

Dance Alive!, Inc.

Project Title: Dance Alive National Ballet 2024-2025 Season

Grant Number: 25.c.ps.101.140

Date Submitted: Tuesday, July 11, 2023

Request Amount: \$107,254.00

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 3

Discipline: Dance

Proposal Title: Dance Alive National Ballet 2024-2025 Season

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: Dance Alive!, Inc.
- b. DBA: Dance Alive National Ballet
- c. FEID: 23-7348157
- d. Phone number: 352.371.2986
- e. Principal Address: 1325 NW 2 Street Gainesville, 32601-4260
- f. Mailing Address: 1325 NW 2 Street Gainesville, 32601-4260
- g. Website: www.dancealive.org
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: Alachua
- k. UEI: TWU6BF99ND76
- l. Fiscal Year End Date: 05/31

1. Grant Contact *

First Name

Brenda

Last Name

Swann

Phone 904.599.8663

Email brenda@dancealive.org

2. Additional Contact *

First Name

Judy

Last Name

Skinner

Phone 352.371.2986

Email judy@dancealive.org

3. Authorized Official *

First Name

Judy

Last Name

Skinner

Phone 352.371.2986

Email judy@dancealive.org

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Performing Group

4.3. Applicant Discipline

Dance

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) *

Dance Alive National Ballet (DANB) aspires to enrich humanity by sustaining a professional ballet company of the highest caliber which strives for excellence in the fields of artistic creativity, performance, education and community leadership.

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.

DANB produces full-length works and repertory programs that are performed at home and on tour. Programs include works from classical and contemporary repertory, Balanchine, the work of its resident choreographers who have received 7 individual fellowships from the State of Florida, and guest choreographers. The current Company includes award winning dancers from Cuba, Ukraine, Russia, Brazil, Japan and the United States who perform at home and on tour to Alachua, Ocala, South Florida, and numerous locations in the southeast.

As a result of strong community support, DANB will break ground on a new Community Performing Arts Center in Gainesville in summer 2024. It will include studio space for music and dance instruction, rehearsal space and studio performances. The building is expected to open by late spring 2026.

In addition to providing 7-10 high-quality, full-length productions each year, DANB's has several outreach programs to reach the elderly, underserved, and at-risk populations.

- DANCE PARTNERS provides free access to DANB performances for those with limited financial resources, including veterans, at-risk populations, and those in transitional housing.
- DISCOVER DANCE provides pre-K through 5th grade students from Title I public schools access to performances during the school day.
- DANCEABOUT brings professional dance instruction at no charge to low-income K-8th grade students in the cities of Alachua, Gainesville, and Ocala. The 6-week after school program introduces students to the basics of dance movement and fundamentals of multiple dance styles that culminates with a showcase performance at the end of the program. DANB has agreements in place with the municipalities for DANCEABOUT.
- SENIOR MOMENTS provides access to dance and movement to elderly populations with mobility limitations living at senior facilities. This includes lectures, talks, performances and demonstrations at senior facilities, retirement and assisted living facilities.
- MAGIC OF NUTCRACKER provides for youth from Florida School for Deaf and Blind and children with disabilities from Alachua and Marion Counties. Held at the Phillips Center in Gainesville, students are seated directly on the stage where they can feel the vibration of the speakers and the floor. ASL signers provided. Students with visual limitations will be seated close to the performers.

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.

Programming Goals include:

1. Provide opportunities to sustain & expand DANB, including a new home, while expanding the visibility of DANB throughout Florida and beyond.
2. Provide services to a diverse community through a variety of educational and outreach programming.
3. Promote artistic creativity and inspire a diverse group of artists.
4. Communicate the value of arts and culture through a variety of partnerships and collaborations.

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: Provide opportunities to sustain & expand DANB, including a new home, while expanding the visibility of DANB throughout Florida and beyond.

Objective 1: Support a 28-week season of professional ballet serving over 30,000 annually.

Objective 2: Expand the visibility of DANB through Florida and beyond with 7-10 performances outside of Gainesville that serve 10,000 annually.

Objective 3: Increase corporate and donor support by 5% and raise funds for a new facility to begin and complete construction during grant period.

GOAL 2: Provide services to a diverse community through a variety of educational and outreach programming.

Objective 1: Provide opportunities that serve over 10,000 seniors and 5,000 adults with varying abilities.

Objective 2: Provide quality educational activities and performances to 10,000+ youth, including underserved and differently abled, in their communities and schools.

Objective 3: Visibly improve our commitment to Inclusion, Diversity, Equity, and Accessibility (IDEA) in marketing, activities and program offerings.

