 pandemic.

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	Studio Manager	\$0	\$6,000	\$1,000	\$7,000
2	Artistic Director	\$0	\$7,000	\$0	\$7,000
3	Accounting	\$0	\$0	\$500	\$500
4	Secretarial	\$0	\$0	\$200	\$200
5	Receptionist	\$0	\$0	\$4,000	\$4,000
Totals:		\$0	\$13,000	\$5,700	\$18,700

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	School Year Faculty Teaching 2000 Classes	\$20,000	\$36,000	\$0	\$56,000
2	Summer Intensive Faculty Teaching 3 Leveled Intensives	\$4,000	\$9,000	\$0	\$13,000
Totals:		\$24,000	\$45,000	\$9,000	\$78,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
3	Choreography & Rehearsal Time	\$0	\$0	\$8,000	\$8,000
4	Summer Choreography/Coaching	\$0	\$0	\$1,000	\$1,000
Totals:		\$24,000	\$45,000	\$9,000	\$78,000

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Costume Design	\$0	\$1,000	\$1,000	\$2,000
2	Costume Construction	\$0	\$2,000	\$1,000	\$3,000
3	Lighting, Stage Management	\$0	\$1,400	\$0	\$1,400
Totals:		\$0	\$4,400	\$2,000	\$6,400

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Continuing Education	\$0	\$2,000	\$0	\$2,000
2	Costumes	\$0	\$4,500	\$0	\$4,500
3	Goods Inventory	\$0	\$2,600	\$0	\$2,600
4	Professional Services	\$0	\$300	\$0	\$300
5	Guest Artists	\$0	\$3,000	\$0	\$3,000
6	Guest Teachers	\$0	\$5,000	\$0	\$5,000
7	Guest Choreographers	\$0	\$2,000	\$0	\$2,000
Totals:		\$0	\$19,400	\$0	\$19,400

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
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#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Videography	\$0	\$3,000	\$0	\$3,000
2	Photography	\$0	\$1,500	\$500	\$2,000
3	990 Preparation	\$0	\$1,000	\$0	\$1,000
4	Dues and Subscriptions	\$0	\$900	\$0	\$900
5	Postage /Printing	\$0	\$100	\$0	\$100
Totals:		\$0	\$6,500	\$500	\$7,000

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Studio Rental	\$45,000	\$0	\$45,000
2	Performance Space	\$14,000	\$0	\$14,000
3	Costume Storage	\$7,000	\$0	\$7,000
Totals:		\$66,000	\$0	\$66,000

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Conventions/Competitions	\$1,000	\$0	\$1,000
2	Publicity Opportunities	\$2,000	\$0	\$2,000
Totals:		\$3,000	\$0	\$3,000

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Print Including Posters and Magazines	\$0	\$5,000	\$0	\$5,000
Totals:		\$0	\$7,400	\$0	\$7,400

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Internet Including Email Design, Web Presence	\$0	\$2,400	\$0	\$2,400
Totals:		\$0	\$7,400	\$0	\$7,400

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Equipment Maintenance	\$0	\$2,000	\$0	\$2,000
2	Utilities	\$0	\$9,000	\$0	\$9,000
3	Studio Supplies	\$0	\$4,000	\$0	\$4,000
4	Insurance	\$0	\$2,000	\$0	\$2,000
Totals:		\$0	\$17,000	\$0	\$17,000

Amount of Grant Funding Requested:

\$24,000

Cash Match:

\$181,700

In-Kind Match:

\$17,200

Match Amount:

\$198,900

Total Project Cost:

\$222,900

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	Nutcracker Performances	\$34,000	\$34,000	
2	Spring Concert	\$4,000	\$4,000	
Totals:		\$0	\$38,000	\$38,000

3.2. Revenue: Contracted Services *

#	Description	Cash Match	Total	
1	Tuition Evening Classes	\$110,000	\$110,000	
2	Tuition Summer Program	\$11,000	\$11,000	
Totals:		\$0	\$121,000	\$121,000

3.3. Revenue: Other *

#	Description	Cash Match	Total	
1	Boutique/Non Boutique Sales	\$5,000	\$5,000	
2	Advertising in Programs	\$1,200	\$1,200	
3	Donations from Individuals	\$500	\$500	
4	Studio Rental	\$1,000	\$1,000	
Totals:		\$0	\$7,700	\$7,700

3.9. Government Support: Local/County *

#	Description	Cash Match	Total	
1	City of St. Petersburg Cultural Arts Grant	\$10,000	\$10,000	
2	Creative Pinellas Grant	\$5,000	\$5,000	
Totals:		\$0	\$15,000	\$15,000

Total Project Income:

\$222,900

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$24,000	\$24,000	11%
B.	Cash Match	\$181,700	\$181,700	82%
	Total Cash	\$205,700	\$205,700	93%
C.	In-Kind	\$17,200	\$17,200	8%
	Total Proposal Budget	\$222,900	\$222,900	101%

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.

