

Spanish Lyric Theatre, Inc.

Project Title: General Program Support

Grant Number: 25.c.pr.141.618

Date Submitted: Wednesday, June 21, 2023

Request Amount: \$25,000.00

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: **Specific Cultural Project Grant Guidelines**

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 1

Discipline: Community Theatre

Proposal Title: General Program Support

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: Spanish Lyric Theatre, Inc. 
- b. DBA: SLT Productions
- c. FEID: 23-7009336
- d. Phone number: 813.690.4983
- e. Principal Address: 7005 N. 15th Street Tampa, 33610
- f. Mailing Address: 7005 N. 15th Street Tampa, 33610
- g. Website: www.spanishlyrictheatre.com
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County:Hillsborough
- k. UEI: J1LNGK3H7UL7
- l. Fiscal Year End Date: 06/30

1. Grant Contact *

First Name

Cyndee

Last Name

Dornblazer

Phone 813.690.4983**Email** spanishlyrictheatre@gmail.com

2. Additional Contact *

First Name

Cyndee

Last Name

Dornblazer

Phone 813.690.4983**Email** spanishlyrictheatre@gmail.com

3. Authorized Official *

First Name

Cyndee

Last Name

Dornblazer

Phone 813.690.4983

Email spanishlyrictheatre@gmail.com

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

None of the above

4.3. Applicant Discipline

Opera/Musical Theatre

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) *

Spanish Lyric Theatre is the premiere presenter of bilingual (Spanish and English) theatre throughout the Tampa Bay area. As the oldest community theatre and the only bilingual theatre in Tampa, Spanish Lyric Theatre is committed to excellence in all of its programs, bringing together theatre professionals and local volunteers to create and preserve Hispanic/Latino culture, deepening Latino heritage by way of the performing arts as a means to transcend language and cultural barriers and to provide professional, quality experiences in Hispanic and American musical theatre.

2. Project 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.

SLT is requesting support for its 2024/2025 production season. Grant monies received will be used to pay for outside artists, directors, choreographers, musicians, and technical support while insuring SLT's ability to provide quality programming for all.

2.1. Project 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.

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1. Provide Spanish & English audiences throughout the Tampa Bay area market with local affordable, quality productions to include Zarzuela's, Hispanic programming & American musical theatre.
 2. Provide local directors, choreographers, musicians, and technicians with opportunities in Spanish & English productions and compensate them fairly.
 3. Continue to educate, preserve, celebrate & contribute to the rich cultural, musical & theatrical arts heritage of the local community and attract new and younger audiences.
 4. Increase marketing & advertising by using every means necessary to promote shows.
 5. Increase fiscal stability of the company.

2.2. Project 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”

Objective 1: Increase attendance by 15% by producing a minimum of three productions for our 2024-2025 season. To aid in this process we will:

- **Keep ticket prices affordable.**
- **Diversify our cast with new faces to bring in new audiences.**
- **Continue partnerships & look for new partners to diversify and reach new audience members.**
- **Continue aggressive social media marketing plan.**

Objective 2: Select local multi-ethnic casts, musicians, technicians, directors & choreographers & compensate them as needed.

- **Promote these talented individuals with participation in both Spanish & English productions.**
- **Continue to pay our Zarzuela performers a small wage dependent on their role in each production (\$75-\$250 per show).**
- **Continue to pay directors, musicians and technicians a fair wage.**

Objective 3: Broaden Audience and Membership Base.

- **Promote productions to various civic clubs, cultural organizations, local chambers, Hispanic restaurants, travel clubs & senior communities throughout Hillsborough County and beyond.**
- **Continue our partnerships Theatre Tampa Bay & the Tampa Bay Alliance for Community Theatre to reach new audience members.**
- **Through our recent memberships with Ybor Chamber and Hispanic Chamber of Commerce Tampa Bay, offer discounts to association members to broaden audience base.**
- **Continue aggressive social media campaigns.**

Objective 4: Expand Outreach & Educational Programming.