GOAL 3: Promote artistic creativity and inspire a diverse group of artists.

Objective 1: Create two new works utilizing artists from a variety of disciplines.

Objective 2: Produce a Choreographic Showcase for young choreographers.

Objective 3: Provide 2 opportunities for DANB principals to create new works.

GOAL 4: Communicate the value of arts and culture through a variety of partnerships and collaborations.

Objective 1: Increase by 5% collaborations and partnerships with businesses that overlap with culture.

Objective 2: Communicate the public value of arts and culture; work to assure that both are included in local and regional development and growth.

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.

GOAL 1

Obj. 1

- 6-8 productions (10-15 performances) & 3-6 special events in Marion and Alachua counties.
- 7-10 performances on tour.
- Apply to 1-3 new grants.

Obj. 2

- Events in
 - 4-6 senior centers in FL
 - Rural/underserved areas: 1-3 in FL, 3-5 outside of FL.
- Explore international touring opportunities

Obj. 3

- Capital campaign: acquire land/property
- Build new building
- Incorporate school/academy into DANB.

GOAL 2

Obj. 1

- *Senior Moments & Dance Partners*
 1. 15-20 tour & home services, including for those with mobility issues (e.g., Parkinson's).
 2. Provide 2500+ tickets at no cost to clients of social service agencies and veterans groups
 3. Provide discounted tickets to over 9,000 seniors & students.
 4. Masterclasses/talkbacks at home & on tour.
 5. 2 Institute of Learning in Retirement programs

Obj. 2

- *Danceabout & Discover Dance:*
 1. 6 school shows with learning guides. *See support materials*
 2. 2-3 performances & 1 outreach activity for children with limited hearing or on autism spectrum. *See video #1.*
 3. Provide classes for underserved youth.
 4. 7-10 performances for youth as part of school day
 5. 30-40 classes in pre-school, after school programs for underserved youth.

Obj. 3

- Advisory Council that makes IDEA a seminal part of our organizational culture with board, staff, dancer recruitment, & performances/programs.
- Continue developing transformational policies
- IDEA statement on DANB website.

GOAL 3

Obj. 1

- Solicit new choreography from guest choreographers. *See Video #2.*
- Collaborate with dancers, visual artists, musicians, writers, graphic artists & community members to create a new work. *See Video #1.*

Obj. 2

- Provide resources & guidance for young choreographers.
- Assist choreographers to produce & present a public performances
- Have student performing group, *Next Generation.*

Obj. 3

- Provide time, space & an "ear"
- Summer Intensive performance

- Continue 'Studio Series' in new black box studio theater

GOAL 4

Obj. 1

- Utilize partnerships to develop programs that overlap with business.
- Collaboration with Chambers of Commerce in Alachua & Marion Counties.
- Seek & develop new partnerships and collaborations to broaden our reach.

Obj. 2

- Continue membership in arts & cultural alliances.
- Serve on committees & attend workshops sponsored by arts groups, councils & LAAs.
- Serve on committees & advisory boards; attend workshops; explore projects & relationships that place an emphasis on inclusion & the value of art and culture to the communities DANB serves.

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.

- City of Alachua & Legacy Park Multipurpose Center: Develop and producing programs and events. Venue & political resource. Provides a source of revenue and expands audience. DANB first organization to utilize the indoor and outdoor space. *Formal. See Thank you email.*
- UF College of Art, School of Music: UF Conductor (DANB Conductor in Residence) and DANB Artistic Director collaborate in planning programming. Music faculty participates in programming. Expands audience and provides opportunity for musicians to work with a professional ballet company. *Informal*
- Oak Hammock at UF: Present programming & movement classes for Inst. for Learning in Retirement (ILR) with residents. *Formal*
- LAA and 352 Arts: Collaborate on community needs, programming, marketing and advocacy. Co-sponsor of DANB events.
- Visit Gainesville: Collaborate on community needs as regards tourism, programming, marketing and advocacy. Co-sponsor of DANB events. *Formal. See support letter*
- UF Performing Arts: Underwrites school shows. *Formal*
- Holy Trinity Church: Annual performance (in 9th year) with orchestra and chorus planned by both organizations. Source of revenue and expanded audience. *Formal. See support letter.*
- Hippodrome Theatre/ Kanapaha Botanical Gardens: Collaborators in advocacy and marketing. *Informal*
- Pofahl Studios: Resident School for DANB. Provides class and rehearsal space. Hosts student performing group The Next Generation. *Formal*
- Cade Museum of Creativity and Invention: Donated performing/special event space. Founder is long-time supporter. Used as resource/consultant. *Informal. Participate in Cade projects.*
 - Cade Museum- Physics of Flight Dance <https://youtu.be/NV2FuG4Ynz8>
 - Performed "Songs from the Heart: A Sacred Music Concert" in celebration off Duke Ellington's 122nd birthday in collaboration with the Cade, 1000 Voices of Florida (representing over 20 churches) and the Community Foundation of North Central Florida to generate funding for The Invent Possible Project to provide internet connectivity to Gainesville Housing Authority residents.
- Gainesville Regional Airport: Digital display on flight information display, Road Warriors partner, DANB holiday tree in lobby, markets. *Formal*
- School for the Deaf and Blind *Informal*
- Siegel Artist Management - tour booking agent. *Formal*
- Members of Council of Economic Outreach, and Ocala, Gainesville and Alachua Chambers of Commerce.

