

Florida Dance Theatre, Inc.

Project Title: FDT General Support 2024-25

Grant Number: 25.c.ps.101.862

Date Submitted: Thursday, June 22, 2023

Request Amount: \$40,000.00

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: **General Program Support Grant Guidelines**

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 2

Discipline: Dance

Proposal Title: FDT General Support 2024-25

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: Florida Dance Theatre, Inc. 
- b. DBA:
- c. FEID: 59-3263127
- d. Phone number: 863.320.2434
- e. Principal Address: 210 Cypress Gardens Blvd SW Winter Haven, 33880
- f. Mailing Address: P.O. Box 831 Lakeland, 33802-0831
- g. Website: floridadancetheatre.org
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: Polk
- k. UEI: FEQTKKLP5NZ5
- l. Fiscal Year End Date: 06/30

1. Grant Contact *

First Name

Jermaine

Last Name

Thornton

Phone 863.802.0399**Email** FDTDevelopment@gmail.com

2. Additional Contact *

First Name

Stefan

Last Name

Dolbashian

Phone 863.802.0399**Email** SDolbashianfdt@gmail.com

3. Authorized Official *

First Name

Jermaine

Last Name

Thornton

Phone 863.802.0399

Email FDTDevelopment@gmail.com

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Performing Group

4.3. Applicant Discipline

Dance

C. Eligibility Page 3 of 12

1. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

2. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

- Yes (required for eligibility)
- No

3. Project start date: 7/1/2024 - Project End Date: 6/30/2025 *

- Yes (required for eligibility)
- No

4. How many years of completed programming does your organization 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. Quality of Offerings Page 4 of 12

1. Applicant Mission Statement - (500 characters) *

Florida Dance Theatre's mission is to inspire life-changing interactions through unparalleled performances, professional training, and accessible outreach.

2. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. 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.

Florida Dance Theatre aims to enrich Central Florida communities with high-quality dance education, entertainment, and outreach. Our 2024-2025 season provides strong opportunities for cultural engagement. For nearly 30 years, we have had the pleasure of sharing our passion for dance with thousands of people through our productions, academy classes, special projects, and workshops. As Polk County's only professional dance company and training academy, our continued purpose is to aid in raising the level of artistic excellence and to inspire the best in arts & culture in our region. We are seeking a General Support grant for the 2024-2025 season in the amount of \$40,000 to empower efforts of providing an eclectic performance season, improve leadership capacity, advance sustainability, and share more challenging and rigorous training curriculums.

2.1. Programming Goals (2000 characters)

Please list at least three goals associated with the project or program for which you are requesting funding.

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.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

Goals of FDT's 2024-2025 season include the following:

Goal 1: To strengthen Florida Dance Theatre as a regional company by offering a stronger, robust season of programming.

Goal 2: To provide residents and visitors with high quality dance training through FDT's training academy.

Goal 3: Increase FDT's leadership capacity and financial sustainability.

2.2. Programming Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Sample Objective: At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

Goal 1.) To strengthen Florida Dance Theatre as a regional company by offering a robust season of programming.

Objectives

- Support 30 weeks of high-quality dance entertainment by our professional company.**
- Offer a minimum of four mainstage productions. Each production with a minimum of two performances each.**
- Shorten one mainstage production into a 1-hour performance for touring to smaller venues for a minimum of 2 performances**
- Host a minimum of 2 Cocktails & Choreography events.**
- Provide a minimum of two virtual performances**
- A minimum of two small black box style events.**
- Provide a minimum of two Lunch with The Arts informal presentations for the general public with Q & A sessions.**
- Secure a minimum of two college residencies for FDT's professional company to provide a minimum of (1) three-day workshop at each location followed by a minimum of one performance each.**
- Provide a touring dance workshop & performance program to a minimum of two public schools**

Goal 2.) To provide residents and visitors with high quality dance training through FDT's training academy

Objectives

- Maintain a minimum of 100 students consistently training within Lakeland campus**
- Grow FDT's teaching opportunities to include a minimum of 2 cities with a minimum of 25 students enrolled**
- Host a minimum of 1 smaller showcase at each of the neighboring city locations for students.**
- Host a minimum of 1 dance convention instructed by guest artists**
- Include cross-training initiatives such as Progressing Ballet Technique**

Goal 3.) Increase FDT's leadership capacity and financial sustainability.

