

Monticello Acting and Dance Co.


Project Title: Children's Theater Summer program

Grant Number: 21.c.ft.200.883

Date Submitted: Tuesday, September 1, 2020

A. Contacts (Applicant Information) Page 1 of 8

Applicant Information

- a. **Organization Name:** Monticello Acting and Dance Co. 
- b. **FEID:** 30-0697543
- c. **Phone number:** 850.321.0036
- d. **Principal Address:** 262 N. Cherry Street Monticello, 32344
- e. **Mailing Address:** 1280 Florida Ave Monticello, 32344
- f. **Website:** www.monticelloactingdanceco.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Community Organization
- i. **County:** Jefferson
- j. **DUNS number:** 04-176-2968
- k. **Fiscal Year End Date:** 12/31

1. Grant Contact *

First Name

Melanie

Last Name

Mays

Phone

850.321.0066

Email

melaniemays@yahoo.com

2. Additional Contact

First Name

Melanie

Last Name

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3. Authorized Official *

First Name

Melanie

Last Name

Mays

Phone

850.321.0066

Email

melaniemays@yahoo.com

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Performing Group - Community

4.3. Applicant Race

No single racial/ethnic group made up more than 25% of the population directly benefited

4.4. Applicant Discipline

Opera/Musical Theatre

5. Department Name (optional)

B. Eligibility Page 2 of 8

1. Proposal Title *

Children's Summer Theater Program

2. Proposal Synopsis - (Maximum characters 435.) *

Since 2007, The Monticello Acting & Dance Co. has delighted audiences with Children's Theater productions. Children from ages 7 to 18 learn to sing, dance and act in a 6 week intensive that culminates in a final production at the Monticello Opera House or an alternate outdoor space. Children from multiple counties audition and participate in five plus performances; offsite performances are libraries and retirement homes in Jefferson County; and an appearance in the Watermelon Festival parade.

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

- Public Entity
- Nonprofit, Tax-Exempt
- Other (not an eligible response)

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

- Yes (required for eligibility)
- No

5. Do proposed activities occur between 1/1/2021 - 6/30/2021? *

- Yes (required for eligibility)
- No

6. Does your organization have a last completed fiscal year operating budget of \$150,000 or less? *

- Yes (required for eligibility)
- No

C. Excellence Page 3 of 8

1. Applicant Mission Statement - (Maximum characters 350.) *

The Monticello Acting & Dance Co. teaches the art of music, theater and dance to people of all backgrounds, ages, and income level, training company members in every aspect of theater and theater production to make them well-rounded performers and appreciators of the dramatic arts.

2. Proposal Description - (Maximum characters 5250.) *

Describe the proposal for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and education and outreach plans.

Children's Summer Theater Program: Since 2007, The Monticello Acting & Dance Co. (fondly referred to as MadCo) provides a summer musical comedy experience for children from ages 7 to 18. Shows are performed in conjunction with the Jefferson County Watermelon Festival, now in its 71st year, though cancelled in 2020. The 2021 Children's Theater offering is yet to be determined until more is known about how audiences will be allowed to gather due to COVID-19. In 2020, MadCo students wrote an original musical, *The Adventures of Lucas the Human*, which they performed outside in July, rehearsing and performing in face shields. We will determine the show later in Spring 2021. Options: we will write an original show again and perform outside again or consider *The Wind in the Willows* or *Matilda the Musical*. If we decide to do an original show, MadCo students will be given a chance to submit original scripts for consideration.

Primary Goals

- Instruct children in musical theater arts, broadening their understanding and appreciation of the musical theater art form.
- Encourage underserved and minority youth to participate as cast members and audience members.

Activities

- Present a six week rehearsal period. Children learn the show vocals; show choreography; receive blocking; memorize lines; and help to paint the set.
- Perform selections from the show at two libraries to promote and encourage families to attend the performances. The libraries requesting performances are Leroy Collins Public Library in Tallahassee and Jefferson County Public Library. Or, film the show offer to the libraries after the show closes as online content.
- Participate in a service day performing selections from the show at Brynwood Health & Rehabilitation Center; Cross Landings Health & Rehabilitation Center; and Jefferson County Senior Center if allowed to due to COVID-19.

Outcomes

- Provide a high quality, musical comedy education program for children in Jefferson County.

- Increase participation from students and families from counties outside of Jefferson County.
- Increase tourism to Monticello by way of eating at local restaurants and shopping before and after the show.

Performance Measures

- Ticket sales and attendance
- Feedback from partners, staff and attendees via conversation and social media and Q&A following each performance.

Program Activities: The musical TBD is selected 4 months in advance. Rehearsals engage students and teach them theatrical skills in a fun and joyful environment. The program is directed, music directed, and choreographed by Melanie Mays, a member of two professional acting unions: AEA and SAG/AFTRA.