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?

Planning is determined by mission, artistic vision and budget. DANB meets with Visit Gainesville, LAA, LPMC, UF College of Arts, Cade Museum, arts organizations and city and county to plan for and fund programs meeting goals and objectives. Surveys are utilized to assess results and to plan for the future. (Survey Monkey, FB and Google Analytics, Constant Contact surveys, data provided by VCB and LAA and anecdotal feedback.)

Board meetings occur at least monthly with one annual retreat. The Executive Committee meets monthly, and staff meets weekly and/or as needed for evaluation using the following methods:

- Box Office - Individual ticket revenue; attendance analysis and demographics.
 - Following performance.
 - ED and Office Manager review & evaluate. Determine future.
- Marketing - Ticket sales vs. budget goals; analytics for social media and email campaigns; statistics for website traffic and visitors.
 - Following performances/events.
 - ED + marketing dept review & evaluate.
- Development - Contributed income vs. budget goals; event attendance.
 - Weekly
 - ED & Executive Committee.
- Production – Income vs. expense; post show surveys, anecdotal feedback.
 - Following shows
 - Revise as needed
 - ED/AD and staff
- Education & Outreach – Attendance, surveys, anecdotal feedback.

- Following events
- Staff, teachers, organizations utilizing.
- Revise as needed.
- Tour- Agent & presenter reports; income vs. expense.
 - End of each tour.
 - Revise as needed.
 - ED/AD, agent, presenter, tour manager.
- IDEA- Surveys, attendance analysis and demographics
 - On-going.
 - Council and board. Revise as needed.

The ED/AD plan programs after considering:

- Available performance dates.
- Dancers. Who is available and appropriate for various parts.
- Collaborations. What groups are available and interested in collaborating.
- Cost. What funding is available for a production
- Benefit. What benefit would a particular work bring to the community and artist.
- Interest/Challenge. The AD will always look for ways to create a fertile artistic environment that will enrich the creative spirit. Will it challenge and interest the dancers, choreographers?

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?

33515

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

46

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

110

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

20,475

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

9,000

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

4,000

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?

40

6.2. Number of Florida artists directly involved?

38

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: *

- Individuals with Disabilities
- Individuals below the Poverty Line
- Individuals with Limited English Proficiency
- Military Veterans/Active Duty Personnel
- Youth at Risk

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.

DANB's home county, Alachua County, has a population of 284,030.

- 19.1% in poverty
- 51.7% female
- 69.7% White
- 20.7% Black
- 6.2% Asian
- 11% Hispanic
- 3.5% other/multiple.

These percentages replicate figures we have from our home performances based on responses and survey data. Nine of the 11 rural north Florida counties that DANB serves have poverty levels at or above 15%.

Tour: On-going partnership with senior facilities in south Florida and extended relationships in Bunnell, Ft. Myers, Madison and Broward County Schools (SEAS program) over 15 years helps provide stability and includes rural and underserved communities.

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.

Outreach/residencies annually serve approx. 3,000 seniors, 3,200 at-risk and underserved youth, 8,000 children at Title 1 schools, 23,910 general pop. 20 dancers, 3 choreographers, 30 musicians, 4 designers, 1 ASL signer.

- DANCEabout
 - Dance at senior facilities and at-risk schools. 4 facilities & School Board support.
 - Classes for children with a variety of disabilities in collaboration with physical therapist. Resident school.
- Discover Dance
 - school students attend award-winning performances minimal/no cost. Serves 9 counties.
- Dance Partners - at-risk, disadvantaged, vets, etc. attend performances at no cost.
- Touring and Senior Moment - access to elderly at home and tour. UF Institute of Learning in Retirement, senior center collaborations.
- Magic of Nutcracker - performance for children with a variety of disabilities at no cost; Florida School for Deaf and Blind. See *support Video #1*.