Objectives

- All staff, faculty and board members participate in annual review and a minimum of one organizational retreat**

- Consult with professionals and organizations to aid in leadership development. Edyth Bush Institute for Philanthropy and Nonprofit Leadership, Kelly Fischer of Royal Fischer Business Mentoring, and Shane Jewell, Executive Director of Oregon Ballet Theatre.
- Increase and sustain FDT's individual and corporate financial support by 3% during the season.
- Shift our academy model from Polk County School's traditional 9-month calendar to year-round education opportunity for students.
- Use Instrumentl, Auxilia and Mailchimp to manage grants and season subscribers

2.3. Programming Activities (2000 characters)

Please list the project or program activities.

Activities: These are the specific activities that achieve the objectives.

Sample Activities: Work with local arts and tourism organizations to promote art shows.

Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

July 2024

- FDT Staff Professional Development Sessions
- FDT Academy Open House
- Finalize dates for Meet a Ballerina & lecture demonstrations in preschools, libraries & homeschool groups facilities.
- National Dance Day 2024 -Free dance classes (Open to the public)

August 2024

- FDT Academy season begins.
- Professional company season begins.
- FDT's auditions for The Nutcracker Outreach Project for underserve communities.
- Classes with neighboring cities begin

September 2024

- Free Academy Dance Week at FDT/Girl Scout Dance Workshop
- Lecture Demonstration (Meet a Ballerina at local library)
- Dance classes in neighboring cities

October 2024

- FDT Academy First Friday Performance, Downtown Lakeland
- FDT's Season Opening production " Dracula"
- Murder Mystery Cocktail
- Monster Mash event for children
- Virtual performance- "Guardians of Hope"

November 2024

- Academy First Friday Performance, Downtown Lakeland

- **Professional Company's event- >Lunch with The Arts (Open to the public)**
- **Lecture Demonstration at Kelly Recreational Center/ Boys and Girls Club**
- **FDT Dance Convention**

December 2024

- **Golden Years Dance Project/ Nutcracker Brunch**
- **The Sugar Plum Tea Party/with Florida Children's Museum**
- **Sugar Plum Cocktail hour**
- **Nutcracker 1 hour School performance tour**
- **FDT's annual production, The Nutcracker at Branscomb Auditorium**

January 2024

- **Academy Resumes**
- **Company Resumes**
- **Discount Dance Week at FDT**
- **Elite Ensemble Scholarship Dinner**
- **FDT College Residency 2024**

February 2024

- **Academy First Friday Performance, Downtown Lakeland**
- **Home School Dance Day**
- **Senior Summer Intensive 2025 Audition**
- **Polk Museum of Art Event**
- **The Lovers Ball**
- **Junior Summer Intensive 2025 Audition**
- **Professional Company, "A Show About Love" in Lakeland & Winter Haven**

March 2024

- **Academy First Friday Performance, Downtown Lakeland**
- **Lunch with The Arts**
- **Professional Company Performance, The Jungle Book**
- **Golden Year Dance workshop**

April 2024

- **Academy First Friday Performance, Downtown Lakeland**
- **FDT College Residency (w/ Performance)**
- **Meet a Ballerina**
- **Virtual Concert**

May 2024

- **Crystal Lake Elementary Fine Arts Night**
- **City Showcases**
- **Company Performance Tour**
- **Last Month of Academy Classes**
- **Academy Recital at Branscomb Auditorium**

June 2024

- **FDT Summer Intensive Programs**
- **Free Summer Youth Dance Camp Session 1**

- **Princess & Superhero Dance Camp Session 1**

2.4. Partnerships & Collaborations (2000 characters)

Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

Crystal Lake Elementary, Community Partnership School

FDT is fortunate to partner with Crystal Lake Elementary to provide students with free dance classes after school each week. The Community Partnership provides free workshops, classes and programs to parents and students in under-served communities to give access to food and other essential resources.