- **Expand our Master Class offerings to include “how to audition vocals” and “how to audition dance” classes for youth and adults.**
- **Promote our “What is a Zarzuela” class to youth ranging in ages from 10-18.**
- **Expand our flamenco dance program.**

Objective 5: Increase Fiscal Stability with the addition of new board members; increased fundraisers, new partnerships; & expanded social media/website presence.

- **Expand our Business Professional Advisory Board whose purpose is to help with fundraising and fiscal support.**
- **Continue to add new members to SLT’s Board of Directors.**
- **Continue to collaborate with local community and professional theatre groups on joint marketing and advertising efforts and look for ways to share resources such as costumes, sets, rehearsal space, directors, technicians, etc.**

- **Broaden our membership and audience base by developing events, and promotions that raise awareness of Spanish Lyric Theatre.**
- **Continue to expand our online presence through an aggressive social media campaign.**

2.3. Project 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.

SLT will present a diverse season of programming to include a minimum of three performances, each contributing to our overall objectives.

1. Zarzuela, often defined as Spanish opera, is a theatrical play that contains musical acts with characters that usually represent the working classes. Zarzuelas are an integral part of our history, and we are the only group in Tampa to have performed 70 Zarzuela's since 1959. Presented in Spanish, SLT provides live interpretation in English for audience members. Zarzuela's being considered include:

- *La Revoltosa*
- *Doña Francisquita*
- *Cecilia Valdez*

2. Our Mainstage productions appeal to a wide variety of audiences and feature Broadway-style productions. SLT has been performing Broadway musicals in English since the 1970's and these shows target diverse audiences both in attendees as well as performers and allows local audiences the opportunity to attend quality performances at affordable prices.

Broadway style musicals are increasingly providing more opportunities for diversity, and we actively search for shows that can provide diversity for both our performers and audience members.

Mainstage shows being considered include:

- *Ybor City, the Musical*
- *Miss You like Hell*
- *On Your Feet*
- *Once on this Island*

3. Our Heritage Concert Series is aimed at the preservation, presentation and promotion of music that is hardly known and grossly ignored by much of the theatrical world. This original programming is aimed at preserving the music heard in Ybor City at the dawn of the 20th century. These shows have a large following amongst our seniors and Hispanic patrons as well as introduces younger audiences to the Golden Age of Ybor City. Our Heritage Concerts being considered include:

- *Asi Cantaba Espana*
- *Café Cuple*
- *Asi Cantaba Cuba*

4. Our Broadway Cabaret Series features 10-12 local artists, performing in a Cabaret setting. These shows are typically one performance only featuring a variety of themes, from *Andrew Lloyd Webber, Sondheim, An Afternoon of Love Songs, This is SLT!*, and many more. These performances have broadened our audience base with senior groups and can easily be done in senior living communities.

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.

- 1. Our current collaboration with the Cuban Club in Ybor City affords us the opportunity to:

 - stage various shows throughout the year at discounted rates.
 - have dedicated rehearsal space.
 - partner on fundraising efforts that will support both SLT and the Cuban Club Foundation & Preservation.
 - have a seat on the Cuban Club Foundation Board which will help expand the visibility of SLT and the Cuban Club as two of the oldest non-profits and significantly important groups in the area.**
- 2. SLT works with many non-profits throughout the Tampa community to provide performers for their fundraisers. Many groups have taken advantage of this unique way to showcase their organizations and to also raise funds including Centro Asturiano de Tampa, Ybor Chamber of Commerce, Straz Center and the Tampa Hispanic Heritage.**
- 3. SLT has partnered with the HCC Office of Equity and Diversity and the HCC Hispanic & Latino Advisory Committee to produce Hispanic Heritage Month concerts on their campuses.**
- 4. HCC Ybor provides us with a free classroom to host our masterclasses and in return we provide them with 2 free participant admissions and 2 free observer admissions.**
- 5. American Legion Post 248 also provides us free rehearsal space and in return we coordinate a big band/dance event each year that features an 18-piece big band who donates their time. SLT develops marketing materials and social media event information & coordinates volunteers to staff the event. They also host our Spanish Dance Classes.**
- 6. Hampton Inn and Suites in Ybor City provides us with special rates for our out-of-town guests and also promotes our show with in lobby rack cards.**
- 7. American House Zephyrhills – bus tours/dinner/show partnership.**
- 8. Allegro Hyde Park – bus tours/dinner/show partnership.**
- 9. Arbor Terrace Citrus Park - Monthly community performances.**
- 10. Through the Tampa Bay Alliance for Community Theatre, of which SLT is a founding member, we have been able to create new relationships with other local theatre groups in the form of sharing resources, costumes, props, and sets. This open dialogue between the groups had also helped us determine seasons and avoid duplication of the same shows being performed. SLT also provides free advertising to members in our playbills.**
- 11. Press partners include La Gaceta, Centro Tampa, Creative Loafing, WTSP and WFLA. These partnerships help SLT secure discounted advertising rates along with interviews to promote our performances.**

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?

Our goals have remained constant throughout the years and help guide us in our programming.

- **Programming ideas come from a variety of sources, including local directors, performers, board members, audience surveys, research & even social media comments. We are always looking for new ideas and content that aligns with our mission statement and goals.**
- **Future productions are vetted by the Artistic committee consisting of the Artistic Director, Producing Artistic Director, Treasurer and two other board members selected annually.**
 - **The committee uses a number of factors, including rights availability, cost to produce, and availability of directors & local performers.**
 - **This “shortlist” is presented to the Board for preliminary approval and then we publicly announce it and ask the community for their input (or vote).**
 - **Based on those results, the Artistic committee ranks them and submits them to the Board for final approval.**

Methods/Feedback

- **Attendance figures, audience and artists responses, audience surveys, and Facebook comments are elements that are used in the evaluation of all performances. Students, teachers, parents and local community attendees provide feedback through evaluations given out at all the productions.**

Timing

- **SLT’s Board of Directors meets monthly to review programming conducted, budgets and approves all future programming, including educational and outreach programs, venue’s, use of local directors and choreographers and any other organizational needs.**

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?

2425

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

3

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

15

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

2,000

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

300

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

75

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?

50

6.2. Number of Florida artists directly involved?

50

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) *

- Hispanic or Latino
- White

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

- Young Adults (18-24 years)
- Adults (25-64 years)
- Older Adults (65+ years)

7.3. Underserved/Distinct Groups: *

- Individuals with Limited English Proficiency

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.

SLT's primary market is the entire Hillsborough County area and the basis for our programming. The county population is approx. 1.5 M people. The ethnic composition is:

- **White – 46.5%**
- **Hispanic – 30.3%**
- **African American – 18.4%**
- **Other – 4.8%**

The median income is \$64,164 and the Poverty level is 14.3%

For every ticket purchased, guests are asked for their zip code & household income, & language preferences. This info tells us that 65% of our ticket sales are from Hillsborough County residents with a median income of \$65K. (The other 35% are from out of county, with the high numbers being from Pinellas, Pasco, Polk, & Lake). An approximate percentage of the cultural makeup of our audience as well as our performers is shown below by production:

In The Heights

by audience:

- **Hispanic - 85%**
- **White - 12%**
- **African American - 3%**
- **Other - 0%**
- **Students 18 and under - 2%**
- **Ages 19-64 - 30%**
- **65+ 58%**

by cast:

- **Hispanic - 90%**
- **White - 8%**
- **African American - 1%**
- **Other - 1%**
- **Students 18 and under - 5%**
- **Ages 19-64 - 90%**
- **65+ 5%**

Tick, Tick, Boom!

by audience:

- **Hispanic - 30%**
- **White - 69%**
- **African American - 1%**
- **Other - 0%**
- **Students 18 and under - 15%**
- **Ages 19-64 - 55%**
- **65+ 30%**

by cast:

- **Hispanic - 15%**
- **White - 50%**
- **African American - 25%**
- **Other - 10%**
- **Students 18 and under - 0%**
- **Ages 19-64 - 100%**

- **65+ 0%**

Ybor City Cinderella

by audience:

- **Hispanic - 58%**
- **White - 40%**
- **African American - 2%**
- **Other - 0%**
- **Students 18 and under - 10%**
- **Ages 19-64 - 53%**
- **65+ 37%**

by cast:

- **Hispanic - 51%**
- **White - 47%**
- **African American - 1%**
- **Other - 1%**
- **Students 18 and under - 15%**
- **Ages 19-64 - 79%**
- **65+ 5%**

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.

We use this demographic information to select programming for our audience; to ensure ticket prices remain affordable and to develop our marketing strategy for the season, which includes:

- **continued social media ads, & branding to expand our audience.**
- **involvement in local bi-lingual chambers.**
- **continued use of mailed postcards to target specific demographics.**
- **utilization of voter records to reach specific demographics.**
- **continue to provide free tickets to low-income families through various social agencies.**

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

Hillsborough

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

Hillsborough

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.

Currently we are not offering virtual programming.

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 64 years SLT has embedded itself in the Tampa community as the only bi-lingual theatre company. As the only local company producing Zarzuela's, SLT provides local opera singers with opportunities they don't normally have. Although SLT is a community theatre, we do provide a small stipend to these singers to help support them. Without this support, we would not be able to produce Zarzuela's nor offer performers this opportunity.

Our Broadway productions bring many different faces to our stages as well as diverse audience members. Many of our Spanish speaking performers have been a part of our English productions which has helped them learn English & vice versa with our English performers appearing in Spanish productions.

Our recent economic impact is \$153,889, FTE Jobs 6.

- Our economic impact over the past 64 years can be seen throughout the area with much of our performances being centered around the Ybor City Historic District which is where we started.
 - We continue to perform in many of the historic social/mutual aid clubs, which has helped their memberships grow and renew interest in their clubs with both young and old.
- We produce our Mainstage shows at HCC's Ybor Campus Mainstage Theatre.
 - We work with their campus staff on ticket prices for the students & utilize their performing arts students in our productions.
 - We hire HCC's theatre technicians for lighting and set design.
- Our Sunday matinees are geared towards travel groups and seniors. We work with local restaurants and senior communities to provide an affordable lunch to these groups prior to the show.
- We provide discounted tickets for seniors as well as our "Hometown Heroes" which includes law enforcement, first responders, veterans, nurses and others.
- Audience members can bring canned goods & receive \$5.00 off their ticket. Canned goods are donated to area food banks.

- We have provided ticket subsidies for over 20 years to low-income residents within the County.
- We market Ybor hotels, businesses & restaurants for advertising in our programs & as well as for show sponsorships and encourage audience members to support these local businesses.

EDUCATION

- We conduct a Spanish dance workshop at a local dance studio.
- We conduct a workshop for ages 15-25 interested in auditioning techniques.
- We host a Masterclass each year with Broadway performer/instructor.

ARTS ADVOCACY

- Board members reach out to local commissioners, & state legislators to discuss SLT, the arts and continued funding needs.
- We communicate to audience members before every show the need for state funding & ask them to email their local & state officials.
- We thank Hillsborough County Commissioners for grant funding & provide free tickets to shows.
- We post grant awards on our social media & call to actions as well.

14. Marketing and Promotion

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

- Brochures
- 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?

SLT uses a diverse marketing plan that includes print, email, TV and a heavy social media presence.

- Our most effective marketing vehicle is Facebook (which is linked to Instagram and Twitter) and includes active involvement by cast and crew.