TOUR: Varies each year. Generally senior centers or rural areas through colleges. 23-24: North Carolina, South Carolina, Mississippi, Lake City, West Palm Beach, Pembroke Pines and Boca Raton in addition to Ocala and Alachua.

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

- Alachua
- Broward
- Columbia
- Marion
- Palm Beach
- Sumter

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

- Alachua
- Baker
- Bradford
- Broward

- Citrus
- Columbia
- Gilchrist
- Levy
- Marion
- Putnam
- Sumter
- Suwannee
- Taylor

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.

- Provide streaming as needed for SEAS.
- Make programming available on line through YouTube & FB.

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.

DANB's total economic impact per the Arts & Economic Calculator 5 is \$2,060,682 in total expenditures generating FTE 661 jobs for 2022-2023. DANB anticipates an economic impact of over \$2,200,000 in 2023-2024.

DANB provides direct income for 25-35 artists, designers and technical associates of DANB; their salaries in 2023-2024 is estimated at over \$350,000 - generating revenue for numerous businesses.

Collaboration with earlier noted partners enables DANB to develop programs that attract tourists or enhance the visitor experience generating additional revenue that will stay in Alachua and Marion County.

Home performances and fundraisers strengthen the local economy in Alachua and Marion counties by:

- Providing revenue to venues, restaurants and local businesses (building supplies, costumes, shoes, caterers, musicians, designers, etc.)
- Providing revenue to DANB through ticket sales, boutique sales, fundraising events, sales, etc.
- Providing revenue to marketing providers.

Touring strengthens the economy in Alachua County by:

- Providing the revenue for salaries for dancers and staff; providing funds for rent, house payments and usual living expenses.
- Providing revenue support for truck rental agencies & tech supply companies.

Addition of a conservatory/school and a home space:

- Revenue through tuition and space rental.
- Revenue for salary support for faculty and staff.

Touring strengthens the economy of Florida communities where DANB tours in the following ways:

- Revenue is generated by DANB on hotels, gas, per diem and entertainment.
- Revenue is generated through boutique and food/drink sales at venues.
- Revenue is generated through audience members visiting restaurants, etc. pre-post-shows.
- Revenue is generated for the venue through ticket sales, corporate and grant support.

Education and Outreach

DANB has a long history of providing exceptional programming.

Through Discover Dance, DANB

- presents 5-7 school performances in Alachua and Marion counties and 4-8 performances in Broward County for SEAS or on tour. Performances will take place in home performance venues and Broward PAC. On-going since 1976. Served over 108,000 since 1986. Schools primarily Title I.
- presents curriculum material specific to the project and made available to teachers and parents on-line. Curriculum material is grade and production specific; *Lady Bug: Action Hero!*, *Robin Hood*, *Nutcracker*, *A Mid-Summer Night's Dream* and *Discover Dance* are currently available. <https://dancealive.org/curriculum/>. Curriculum materials from Sea to Sky are available online.
- presents master classes on tour and at home.

Through *Senior Moments*, DANB

- presents lectures and lecture/demonstrations in 5 senior or rehabilitation facilities in Alachua County. On-going since 2000.
- presents "meet and greets" and pre-post-show talk-backs in Marion & Alachua counties and on tour.
- continues to participate in the ILR. On-going since 2018.
- provides special discounted codes providing additional reduction in ticket cost for selected senior facilities in Alachua County. Since 2020

Through *Dance Partners*, we

- provide access to main stage performances at no cost to underserved, persons with disabilities, at-risk individuals and veteran organizations.
- partner with social service agencies including DCF's Community Partner Liaison, United Way, Gainesville Housing Authority, Alachua County Housing Authority and VET TIXs to reach above individuals. On-going since 1999. Serves 3000+ annually.

Through *DANCEabout*, DANB provides

- movement classes (20) at senior facilities for individuals with Parkinson's & movement impairment.
- pre-school classes and after school classes (25+) in dance for students at risk.
- special classes for children with mobility issues in combination with physical therapist.
- performances and meet and greets with dancer in collaboration with the City of Gainesville.

14. Marketing and Promotion

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

- Collaborations
- Direct Mail
- Email Marketing
- Magazine
- Newsletter
- Newspaper
- Pay Per Click (PPC) Advertising
- 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?