Florida Dance Educators Organization

FDT Staff serve on the Board of Directors for the Florida Dance Educators Organization, a state chapter of NDEO (National Dance Educators Organization). This organization works to empower dance instructors and students through educational assessments, professional development seminars, workshops, performances and more.

Florida Southern College

FDT will continue to nurture the relationship with Florida Southern College as the Company-In-Residence by performing on their Festival of Fine Arts series, provide supplemental classes and performance opportunities to dance majors and reduced admission for season subscribers.

Florida Children's Museum

Our partnership with the Florida Children's Museum allows FDT to share innovative projects & programs that merge the arts, technology and engineering. FDT will provide onsite classes, lecture demonstrations and short performances.

Polk County School Board

FDT in partnership with PCSB seek to use the arts to engage, inspire and stimulate the minds of students to improve critical thinking, problem solving and promote positive social interactions.

Polk Museum of Art at Florida Southern College

FDT works with Polk Museum of Art by collaborating on pieces inspired by seasonal thought-provoking exhibits.

Local Government & Other Groups

FDT staff serve on the Mayor's Council on the Arts, Lakeland Vision, Harrison School for The Arts, The Lakeland Vision and Chamber Education Committee as well as participates in projects associated with the Lakeland Chamber of Commerce that enhance the cultural development of the City of Lakeland and all of Polk County.

3. Project/Program Evaluation (2000 characters)

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

The Executive/Artistic and Academy Directors will work alongside the FDT Board of Directors to evaluate season programming. Through electronic and paper surveys, and data polls, we will capture audience response to our events. Using databases such as QGiv and Auxilia, we are able to track the quantity and location of event attendees for any given performance through online ticket sales. We will also provide paper and electronic surveys to our season collaborators and participants to provide feedback on their experiences in working with us. Our academy management software, Dance Studio Pro, offers reports on student enrollment, retention frequency as well as profit charts and comparison information from previous seasons. Our QuickBooks software allows us to generate profit and loss reports to compare each year's success or struggle in addition to budget projections. Using the information, we would be able to hypothesize what programs did well based on revenue as well give insight on financial changes to be made. Using the data from Google Analytics, Facebook Metrics and Mail chimp campaign reports, we will compare them to our six-month, one year, three year and five-year organization plans of improvement.

E. Impact - Reach Page 5 of 12

For questions 1-6, 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.

Total number of individuals who will be engaged?

9865

1. What is the estimated number of events related to this proposal?

36

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

350

3. How many Adults will participate in the proposed events?

3,500

4. How many K-12 students will participate in the proposed events through their school?

4,000

5. How many individuals under the age of 18 will participate in the proposed events outside of their school?

2,300

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?

65

6.2. Number of Florida artists directly involved?

40

7. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the “No Specific Group” options.

7.1. Race Ethnicity: (Choose all that apply) *

No specific racial/ethnic group

7.2. Age Ranges (Choose all that apply): *

Children/Youth (0-17 years)

Young Adults (18-24 years)

Adults (25-64 years)

Older Adults (65+ years)

7.3. Underserved/Distinct Groups: *

No specific underserved/distinct group

8. Describe the demographics of your service area. (2000 characters)*

Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and employment.

The City of Lakeland is home to approximately 114,264 residents. Of that amount, 61.6% are white Caucasian, 19.5% are African American, 14.5% are Hispanic, and 4% are Asian, Native American or other descent. The average household income is estimated at \$22,449 per year.

This is about \$3,215 less than Orlando, \$7,255 less than Tampa and \$7,520 less than Sarasota per year. The Polk County School district is ranked as 7th largest in the State of Florida with 150 schools. Of the 150 schools, 97 of them are listed as underserved with over 60,000 students enrolled in the Title 1 program.

9. Additional impact/participation numbers information (optional) (1500 characters)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

10. In what counties will the project/program actually take place? (Select a minimum of one) *

- Hillsborough
- Osceola
- Polk
- Putnam
- St. Lucie

11. What counties does your organization serve? (Select a minimum of one)*

- Hillsborough
- Polk
- Putnam
- St. Lucie

12. Describe your virtual programming. Only for applicants with virtual programming. (2500 characters)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

Our previous virtual programming provided participants scheduled private lessons and summer masterclasses open to students enrolled in the academy of FDT. Our short virtual concerts are made available to the public and can be accessed through an online registration posted on our website, www.floridadancetheatre.org, promotional links advertised through Facebook, and Instagram. We are currently looking to shift the model slightly to offer opportunities on Youtube. Fees for these events tend to be anywhere from \$5-\$9, which is less than in-person admission of \$15-\$25 depending on the event. Special opportunities would also be available through a monthly subscription where members would receive one class and performance virtually for their monthly giving.