- **Hot links to purchase tickets from Facebook ads now account for close to 85% of all ticket sales.**
 - **Facebook Example: In the Heights: spent \$550 for 42,355 impressions 54% women; 46% men; 15% 65+; 10% 55-64; 18% 25-34.**
- **Constant Contact eblasts to 2500 subscribers, 1-3 times per month.**
- **Google ads.**
- **Eventbrite.**
- **Direct mail of show cards to subscribers, local businesses, senior groups, and travel clubs.**
- **Mailed postcards to target specific demographics through use of voter's records.**
- **Local saturation of cards and flyers throughout the county.**
- **Pre-show videos.**
- **YouTube channel.**
- **Shows are included in the Arts in Tampa Bay & other local media calendars.**
- **We reach out to local TV stations with PSAs and have been featured on Channel 8 and Channel 10 as well as featured in Centro Tampa news, Broadway World and Creative Loafing.**
- **We supply Hispanic performers to associations and community events to help increase ticket sales for upcoming productions.**
- **We have reached out a local professional theatre company, who has developed a Hispanic initiative in their programming and have done cross-marketing with them and advertise our productions in their playbills.**
- **Our membership in both Theatre Tampa Bay and the Tampa Bay Alliance affords us opportunities to promote our shows and auditions throughout the County on their website calendar.**
- **We reach out to other community theatres to advertise in their programs to increase ticket sales.**
- **As members of the Ybor Chamber and The Hispanic Chamber of Commerce of Tampa Bay we provide discounted tickets to members.**
- **For every ticket sold through our online ticketing agency, it allows us to obtain patron information for future marketing and audience expansion.**
- **Our masterclasses are marketed through social media and by distributing flyers to local schools reaching some 40,000 recipients. These classes fill up quite fast and have helped increase our visibility to younger members for both ticket sales and future auditions.**

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.

Facilities:

- SLT does not own its own performance venue and generally performs its shows in Ybor City either at HCC Ybor Mainstage Theatre or the Cuban Club.
- HCC Ybor is ADA compliant, and includes wheelchair accessibility, elevators & an assisted listening system. The Cuban Club is also ADA compliant and offers wheelchair accessibility, and elevators.
- SLT provides volunteers to assist any special needs person to their seat, and if needed to restrooms and concessions.
- Should sign language interpreters be needed, we work closely with USF's HANDS ON USF INTERPRETER SERVICES to provide interpreting services for the deaf. We can also provide electronic copies of the program prior to the performance as well as a script to hearing impaired patrons.

Marketing Materials/Programs

- All of our marketing materials include accessibility symbols.
- Digital programs are created for all shows and are made available on the website and to all ticket purchasers to allow them to view the program digitally in a size and time-frame comfortable to them. QR codes with links to the digital program are also prominently displayed in the lobby to encourage patrons to utilize a digital program rather than paper ones

Online Media:

- Our website can be viewed in both English & Spanish. It is also accessible to the hearing & visually impaired.
- Online seating charts show where handicap accessible seating is located & ADA/Hearing impaired symbols are included.

Ticket Prices:

- Our ticket prices has remained the same for many years with this highest prices ticket being \$35/40, although most people pay less with discounts for seniors and "Hometown

Heroes" programs, as well as free tickets we give to low-income families within Hillsborough County.

Productions:

- **Auditions are open to anyone who expresses an interest in the show. Directing opportunities are open to all qualified applicants.**

Volunteers:

- **Our Volunteers come in all shapes and sizes, ages, and color. No one is turned away that shows an interest!**

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?

Cyndee Dornblaser

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? 3/1/2023

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

Originally established as a 100% Spanish speaking company, SLT has historically been a theatre with many different faces, genders, languages & abilities.

This can still be seen today in our programming which reaches a diverse audience & affords local artists, directors, musicians, etc. opportunities to be involved with quality productions that are accessible to everyone. Recent shows have included non-traditional casting, including special needs and wheelchair bound performers.

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.