Timeline for MadCo's production musical production Summer of 2021

- **Auditions** are held first weekend of April 2020. All MadCo Studio students and new performers are encouraged to audition. NOTE: Every child who auditions is accepted in to the program. During the first week of rehearsals, children audition for specific roles. Anywhere from 35 to 50 children participate annually. (In 2020, the cast was reduced to 19 students to lessen the chance of catching or spreading the virus.)
- **Rehearsals** at MadCo Studio start the first week of May. We begin with three, 2-hour rehearsals weekly and increase to three to four rehearsals weekly. Lead actors are called extra to work on their blocking, songs and choreography. We may decide to hold our rehearsals outdoors as we did in 2020. If necessary, for safety reasons, we'll rent a stage and perform the show outside as we did in 2020.
- **Library and Retirement Home performances** begin during tech week. We start with library performances, singing selections from the show. These shows are performed without costumes, sets and props. Cast members wear show t-shirts. We narrate the story to the audience, introduce the actors, sing and dance from the show and explain to the families in attendance how we put the show together. The performances are interactive and children in the audience get to ask questions and sometimes learn one of the dance numbers from the show. We hand out flyers and encourage the families to attend the entire performance. The service day at the two retirement homes and senior center are to serve the elderly who otherwise might not be able to attend a show at the Monticello Opera House or may not be able to afford to attend. We believe these performances teach our young actors the importance of reaching out to those in our community with love, respect and to use our talents for the good of our community. If COVID-19 is still an issue, then we will record the show to share our performances online with schools and libraries and nursing homes.
- **Performances at the Monticello Opera House or outdoor venue:** Two matinees on Wednesday; a matinee and evening show on Friday; parade on float built by the cast on Saturday morning (usually awarded the Spirit Award); ending with a matinee on Watermelon Festival Day. Our shows are well attended and usually sold out. We perform for the community, the 3000 attendees at the Watermelon Festival and we book summer camps from Leon County to come see the matinees on Wednesday and Friday. We include Boys Town and Sheriff's Association to bring students for free. Our show total is five, but we often perform as many as 9 shows with an extension into the week following the festival. If COVID-19 prevents us from being able to hold our shows at the Opera House, we will do as we did in 2020 and rent a stage and perform on the Downtown Club Grounds. The audience will bring their own lawn chairs and blankets, seated 6' apart in 6' circles. If necessary, the actors will wear face shields for all rehearsals and shows. And we will limit backstage crew, dressers, and stage manager and use parents and cast to do backstage jobs.

MadCo's Summer Theater program is a collaboration and partnership with the Monticello Opera House, Monticello-Jefferson County Chamber of Commerce, the public Library system, Leon County Summer Camp program, Jefferson County Homeschoolers, and MusicMasters.

D. Impact Page 4 of 8

Events and Participation

1. What is the estimated number of proposal events? *

3

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

10

3. How many total individuals will benefit? *

1,000

4. How many Adults will be engaged? *

400

5. How many school based youth will benefit? *

448

6. How many non-school based youth will benefit? *

50

7. How many older adults will benefit? *

100

8. How many artists will be directly involved? *

9. Additional impact/participation numbers information (optional)

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

If COVID-19 is still a concern, it may impact our numbers. For example, in 2020, we were only allowed to have 50 people per audience and we weren't able to visit the nursing homes or have summer camps come see the show. We will do our best to still do a show and will make the show available online. Having performed a show outside in 2020 in the heat, we know that if this happens summer of 2021, we will do more evening shows and fewer matinees. The evening shows were sold out.

Proposal Location

10. 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.

Jefferson

Accessibility

11. Policies and Procedures *

Yes

No

12. Staff Person for Accessibility Compliance *

Yes

No

12.1. If yes, what is the name of the staff person responsible for accessibility compliance?

Melanie Mays

13. 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 has completed the Abbreviated Accessibility Checklist.

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

13.1. If yes, when was the evaluation completed? *

May 2020

E. Management (part 1) Page 5 of 8

Narrative

1. 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.

Program evaluation is a measure of outputs. These measurable indicators give us information as to our desired impact on the community and participants. The results help us determine future program goals and actions. Objective measurements include:

- Attendance - programs and concerts, first time versus repeat.
- Observable participant engagement.
- Online Vimeo and Google Analytics for recorded show.
- Email opens and clicks.
- Facebook reach, likes, shares, boosts and clicks.
- Number of summer camp students attending-increase/decrease.
- Participant demographics – visitor origin, resident, vacationer.
- Funds received from ticket sales, donor and corporate support.
- Production costs.
- Community partnerships.
- Quality of media coverage & reviews.
- Parent surveys
- Feedback from patrons through email and FaceBook or phone calls.

Collected performance measurements are reviewed to determine program effectiveness in reaching established goals. Partner comments and compiled data are incorporated in a final report highlighting accomplishments and lessons learned. The report is used for reference in planning cycles.