13. Proposal Impact (3500 characters)

How is your organization benefitting your community .What is the economic impact of your organization?

Organizations: Include education and outreach activities.

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

For 30 years, FDT has shared dance education, entertainment, create jobs, and contribute to local economy. The organization employs 11 full and part-time individuals that include company dancers, academy faculty members and administrators. We also contract 5-10 additional people each year in service areas such as videography, costume design, marketing, printing, catering, event planning and venue rental to assist us throughout the season. We increase spending within the community by attracting more individuals to the downtown Lakeland area through participation in events with the Downtown Lakeland Partnership, the LDDA, Lakeland Chamber of Commerce and other community organizations.

Professional dancers and teachers from outside of Polk County join our organization and become residents of Lakeland and Polk County, impacting real estate, housing markets and local merchants. Events such as The Nutcracker, Celebrate Dance and The Hope Movement bring students, their families, and guest artists from other cities to stay at local hotels and visit local restaurants.

Our summer intensives attract students from across the country generating weeks of overnight stays as well as meals and purchases from a variety of local merchants. The affiliation with Florida Southern College's Dance and Musical Theatre Departments continues to attract more out of state students to the Lakeland area and introduce them to dance and the arts in our community.

Florida Southern College enrollment of dance majors aides in the economic impact of FDT. Due to the potential for many of them to serve as company trainees and apprentices during the season, we have an influx of out-of-town attendance during performances. In previous years, we had the pleasure to have trainees from Alabama, Georgia, Pennsylvania and Louisiana.

Our current educational programs and outreach services for children and youth help develop children's overall growth in becoming able-bodied, self-sufficient individuals in our community and in turn, our future arts supporters. As we refine our initiatives such as The Passport to The Arts program, which aligns FDT performances with reading requirements for area youth, we partner with the Polk County School Board and libraries in and out of Polk County. These opportunities allow participating students to attend our performances at reduced rates and inspire family engagement.

Event partnerships with other not for profits, such as the Lakeland Symphony Orchestra, Florida Children's Museum and Girl Scouts create larger impact for local businesses.

14. Marketing and Promotion

14.1. How are your marketing and promoting your organizations offerings? *

- Brochures
- Collaborations
- Direct Mail
- Email Marketing
- Magazine
- Newsletter
- Newspaper
- Radio
- Organic Social Media
- Paid Social Media
- Television

14.2. What steps are you taking in order to build your audience and expand your reach? (3500 characters)

How are you marketing and promoting your organizations offerings?

Goals & Audiences

- **Increase academy enrollment**
 - **Audiences: Local parents (kids 4 and up), homeschool groups, teenagers**
- **Increase event attendance**
 - **Audiences: families and arts patrons in Polk County & surrounding areas**
 - **This goal also serves the dual purpose of helping to increase enrollment**
- **Increase community presence/knowledge of the organization**
 - **Audiences: Potential donors, outreach recipients, community members**

The Unique Selling Points of FDT Academy include:

- **Learn from current professional dancers**
- **Gain a real dance education in technique, terminology, and personal accountability**
- **Grow as an individual, cultivate the whole person (develop both the physical and mental/emotional strength needed for dance)**
- **Opportunities to be on stage with company professionals**

General enrollment boosting ideas

- **Refer a Friend drive: Returning students get entered to win (30-minute a private lesson or extra tickets to recital or Nutcracker) for every new student they bring in who registers. New student gets 50% off their registration fee for being referred by an existing student.**
- **Monthly email newsletter to all contacts with academy/company news, upcoming events, etc. and a spotlight on a class (class name, level, faculty member, what students learn) to increase interest.**