Our community has lost most of its magazines and has discontinued the arts section of the newspaper. DANB use of traditional methods includes:

- Advertising on 4 TV & 4 radio stations
- PSA/Press Releases to print and video to above
- Promotional TV and radio appearances
- Direct mail materials to over 5,000
- Electronic marques
- Posters/rack cards in key locations
- Participate in Hospitality Council's & Art Walks Gainesville and Marion County.
- Hour long radio program monthly. <https://www.wardscottfiles.com/>

DANB utilizes Facebook, YouTube, e-newsletter, Instagram, websites and on-line calendars.

- E-newsletter is sent out monthly to 3,500.
- Website <https://dancealive.org/> is updated regularly
- Digital ads through a variety of sources
- Information is posted on <http://352arts.org/>; <https://www.visitgainesville.com/visitor-resources/enews-visitor-guide/>; <https://www.visitgainesville.com/explore/>; <https://www.gainesville.com/>; <https://www.siegelartist.com/>; <https://members.gainesvillechamber.com/>
- FB <https://www.facebook.com/dancealiveliveballet/> - #WhyILoveGNV, #WhatsGoodAlachuaCounty. Ads, links to YouTube album & videos.
- YouTube: Ads & video <https://www.youtube.com/channel/UCuBwth1hFK3LF49NXIm8gUQ>
- Daily presence on Instagram (dance.alive) and FB.
- DANB works with Visit Gainesville, City of Alachua and Gainesville as co-sponsors to expedite marketing plans.
- Print material distributed for Gainesville, Ocala and Alachua productions.
- Partners with business/cultural organizations (Gainesville Airport's Road Warriors program, Life South, Hippodrome Theatre, Kanapaha Botanical Garden, WRUF-FM, Hospitality Councils, etc.) to provide discount coupons and services, cross market and bundle ads.
- Streaming: Events and studio performances

AUDIENCE DEVELOPMENT:

Programming at home is planned to attract a diverse audience by:

- Advisory Council recommendations.
- Participating in UF Liberal Arts program. UF students.
- Participating in the Institute for Learning in Retirement; senior audience.
- Coded Discounts for specific student and senior groups.
- Target a growing Hispanic audience (DANB has 8 Brazilian and 3 Cuban dancers) through Instagram, FB & Hispanic organizations.
- Develop collaborations that involve artists with different talents/interests: *Carmina* brought in orchestra and 2 choirs - attracting UF faculty, students and followers of live classical music. *Land of La Chua* celebrated the community's 150 anniversary and utilized composers Stella Sung & Will McLean, poet Lola Haskins, Matheson History Museum, Will McLean Foundation, UF Music Dept. American Legion and Evergreen Cemetery Association while *Oceana* featured on ocean pollution with music by Stella Sung and video by Annie Crawley and additional support from Nature Coast Biological Station and IFAS.
- Attract new audiences through Legacy Park Multipurpose Center and Ocala performances and special events
- Live streaming performances & events.

Dance Partners: Marketed through an extensive list of social service agencies.

Discover Dance: Marketed via an extensive mailing list, visits to schools, e-mail, DCF, school partners, FB, www.dancealive.org and homeschool websites.

Tours: Marketed through Siegel Artist Management and through organizations requesting touring shows.

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.

Performance venues utilized by DANB in Ocala, Gainesville and Alachua are ADA accessible, provide wheelchair access and Braille signage. The Alachua venue is one story and doesn't require an elevator. Gainesville venue provides Assisted Listening Devices. DANB provides large print programs and sign language interpretation for programs utilizing speech if requested 2 weeks in advance.

Performance venues utilized by DANB on tour are performing arts venues such as the Broward Center, Flagler Auditorium or college venues and senior facilities required to be ADA compliant.

The rehearsal space was retro-fitted to meet ADA standards. A new home will meet ADA standards.

In addition to the above, DANB:

- Makes schools aware of DANB's ability to provide for persons with varying abilities.
- Places patrons with special vision or hearing needs in appropriate seating.
- Includes accessibility symbols on programs and marketing material. *See support materials.*
- Formed an ADA advisory committee. (See attachment history/governance.)
- Created an Advisory Council for input on and programming considerations to support IDEA initiatives of DANB.
- Provided a performance specifically for individuals with compromised immune systems – limited audience to 50.
- Completed section 504 self-evaluation workbook.
- Attended or downloaded materials from Division Accessibility Webinars.
- Collaborated with Institute for Learning in Retirement – designing a program to meet the needs of elderly.
- DANCEabout provides movement experiences for elderly people with physical limitations and those with Parkinson's as well as after school classes for students at-risk. Additional classes for children with mobility issues.
- Through Dance Partners, provides for individuals who don't have the resources to attend performances. Social service agencies facilitate. Flex tickets are provided – the same flex tickets provided corporate sponsors – no difference.