Operating Budget

2. Completed Fiscal Year End Date *

12/31/2019

3. Operating Budget Summary *

Expenses	Previous Fiscal Year
1. Personnel: Administrative	\$10,000

2.	Personnel: Programmatic	\$24,000
3.	Personnel: Technical/Production	\$9,000
4.	Outside Fees and Services: Programmatic	\$7,000
5.	Outside Fees and Services: Other	
6.	Space Rental, Rent or Mortgage	\$4,800
7.	Travel	
8.	Marketing	\$4,500
9.	Remaining Operating Expenses	\$7,500
A.	Total Cash Expenses	\$66,800
B.	In-kind Contributions	\$12,000
C.	Total Operating Expenses	\$78,800
	Income	Previous Fiscal Year
10.	Revenue: Admissions	\$28,000
11.	Revenue: Contracted Services	\$12,000
12.	Revenue: Other	
13.	Private Support: Corporate	\$1,500
14.	Private Support: Foundation	
15.	Private Support: Other	\$4,500
16.	Government Support: Federal	
17.	Government Support: State/Regional	\$2,500

18.	Government Support: Local/County	\$3,000
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19.	Applicant Cash	
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D.	Total Cash Income	\$51,500
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B.	In-kind Contributions	\$12,000
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E.	Total Operating Income	\$63,500
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F. Management (part 2) Page 6 of 8

Proposal Budget Detail

Proposal Budget Expenses

Detail estimated proposal expenses in the budget categories listed below. **The request amount allowed is \$1000 to \$2500. Include only expenses that specifically relate to the proposal.** You can find a list of non-allowables in the Non-Allowable Expenses section of the guidelines. You are only required to have 50% match (cash or in-kind). The Proposal Budget expenses must equal the Proposal Budget income.

- Totals are automatically calculated but will not update until you click “Save changes.”
- Do not enter dollar signs (\$) or commas (,)
- You can add multiple rows for each budget category. Each row must include a description and a dollar value in one or more of the columns labeled “Grant Funds,” “Cash Match,” and “In-Kind Match.”
 - Grant Funds is your request amount. Detail how you intend to spend the funds you are requesting from the state.
 - Cash Match is non-state cash.

1. Personnel: Administrative

2. Personnel: Programmatic

3. Personnel: Technical/Production

3.1. Budget Item

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Sound, Lighting, Arranger	\$1,500	\$1,500	\$0	\$3,000
Totals:		\$1,500	\$1,500	\$0	\$3,000

4. Outside Fees and Services: Programmatic

4.1. Budget Item

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
Totals:		\$1,000	\$1,000	\$0	\$2,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Royalties	\$1,000	\$1,000	\$0	\$2,000
Totals:		\$1,000	\$1,000	\$0	\$2,000

5. Outside Fees and Services: Other

6. Space Rental

7. Travel (match only)

8. Marketing

9. Remaining Proposal Expenses

Amount of Grant Funding Requested: \$2,500

Cash Match: \$2,500

In-Kind Match:

Match Amount: \$2,500

Total Project Cost: \$5,000

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

- Totals are automatically calculated but will not update until you save the page.
- Do not enter dollar signs (\$) or commas (,)

- You can add up to 15 detail rows for each budget category. Each row must include a description and the amount of cash match for that row
- State funds are not allowed in the Proposal Budget Income. This includes any income that comes from an appropriation or grant from the State of Florida.
- Grantees are presented with the following form for each budget income category. In consideration of space, only one form is included here.

10. Revenue: Admission

10.1. Budget Item

#	Source	Amount
1	Tickets	\$1,500.00

11. Revenue: Contracted Services

11.1. Budget Item

12. Revenue: Other

12.1. Budget Item

13. Private Support: Corporate

13.1. Budget Item

14. Private Support: Foundation

14.1. Budget Item

15. Private Support: Other

15.1. Budget Item

#	Source	Amount
1	Donations	\$1,000.00

16. Government Support: Federal

16.1. Budget Item

17. Government Support: Regional

17.1. Budget Item

18. Government Support: Local/County

18.1. Budget Item

19. Applicant Cash

19.1. Budget Item

Total Project Income: \$2,500

20. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$2,500	\$2,500	50%
B.	Cash Match	\$2,500	\$2,500	50%
	Total Cash	\$5,000	\$5,000	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$5,000	\$5,000	100%

21. 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.

G. Attachments & Support Materials Page 7 of 8

1. Support Materials (optional)

File	Title	Description	Size	Type	View (opens in new window)
MadCo Board of Directors 2020_bio.pdf	MadCo Board of Directors	Board members and officers_Director Bio	479 [KB]		View file
Marketing_testimonials_articles Lucas the Human.pdf	Marketing from The Adventures of Lucas the Human, 2020 production	Marketing, articles and testimonials from audiences from The Adventures of Lucas the Human, 2020	3888 [KB]		View file
Cast photos from The Adventures of Lucas the Human.pdf	Cast photos from The Adventures of Lucas the Human, 2020	Photos of the cast 2020	4213 [KB]		View file
photo of hand fan Lucas.pdf	Program for The Adventures of Lucas the Human,2020	Photos of handheld fan program	2394 [KB]		View file
MadCo Children's Theater photos.pdf	MadCo's Children's Theater photos	Photos of various MadCo children's theater productions	11549 [KB]		View file
Directions to view The Adventures of Lucas the Human.pdf	Directions to view video of The Adventures of Lucas the Human	Directions on how to view The Adventures of Lucas the Human	199 [KB]		View file

1.1.

H. Review and Submit Page 8 of 8

1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Monticello Acting and Dance Co. 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.

1.1. Signature (Enter first and last name)

Melanie Mays