- **Sign up to get booths at community events**
- **Have an academy information table in the lobby at all performances with brochures/flyers and advertise a free class to try. (“Learn how to do what you see on stage today! Take a free class to get started.”)**
- **Put ads in community event programs about upcoming academy and company events/performances**
- **Add a coupon to program “present this program for 50% off your registration fee” for new students**
- **Offer a 50/50 raffle at all shows, proceeds to go toward FDT scholarships or outreach initiatives**
- **Include a “plug” for the academy in the welcome speech before all performances (Quick description of what FDT is, if you enjoy what you see we invite you to be part of our studio family, etc.)**

For the 2024-2025 season, we will promote events by first pulling a list of all relevant television, radio, print and online media outlets in Polk, Hardee, Highlands, Hillsborough, Lake, Osceola, Orange, Seminole Counties. The next step would be to create a link to a separate landing page on www.floridadancetheatre.org with all event information. From there, we would be able to share online content to various sources such as visitcentralflorida.com, polkarts.org, the Give Well Community Foundation event calendar, Lakeland Chamber of Commerce event calendar as well as with our 2024-2025 season cross marketing partners Florida Southern College, Polk Museum of Art, Florida Children’s Museum, The Polk Theatre as well as Theatre Winter Haven, who currently has a membership of over 5k subscribers.

We have also been fortunate to be a recipient of a Google Ads Grant with the assistance of Good Intents Marketing, a local agency, to aid in our marketing expenses.

In addition to utilizing the membership lists of our partners, we intend to use both paid and unpaid marketing outlets. This includes purchasing ad space in publications such as the Artifacts magazine, Haven, Winter Park Maitland Observer, Tampa Tribune and The Tampa Bay Parenting magazine. to formulate marketing strategies and execution. Dance photographer, Neil Cohen from West Palm Beach will assist us with photos for the season to provide high resolution images for brochures, posters and digital marketing.

Together, we will create season brochures, posters and forms to promote each event. Having a guestbook for participants to sign during events would also aid in tracking attendance and build our mailing lists. in scheduling daily targeted posts and paid/unpaid advertisement over Facebook and Instagram. Google Ad Words will also be a resource we will use to attract people searching for things such as “arts & culture” or “dance entertainment.” Hall Communications, a local radio station will also provide in-kind radio promotion to FDT.

F. Impact - Access for All Page 6 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. In addition to your facility, what specific step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community? (3500 characters)

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 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.

FDTs studio facilities and Florida Southern College's Branscomb Auditorium in which all of our local mainstage performances are held are ADA accessible. Additional performances with other arts and civic organizations are also accessible whether they be outside in the downtown area or at other arts venues. Polk County Schools adhere to an ADA standard and as a community partner, Florida Dance Theatre follows protocol and procedure set by them with regard to facility usage and accommodations.

Membership in Lakeland Vision, Cultural Arts Board, Downtown Lakeland Partnership, Polk Arts Alliance, Lakeland Chamber of Commerce, and our outreach programs make Florida Dance Theatre accessible to every socio-economic and cultural group in the community at large. We identify artistic and cultural needs by recognizing the demographics in our community and designing programs and performances to respond to those demographics both in terms of programs and performances offered and students and audiences served. We also rely on community identification of groups appropriate for our programs including the Polk County School Board, the Department of Children and Families, the Lakeland Housing Authority and the Salvation Army.

Florida Dance Theatre is the only organization in Polk County that provides dance scholarship programs, free summer dance camps, community arts dance projects and professionals to teach and entertain around the community. Various clubs, children's organizations, schools, and other arts organizations continue to contact us for these kinds of services throughout the season.

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?

Jermaine Thornton

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? 6/1/2023

5. What efforts has your organization made to provide programming for all? (2000 characters)

FDTs studio facilities and Florida Southern College's Branscomb Auditorium in which all of our local mainstage performances are held are ADA accessible. Additional performances with other arts and civic organizations are also accessible whether they be outside in the downtown area or at other arts venues. Our Student Elite Ensemble performs at area schools and retirement homes which are accessible to all.

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G. Management and Operating Budget Page 7 of 12

1. Organization History (2000 characters)

Briefly describe your organization's history including founding dates and significant changes in management, location, mission, etc. Also, include major accomplishments and program growth, adaptation to external factors and significant relationships and partnerships.