Special Performances:

Lady Bug: Action Hero: ASL Interpreter for persons with hearing needs as the performance has a narrator as part of the production.

Magic of Nutcracker: A special performance attended by over 70. *See Video #1.*

Students from Florida School for the Deaf and Blind. Students are seated on stage – some on the floor to feel the music and some in chairs – 3 feet from the performers. This performance also provided limited attendance for children on the autism spectrum or who would benefit from a "Touch Tour". Breaks allow the children to touch costumes, masks, the tree, pointe shoes, sit on the throne, etc.

This performance also provides elements that benefit children with emotional, behavioral or physical disabilities. Children were able to distance themselves from others – could move about. Sit on the floor or in a chair – crawl around. Move to regular seats in the house if they needed to be away from everyone. No spots were utilized and the theatre never went dark. A dark, quiet, space was available.

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?

Judy Skinner

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)

The Artistic Director works to plan programs that will appeal to a variety of populations. Collaborations include UF Symphony and chorus, Harn Museum of Art, Matheson Museum, Cade Museum, documentary film artists, visual artists, musicians, poets, guest artists from UF College of Arts, etc. Programming is accessible to individuals of any cultural or socio-economic background, regardless of age, gender, language or abilities. Ticket prices are reasonable and no one at home performances, school shows, lecture/demos, or pre-post-show talks are turned away.

Seniors:

- DANB provides discounted tickets to seniors.
- Afternoon and morning performances accommodate seniors.
- “*Senior Moments*” provide lectures, talks, performances and demonstrations to senior facilities.
- Elderly participants from multiple HUD facilities are provided access to performances at no cost.

Persons with a disability:

- All facilities DANB utilizes are ADA accessible.
- Persons with a variety of abilities from multiple HUD facilities are provided access to performances at no cost.
- DANB formed an ADA advisory board to address accessibility issues.
- Large print programs are available.
- Schools with persons with a hearing disability provided access at no cost and a signer provided.

At-risk, underserved:

- Through Dance Partners, 2000 at-risk, economically disadvantaged or underserved individuals attend performances and programs at no cost.
- Over 120 social service agencies are provided information that will allow clients of United Way and DCF access to all DANB services at no cost
- Clients of Gainesville and Alachua County Housing Authority are provided access at no cost.

Students/Children:

- DANB provides discounted tickets to all students and children.
- Underserved, at-risk and economically disadvantaged children attend school performances at no charge.
- 3-5 school performances are presented to students from an 11-county area. 50% attend at no cost.

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.

Founded in 1966 as the Gainesville Civic Ballet, the name changed to Dance Alive! when it began touring in 1976 at the request of and with funding from the State. The name changed to Dance Alive National Ballet (DANB) in 1988. DANB toured for Florida's touring program for 40 years, the Midwest through Allied Concert Services, performed and taught in Costa Rica at the invitation of the Minister of Culture and set works on the National Ballet of Bulgaria at the invitation of their Minister of Culture. In 2013 DANB performed in Russia and Brazil at the invitation of both countries; performances and all expenses paid by each sponsoring country. DANB was invited to perform at the International Ballet Festival of Havana fall 2018; performed 6 works and were invited back for the 2020 Festival, which was cancelled due to COVID.

DANB has toured 46 Florida counties, 17 states, and performed in Costa Rica, Russia, Cuba and Brazil. The Company has been awarded performing rights and toured seven Balanchine works including his masterpiece "Apollo". Beginning 2008 DANB collaborated with 5 Olympians/artists creating works performed at home and on tour. This included a 2011 command performance for HSH Prince Albert II of Monaco, 3 works performed at his request. "Robin Hood", "Nutcracker", "Lady Bug: Action Hero", "A Midsummer Night's Dream" (full length works) and numerous repertoire programs were touring properties during the last four seasons.

Educational programs and residencies have been conducted at home and on the road since 1976. Outreach programs reach elderly, underserved, and at-risk populations.

See "DANB History" in the supporting documents for details about recent seasons.

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.

Through prudent operational and fiscal practices, annual budget planning, and monthly budget review by the Board, DANB consistently works to ensure long-term sustainability. Our continual ability to fundraise through donations, events and grants, increase local government support, and improve performance generated income, we have shown our sustainability.

The focus is on sustaining what we have and looking creatively at how we can continue to grow our mission and reach. DANB has existed for 56 years as a professional ballet company in a relatively small community with a limited tax base. Going into its 57th year, DANB looks forward with both resolve and optimism to the future and is working to ensure that we will continue the legacy of the Pofahl family.