1. SLT began as a student project, by Rene Gonzalez, a student at the University of Tampa, in 1958 when the first -very modest- Zarzuela performance was held at the Dome Theatre in Plant Hall. The following year the performance was moved to a larger venue – The Centro Asturiano in historic Ybor City. With the vision to contribute to the continuation of Tampa's richly diverse heritage, the SPANISH LYRIC THEATRE set out to unite its community in celebration of its cultural roots through musical theatre.
2. In 1960, the company produced its first show independent of the University of Tampa, under the name of "The Spanish Little Theatre." In 1963, the Spanish Embassy in Washington D.C. recognized the Spanish Lyric Theatre as the only permanent theatrical company representing the art of the Zarzuela in the United States.
3. In 1965, the company elected its first Board of Directors and was incorporated as a non-profit arts group by the State of Florida. After operating for 25 years as the "Spanish Little Theatre," the group officially changed its name in 1983 to the SPANISH LYRIC THEATRE to give emphasis to its musical theatre productions.
4. In 1974 the company presented "El Violinista En El Tejado" (Fiddler On the Roof) as the first time that work was ever presented in Spanish in this country. In 1981, A Royal Command Performance was given for HRH Alfonso, Duque de Cadiz, at the Tampa Theatre and to complete our goal of becoming a truly Bi-lingual and multicultural arts organization in the Bay area, SLT presented "El Rey Y Yo" (The King and I) in both Spanish and English with the same cast in 1982.
5. In 2014, after presiding over Spanish Lyric Theatre and SLT Productions' 55-year history, celebrated leader, Rene Gonzalez, retired as the organization's artistic director.
6. In 2015, Cyndee Dornblaser took over as Board President and Producing Artistic Director and in 2021, JL Rey was appointed Artistic Director. Working together with the BOD, we continue the legacy started in 1958 and to celebrate the diverse community of Tampa.

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.

For over 64 years SLT has always been able to pay its bills and artists. We maintain a small overhead that ensures availability of cash flow to cover programming needs and we have always been able to match any grant monies awarded to us. With the recent decrease in arts funding, we have looked at other sources to sustain our activities:

- One way to do that is by offering original programming like our Ybor City Cinderella musical and Hispanic language concerts.
- Since 2018, we have hosted quarterly fundraising socials, "Sunday Socials", which brings awareness to our theatre and increased private financial support. Each social average's \$3,000 in donations which is used to help pay for musicians and directors fees

We have pursued local, state and regional arts grants.

- In 2022/23 were awarded \$12,900 from the Arts Council of Hillsborough County.
- In 2022/23 we were awarded approximately \$5,000 from the City of Tampa.
- In 2020, we were awarded our first ever grant from the Community Foundation of Tampa Bay.
- In 2022, received our first South Arts Grant to help pay for directors fees.

We are pursuing more private support.

- In 2022, received \$2500 in support for the Gonzmart family aka Columbia Restaurant Group

We continue to expand our Board with a cross-section of local professionals, and artists which has helped increase our visibility.

- In addition, our cash and in-kind donations from Board members has increased to approximately \$8,000 +/- . These donations include: marketing/social media services, and costume donations.
- Several directors, choreographers and musicians are also providing pro-bono services.

We have joined Ybor City Chamber of Commerce and the Hispanic Chamber of Commerce Tampa Bay to increase visibility in the Hispanic community.

We partner with other local theatre groups which affords us cross-marketing opportunities, access to borrowed costumes, props and sets.

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			
2. Personnel: Programmatic			
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$19,087	\$12,875	\$18,000
5. Outside Fees and Services: Other	\$5,431	\$5,418	\$5,500

6. Space Rental, Rent or Mortgage	\$17,231	\$21,956	\$22,000
7. Travel	\$444	\$473	\$500
8. Marketing	\$3,496	\$1,150	\$2,500
9. Remaining Operating Expenses	\$3,365	\$1,896	\$3,000
A. Total Cash Expenses	\$49,054	\$43,768	\$51,500
B. In-kind Contributions			
C. Total Operating Expenses	\$49,054	\$43,768	\$51,500
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions	\$17,525	\$21,093	\$18,000
11. Revenue: Contracted Services			
12. Revenue: Other			
13. Private Support: Corporate			
14. Private Support: Foundation			
15. Private Support: Other		\$1,524	\$2,000
16. Government Support: Federal	\$8,500		
17. Government Support: State/Regional	\$9,000	\$13,000	\$25,000
18. Government Support: Local/County	\$19,872	\$13,231	\$10,000
19. Applicant Cash	\$5,873	\$5,080	
D. Total Cash Income	\$60,770	\$53,928	\$55,000
B. In-kind Contributions			

E. Total Operating Income	\$60,770	\$53,928	\$55,000
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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."