For the past 29 years, Florida Dance Theatre has been fortunate to provide Polk and surrounding counties with quality dance education, entertainment, and outreach initiatives that have added great value to Central Florida. Founded in 1993 by former Cincinnati Ballet dancer Carol Erkes, FDT began solely as a training academy providing opportunities for talented students to increase their skill. As time progressed, Mrs. Erkes sought to create more significant pathways for them to grow and as a result, Florida Dance Theatre's professional company was formed.

Over the span of 25 years, Mrs. Erkes along with many guest artists worked to establish FDT as one of Central Florida's longest standing professional dance companies. Since her retirement in June of 2019, Mrs. Erkes serves as a guest instructor with both the professional company and academy.

Although we are primarily known for our ballet training, we offer diverse styles of dance to our community through a number of sources. Our Chance to Dance outreach program provides free dance classes to students of low-income families in under-served communities during the summer and regular school year. Other opportunities include working with Parker Street Ministries and Crystal Lake Elementary School's Community Partnership Program. Many students receive scholarships to continue their dance training with the FDT academy. Students of the academy ranging from 3 years old to adult are instructed by members of our professional company.

Coming from diverse backgrounds, our professional dancers are classically trained artists who bring years of quality technique, solid education and performance experiences to Polk County's growing cultural arts collective. They have had the opportunity to perform in places such as Battery Park during the annual Battery Park Festival in New York as well as the Lincoln Center during the Association of Performing Arts Professionals. FDT is also fortunate to serve as the Company-in-Residence at Florida Southern College. FDT supports dance majors and minors of FSC's program with professional performance opportunities, internships, and teaching opportunities. From our full-length productions such as Peter Pan, The Golden Ticket and A Midsummer Night's Dream to the holiday classic, The Nutcracker, FDT has continued to contribute to the enrichment and growth of the arts within the City of Lakeland.

2. Fiscal Condition and Sustainability (2000 characters)

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.

As we continue to move our mission forward, FDT's focus for the next five years is to make the organization solvent and enhance sustainability. We will continue to seek grant funding and sponsorships to assist in programming as well as utilize our services as a training academy to offer classes to the public. Forming A Dancer's Guild, would allow us to give our supporters a greater sense of ownership of Florida Dance Theatre. The overall success of our organization does not rest on one individual, but many working together to achieve a common goal. We aim to start a capital campaign to purchase our own facility in addition to establishing an endowment for FDT to begin the journey to ensured financial success. With higher levels of strategic planning, fund development and maximum resource utilization, we hope to generate multiple streams of income to support our goals in outreach, performances and education.

Florida Dance Theatre will do the following

- seek opportunities for joint fundraising efforts with other not-for profit organizations.
- continue to expand partnerships with Florida Children's Museum, the Polk County School Board, and The Lakeland Symphony Orchestra
- Increase the number of performances the FDT company provides the general public.
- Collaborate with other dance companies on projects and provide split bill performances.
- Develop a stronger program/project impact evaluation plan.
- Host an annual Nutcracker Ball fundraiser to support financial efforts as well as provide a cultural experience for area families.
- Continue and expand our Lunch with The Arts/Arts After Hours Events
- Consult with marketing/financial/strategic planning professionals to enhance nonprofit leadership within FDT.
- Enhance FDT's social media presence by creating high quality content, i.e. video blogs and dance tutorials featuring company and academy faculty.
- Research touring opportunities through performing arts agency
- Continue to self-promote and rent venues for various productions.
- seek out diverse funding sources and opportunities.
- explore further resources through our partnership with Florida Southern College

3. Completed Fiscal Year End Date (m/d/yyyy) * 6/30/2022

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$74,309	\$130,979	\$135,979
2. Personnel: Programmatic	\$77,432	\$79,151	\$78,000
3. Personnel: Technical/Production		\$4,386	\$9,100
4. Outside Fees and Services: Programmatic	\$3,125	\$5,824	\$7,500