To that end, in 2019 DANB conducted a visioning process that ultimately resulted in the decision to begin a capital campaign. A major part of that would be blending the resident school – which is currently a for-profit organization – with DANB. This move would also provide additional opportunities to provide outreach programming. We have a contract to purchase the land and have raised sufficient funds from corporate and individual donors to feel confident about breaking ground in summer 2024 and open the new facility in spring 2026.

Additionally, we continue to improve operations by hiring qualified staff in the areas of marketing, development, and have recently hired a new Executive Director to manage the transition to the new space and blending the school with the DANB. We work with Siegel Artist Management to facilitate touring. We focus on Gala and Dancing With Stars as major fundraiser and "Meet the Dancers" as a secondary fundraiser. Both are a source of future board members and link to new performance venues/communities.

3. Completed Fiscal Year End Date (m/d/yyyy) * 5/31/2023

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$156,680	\$224,866	\$230,000
2. Personnel: Programmatic	\$424,693	\$450,216	\$460,000
3. Personnel: Technical/Production	\$12,000	\$12,000	\$12,000
4. Outside Fees and Services: Programmatic	\$62,029	\$62,000	\$65,000
5. Outside Fees and Services: Other			
6. Space Rental, Rent or Mortgage	\$106,917	\$110,000	\$110,000

7.	Travel	\$19,467	\$22,000	\$23,000
8.	Marketing	\$40,209	\$43,000	\$45,000
9.	Remaining Operating Expenses	\$247,513	\$250,000	\$250,000
A.	Total Cash Expenses	\$1,069,508	\$1,174,082	\$1,195,000
B.	In-kind Contributions	\$25,000	\$30,000	\$30,000
C.	Total Operating Expenses	\$1,094,508	\$1,204,082	\$1,225,000
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$207,729	\$221,000	\$240,000
11.	Revenue: Contracted Services	\$95,973	\$126,000	\$135,000
12.	Revenue: Other	\$142,238	\$150,000	\$150,000
13.	Private Support: Corporate	\$85,725	\$93,000	\$100,000
14.	Private Support: Foundation	\$19,500	\$20,000	\$40,000
15.	Private Support: Other	\$251,061	\$250,000	\$260,000
16.	Government Support: Federal		\$144,917	\$10,000
17.	Government Support: State/Regional	\$112,961	\$60,000	\$60,000
18.	Government Support: Local/County	\$156,000	\$160,000	\$165,000
19.	Applicant Cash			\$50,000
D.	Total Cash Income	\$1,071,187	\$1,224,917	\$1,210,000
B.	In-kind Contributions	\$25,000	\$30,000	\$30,000
E.	Total Operating Income	\$1,096,187	\$1,254,917	\$1,240,000

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."

The new building will not be complete and open until fiscal year after next at the earliest, so changes in income and expenses reflect typical increases/changes due to inflation and growth over the three years shown, with two exceptions.

The first is administrative costs in current year, which increased due to hiring a new Executive Director from previously having a volunteer Executive Director.

The second is Federal Support in the current year, which is from the Employee Retention Credit DANB expects to receive. Some of this will carry over into the next fiscal year as applicant cash.

In-kind is apartment rentals for dancers and guest artists. The increase between previous year and next year is the result of increase in rental value of apartments for dancers.

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:

- Grant funds (these are the funds you are requesting from the state)
- Cash Match (these are earned or contributed funds supplied by your organization)
- 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	Executive Director	\$0	\$45,000	\$0	\$45,000
2	Marketing Coordinator	\$0	\$40,000	\$0	\$40,000
3	Office Manager	\$0	\$30,000	\$0	\$30,000
4	Development Coordinator (part-time)	\$0	\$20,000	\$0	\$20,000
Totals:		\$0	\$135,000	\$0	\$135,000

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artistic Director	\$0	\$35,000	\$0	\$35,000
2	Assist. Artistic Director & Tour Manager	\$0	\$35,000	\$0	\$35,000
3	Dancers	\$107,254	\$95,000	\$0	\$202,254
Totals:		\$107,254	\$165,000	\$0	\$272,254

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Tech (home and tour)	\$0	\$30,000	\$0	\$30,000
2	Wardrobe/Costume	\$0	\$5,000	\$0	\$5,000
3	Web/graphics/IT	\$0	\$15,000	\$0	\$15,000
4	Physical Therapist	\$0	\$2,000	\$0	\$2,000
Totals:		\$0	\$52,000	\$0	\$52,000