SLT is a pretty lean organization. Our additional operating budget line item information breaks down to fees for:

- Insurance
- Office Supplies/Printing
- Dues/Subscriptions
- Fees (bank, ticketing service)

To aid in keeping costs down we have done away with 1 of our 3 warehouse spaces. This has helped us to keep a small amount of cash +/- \$5000 in our account.

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 *

2.2. Personnel: Programmatic *

2.3. Personnel: Technical/Production *

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Outside Fees and Services for Directors, Musicians, MusicDirector and Choreographers23-	\$18,000	\$5,000	\$0	\$23,000
Totals:		\$18,000	\$5,000	\$0	\$23,000

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Outside Fees for: Set Design, Lighting Design	\$0	\$2,500	\$0	\$2,500
Totals:		\$0	\$2,500	\$0	\$2,500

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Performance/Venue Rental	\$15,000	\$0	\$15,000
Totals:		\$15,000	\$0	\$15,000

2.7. Travel (match only) *

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

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing & Social Media Adverstising	\$2,000	\$2,500	\$0	\$4,500
Totals:		\$2,000	\$2,500	\$0	\$4,500

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Warehouse Storage, Insurance, Royalties, Etc.	\$0	\$3,500	\$0	\$3,500
2	Royalties	\$5,000	\$2,500	\$0	\$7,500
Totals:		\$5,000	\$6,000	\$0	\$11,000

2.10. Amount of Grant Funding Requested:**\$25,000****2.11. Cash Match:****\$32,000****2.12. In-Kind Match:****2.13. Match Amount:****\$32,000****2.14. Total Project Cost:****\$57,000****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	Revenue from Ticket Sales	\$27,000	\$27,000
Totals:		\$0	\$27,000

3.2. Revenue: Contracted Services ***3.3. Revenue: Other *****3.4. Private Support: Corporate *****3.5. Private Support: Foundation *****3.6. Private Support: Other ***

#	Description	Cash Match	Total
1	Private Support	\$5,000	\$5,000
Totals:		\$0	\$5,000

3.7. Government Support: Federal ***3.8. Government Support: Regional *****3.9. Government Support: Local/County *****3.10. Applicant Cash *****3.11. Total Project Income:****\$57,000****3.12. Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	44%
B.	Cash Match	\$32,000	\$32,000	56%
	Total Cash	\$57,000	\$57,000	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$57,000	\$57,000	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)
W9 2023.pdf	34 [KB]	6/20/2023 4:27:32 PM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
990 final SLT.pdf	861 [KB]	6/20/2023 4:29:20 PM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
Show information & photos.pdf	Show Information & Photos	includes playbills, audition notices, mktg flyers	9730 [KB]		View file
additional show photos.pdf	Additional Show Photos	Photos from Zarzuela's, concerts, past shows	2962 [KB]		View file
advocacy letters 2022.pdf	Advocacy Letters	Sampling of Advocacy letters to local and state reps	183 [KB]		View file
In the Heights Times Article.pdf	In The Heights Times Article	Times news article featuring cast interviews and video links	422 [KB]		View file
Board info and Org Chart.pdf	Board info and org chart	Board info and org chart	155 [KB]		View file
SLT Compilations Video Links .pdf	SLT Compilation Video Links	Youtube Video excerpts from In The Heights, Zarzuela and more	47 [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 23-7009336 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 Spanish Lyric 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)

Cyndee Dornblaser