5. Outside Fees and Services: Other	\$9,627	\$3,161	\$7,100
6. Space Rental, Rent or Mortgage	\$42,320	\$43,320	\$55,000
7. Travel	\$3,600	\$1,445	\$6,500
8. Marketing	\$16,665	\$7,620	\$13,000
9. Remaining Operating Expenses	\$81,574	\$58,017	\$65,000
A. Total Cash Expenses	\$308,652	\$333,903	\$377,179
B. In-kind Contributions		\$31,842	
C. Total Operating Expenses	\$308,652	\$365,745	\$377,179
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions	\$32,380	\$38,516	\$48,179
11. Revenue: Contracted Services	\$650		\$5,000
12. Revenue: Other	\$131,602	\$121,281	\$161,000
13. Private Support: Corporate	\$10,660	\$16,700	\$30,000
14. Private Support: Foundation	\$40,675		\$30,000
15. Private Support: Other	\$9,260	\$6,529	\$50,000
16. Government Support: Federal	\$59,545		
17. Government Support: State/Regional	\$23,458	\$43,500	\$40,000
18. Government Support: Local/County	\$13,000	\$13,000	\$13,000

19. Applicant Cash

D. Total Cash Income	\$321,230	\$239,526	\$377,179
B. In-kind Contributions		\$31,842	
E. Total Operating Income	\$321,230	\$271,368	\$377,179

5. Additional Operating Budget Information (1000 characters)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

FDT'S fiscal year begins on July 1st and ends on June 30th. For the 2021-2022 season, we were fortunate to maintain the executive salary at \$25k, academy salary at \$23k and artistic director salary at \$25k positions from July 2019-June 2020. We received \$55,900.38 in PPP funds for July 1, 2020-2022. FDT became a recipient of an SBA Shuttered Venue Grant in the amount of \$59,545 in Fall 2021. Funds awarded from the SVOG program have been utilized to offset the cost of rent, utilities and payroll for FDT. During the 21-22 season FDT received marketing in-kind contributions from Hall Communications, Max 98.3 FM and WLK/Talk1430AM/WONN/1230AM in the amount of \$31,842 during 2022-2023. We are currently in conversation regarding support for the next fiscal year.

In April of 2022, FDT's Board of Directors revised the organization's budget and issued raises for all employees, established a brand-new strategic plan for the organization and are creating new development strategies to support financial adjustments. Executive salary was adjusted to \$36,024 annually, Artistic at \$35,469 annually and Academy at \$32,970 annually. We also promoted one of our company members to Elite Youth Ensemble Coordinator at \$26,516 annually.

6. Paid Staff

- Organization has no paid management staff.
- Organization has at least one part-time paid management staff member (but no full-time)
- Organization has one full-time paid management staff member
- Organization has more than one full-time paid management staff member

7. Hours *

- Organization is open full-time

Organization is open part-time

8. Does your organization have a strategic or long range plan?

Yes

No

H. Management and Proposal Budget Page 8 of 12

1. Rural Economic Development Initiative (REDI) and Underserved 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 dos.myflorida.com/cultural/grants/grant-programs.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (these are earned or contributed funds supplied by your organization)
- c. In-kind (the value of donated goods and services)

Save each individual line within the budget.

To update budget totals, save each page.

Do not include any non-allowable expenses in the proposal budget. (See: non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any non-allowable expenses (see non-allowable expenses).

For Specific Cultural Projects the Proposal Budget expenses must equal the Proposal Budget income.

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artistic Director	\$0	\$36,719	\$0	\$36,719
2	Academy Director	\$0	\$34,220	\$0	\$34,220
3	Executive Director	\$0	\$37,274	\$0	\$37,274
4	Elite Youth Coordinator	\$0	\$27,766	\$0	\$27,766
Totals:		\$0	\$135,979	\$0	\$135,979

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Company Dancers	\$40,000	\$0	\$0	\$40,000
2	Academy Instructors	\$0	\$38,000	\$0	\$38,000
Totals:		\$40,000	\$38,000	\$0	\$78,000

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Stage Manager	\$0	\$3,900	\$0	\$3,900
2	Technical Director	\$0	\$2,900	\$0	\$2,900
3	Technical Crew	\$0	\$2,300	\$0	\$2,300
Totals:		\$0	\$9,100	\$0	\$9,100