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Guest Dancers/Artists	\$0	\$16,500	\$0	\$16,500
2	Video/Music	\$0	\$15,000	\$0	\$15,000
3	Royalties	\$0	\$3,000	\$0	\$3,000
4	Booking agent	\$0	\$8,000	\$0	\$8,000
5	Designers	\$0	\$5,000	\$0	\$5,000
6	Outreach Coordinator	\$0	\$2,500	\$0	\$2,500
Totals:		\$0	\$50,000	\$0	\$50,000

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Accountant & Audit	\$0	\$20,000	\$0	\$20,000
2	Grant Manager	\$0	\$15,000	\$0	\$15,000
Totals:		\$0	\$35,000	\$0	\$35,000

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Venue	\$65,000	\$0	\$65,000
2	Warehouse	\$15,000	\$0	\$15,000
3	Office	\$8,000	\$0	\$8,000
4	Apartments	\$90,000	\$0	\$90,000
Totals:		\$178,000	\$0	\$178,000

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Tour	\$30,000	\$0	\$30,000
Totals:		\$30,000	\$0	\$30,000

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Printing/postage	\$0	\$5,000	\$0	\$5,000
2	Advertising	\$0	\$35,000	\$0	\$35,000
Totals:		\$0	\$40,000	\$0	\$40,000

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Insurance	\$0	\$11,000	\$0	\$11,000
2	WC/Payroll Tax	\$0	\$50,000	\$0	\$50,000
Totals:		\$0	\$229,500	\$0	\$229,500

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
3	Fundraising	\$0	\$27,560	\$0	\$27,560
4	Other expenses	\$0	\$140,940	\$0	\$140,940
Totals:		\$0	\$229,500	\$0	\$229,500

2.10. Amount of Grant Funding Requested:

\$107,254

2.11. Cash Match:

\$914,500

2.12. In-Kind Match:**2.13. Match Amount:**

\$914,500

2.14. Total Project Cost:

\$1,021,754

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	Admissions/Ticket sales	\$200,000	\$200,000
Totals:		\$0	\$200,000

3.2. Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Tour 7 - 8 performances	\$95,000	\$95,000
Totals:		\$0	\$95,000

3.3. Revenue: Other ***3.4. Private Support: Corporate ***

#	Description	Cash Match	Total
1	PNC	\$25,000	\$25,000
2	Collier	\$25,000	\$25,000
3	Radiant Bank	\$10,000	\$10,000
4	Various	\$25,000	\$25,000
Totals:		\$0	\$85,000

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	Dharma Foundation	\$5,000	\$5,000
2	Khoury Family Foundation	\$10,000	\$10,000
3	Publix Supermarkets Charities	\$2,500	\$2,500
4	Various	\$10,000	\$10,000
Totals:		\$0	\$27,500

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Fundraising events (6)	\$150,000	\$150,000
2	Individual Contributions	\$225,000	\$225,000
Totals:		\$0	\$375,000

3.7. Government Support: Federal *

3.8. Government Support: Regional *

#	Description	Cash Match	Total
1	City of Gainesville	\$17,000	\$17,000
2	Visit Gainesville, Alachua County	\$115,000	\$115,000
Totals:		\$0	\$132,000

3.9. Government Support: Local/County *

3.10. Applicant Cash *

3.11. Total Project Income:

\$1,021,754

3.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$107,254	\$107,254	10%
B.	Cash Match	\$914,500	\$914,500	90%
	Total Cash	\$1,021,754	\$1,021,754	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$1,021,754	\$1,021,754	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)
w-9 (1).pdf	56 [KB]	6/13/2023 8:00:51 AM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
2021 Form 990 Dance Alive 2021-22 Public Inspection.pdf	114 [KB]	6/13/2023 8:01:05 AM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
Mission and history.pdf	Mission and History		352 [KB]		View file
E-newsletter sampling.pdf	E-newsletters samples from 2022-23 season		6382 [KB]		View file
DANB-SwanLake2023Program.pdf	Swan Lake program		4779 [KB]		View file
video descriptions.pdf	Video Descriptions		232 [KB]		View file
Video 1.mp4	Video 1		356746 [KB]		View file
Video 2 otyken.mp4	Video 2		76761 [KB]		View file
Video 3 Swan Lake.mp4	Video 3		74250 [KB]		View file
alligator articles.pdf	Newspaper coverage of DANB		314 [KB]		View file
Thank yous-comments.pdf	Thank yous and comments		233 [KB]		View file
support letters.pdf	Letters of Support		1030 [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 23-7348157 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 Dance Alive!, 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)

Brenda Swann