The majority of our performances are held off-site (at the Palladium and various downtown areas), all of which meet the ADA standards and are accessible to all potential audience members and to our performers.

Joan Wilson, is our accessibility coordinator and ensures that all registered students are placed into the appropriate classes. She also works with the appropriate personnel at our performance venues to ensure accessibility for all.

The physical address of the Academy of Ballet Arts is wheelchair accessible and the classes are open to all types of abilities and disabilities. Our ADA plan is to first evaluate the child at the time of his placement class as to physical and emotional needs. Then, in collaboration with the parent, the staff makes an educational plan for the student. When a student is ready, he is mainstreamed into the regular curriculum, which helps all of our students benefit from each other's abilities.

Our Adaptive Dance Program currently includes Arianna, 9, paralyzed from the waist down and confined to a wheel chair; Kelly, 9, legally blind; Skylar, 11, emotional and academic problems and Landon, 9, Cerebral Palsy. Destiny, 14 who has academic challenges, was mainstreamed into a regular Ballet class and a Jazz class this year. Student volunteers are matched with each child and act as assistants.

Katelyn Harper, was cast in Nutcracker for three consecutive years, despite being confined to a wheelchair, on a ventilator and able to only move one finger and her eyes. The impact this one child had on the cast and the close friends that she made among her peers is indefinable. As a result of her performance experience, she joined our Summer Intensive classes and her friends learned to lift her out of the wheelchair and help her breathe with the handheld ventilator. Katelyn was a part of the Academy's student body from the age of nine until she passed away just before her thirteenth birthday.

Emerson Jackson, 13 has Asperger's syndrome. She became a student in 2015 and after two months of preparatory classes was successfully mainstreamed into Ballet Fundamentals. The self-discipline, structure, music and artistic challenges have allowed Emerson to control her "melt-downs" by herself. She has developed friendships among her classmates and has learned to communicate her feelings and artistic goals. She has a therapy dog who attends class with her. This year she is in Ballet III, takes five classes a week and is studying pointe.

Tuition Grant Program

Since 1969, ABA has had a scholarship program in place to assist economically challenged families to register their children to study ballet. If the family qualifies for free or reduced lunch, and submits a copy of their most recent tax statement a rubric is applied to determine the family's percentage of grant money. Grants are awarded for full tuition or partial tuition. Students are given tasks to complete at the studio so that they understand the value of contributing to their tuition as well as investing in the care of the facilities.

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?

Joan Wilson

4. Section 504 Self Evaluation

☒ Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

☐ Yes, the applicant completed the Abbreviated Accessibility Checklist.

☐ No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

4.1. If yes, when was the evaluation completed?

5/1/2020

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

☒ Yes

☐ No

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

The Academy of Ballet Arts Inc. does not discriminate on the basis of any race, color, gender, marital status, age, sexual orientation, disability, religious preference and national or ethnic origin.

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)
xjkwvaby.pdf	33 [KB]	5/31/2020 9:13:37 PM	View file

2. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
ABA Organizational History 2020.docx.pdf	ABA Organizational Information		156 [KB]		View file
ABA Artistic Staff Biographies 2020.pdf	ABA Artistic Staff Biographies		139 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
ABA Alumni List 2020.pdf	ABA Alumni Information		178 [KB]		View file
ABA Calvin Royal and Misty Copeland in LA 2019.pdf	ABA Article on Calvin Royal III		308 [KB]		View file
ABA brochure classes 2019-2020.pdf	ABA 2019-2020 Class Brochure		129 [KB]		View file
ABA Grant Applicaton Letter Goodwin 5.30.20.pdf	ABA Support Letter Adaptive Ballet		52 [KB]		View file
ABA 6 Letters of Support 2018 .pdf	ABA Spport Letters		1360 [KB]		View file
ABA Grant Photos 2018.pdf	Marketing Material		5082 [KB]		View file
ABA 2019 Nutcracker Program V9b.pdf	Marketing Material		9052 [KB]		View file
ABA Diversity Nomination Narrative 2017.pdf	ABA Adaptive Ballet Narrative		137 [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 Academy of Ballet Arts, 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)

Suzanne B. Pomerantzeff