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Guest Instructors/Choreographers	\$0	\$7,500	\$0	\$7,500
Totals:		\$0	\$7,500	\$0	\$7,500

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Videographers	\$0	\$7,100	\$0	\$7,100
Totals:		\$0	\$7,100	\$0	\$7,100

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Space Rental	\$45,000	\$0	\$45,000
2	Venue Rental (Fundraisers)	\$10,000	\$0	\$10,000
Totals:		\$55,000	\$0	\$55,000

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Hotel/Lodging	\$5,000	\$0	\$5,000
2	Mileage	\$1,500	\$0	\$1,500
Totals:		\$6,500	\$0	\$6,500

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing	\$0	\$13,000	\$0	\$13,000
Totals:		\$0	\$13,000	\$0	\$13,000

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Remaining Operational Expenses	\$0	\$65,000	\$0	\$65,000
Totals:		\$0	\$65,000	\$0	\$65,000

2.10. Amount of Grant Funding Requested:**\$40,000****2.11. Cash Match:****\$337,179****2.12. In-Kind Match:**

2.13. Match Amount:**\$337,179****2.14. Total Project Cost:****\$377,179****3. Proposal Budget Income:**

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

3.1. Revenue: Admissions *

#	Description	Cash Match	Total
1	Company Ticket Sales	\$56,179	\$56,179
Totals:		\$0	\$56,179

3.2. Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Company Contract Services	\$5,000	\$5,000
Totals:		\$0	\$5,000

3.3. Revenue: Other *

#	Description	Cash Match	Total
1	Academy Tuition	\$146,000	\$146,000
2	Academy Recital Performances	\$15,000	\$15,000
3	Company Workshops	\$2,000	\$2,000
Totals:		\$0	\$163,000

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Business Contributions	\$30,000	\$30,000
Totals:		\$0	\$30,000

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	GiveWell Community Foundation	\$20,000	\$20,000
2	Suncoast Credit Union Foundation	\$10,000	\$10,000
3	Max and Victoria Dreyfus Foundation	\$10,000	\$10,000
4	Lois Cowles Charitable Trust	\$10,000	\$10,000
5	Walmart Foundation	\$5,000	\$5,000
Totals:		\$0	\$55,000

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Season Subscription	\$7,500	\$7,500
2	Membership Series	\$7,500	\$7,500
Totals:		\$0	\$15,000

3.7. Government Support: Federal *

3.8. Government Support: Regional *

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	City of Lakeland Grant	\$13,000	\$13,000
Totals:		\$0	\$13,000

3.10. Applicant Cash *

3.11. Total Project Income:**\$377,179****3.12. Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$40,000	\$40,000	11%
B.	Cash Match	\$337,179	\$337,179	89%
	Total Cash	\$377,179	\$377,179	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$377,179	\$377,179	100%

4. Additional Proposal Budget Information (optional) (1000 characters)

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.

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 DAC 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)
State of Florida W9 Substitute for FDT 2023.pdf	34 [KB]	6/21/2023 3:11:17 AM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
2021 Tax Return Documents 990 (FLORIDA DANCE THEATRE,).pdf	145 [KB]	6/21/2023 3:17:55 AM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
Summer Youth Dance Camp Impact Letter 2022.pdf	Summer Dance Camp Parent Feedback Letter 2022		638 [KB]		View file
FDT Ltr (1).pdf	Community Partnership Letter		51 [KB]		View file
Florida Dance Theatre Performance Excerpts.pdf	Performance Excerpts		22 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

Notification of International Travel

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 Division of Arts and Culture.

K. Single Audit Act Page 11 of 12

Single Audit Act

In accordance with 2 CFR 200, Subpart F - Audit Requirements; Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes; and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN 59-3263127 expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

1. Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with: 2 CFR 200, Subpart F - Audit Requirements; Section 215.197, Florida Statutes, Florida Single Audit Act; and the policies and procedures established by the Division of Arts and Culture.

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 265.286, Florida Statutes and incorporated by reference into Rule 1T-1.036, Florida Administrative Code.

2. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Florida Dance Theatre, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third-degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

2.1. Signature (Enter first and last name)

Jermaine Thornton

