

Cinematique of Daytona, Inc.

Project Title: General Program Support 2025

Grant Number: 25.c.ps.109.062

Date Submitted: Friday, June 9, 2023

Request Amount: \$37,500.00

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 1

Discipline: Media Arts

Proposal Title: General Program Support 2025

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: Cinematique of Daytona, Inc. 
- b. DBA: Cinematique of Daytona
- c. FEID: 59-3056941
- d. Phone number: 386.252.3118
- e. Principal Address: 242 S. Beach Street Daytona Beach, 32114-4413
- f. Mailing Address: PO Box 1105 Daytona Beach, 32115
- g. Website: <https://cinematique.org/>
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: Volusia
- k. UEI: CRY8RT94PFJ4
- l. Fiscal Year End Date: 12/31

1. Grant Contact *

First Name

Ellen

Last Name

Wintermuth

Phone 386.252.3118**Email** daytonaellen@gmail.com

2. Additional Contact *

First Name

Jolene

Last Name

Patrou

Phone 321.277.2420**Email** jolene.patrou@gmail.com

3. Authorized Official *

First Name

Ellen

Last Name

Wintermuth

Phone 386.252.3118

Email daytonaellen@gmail.com

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Cinema

4.3. Applicant Discipline

Media Arts

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) *

Cinematique of Daytona is a nonprofit arts organization with the mission to bring international, national, and local independent film to enthusiasts in Daytona Beach and the surrounding area.

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.

Cinematique of Daytona seeks funding to support year-round operations of the Cinematique Theater. Since 1991, Cinematique of Daytona has offered world-class, independent domestic and international films to the citizens and visitors of Volusia County. The theater features a robust programming schedule with new films and events featured on a weekly rotating basis.

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.

Goal 1: Plan

Plan for sustainability.

Goal 2: Develop

Develop audience loyalty for ongoing audience growth.

Goal 3: Create

Create opportunities for cinema lovers of all ages to get involved at the theater and the artistry of film.

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: Plan**Objectives**

- **Continue to build in-kind partnerships in core areas of the theater. During the grant period, work with 2-4 other nonprofit organizations to provide in-kind marketing support like rack card placement or ad trades.**
- **Identify at least 5 additional free or low-cost, high-volume opportunities to market Cinematique programs. This may include table events with the various area chambers, online calendars the staff is unaware of, etc.**
- **The Board of Directors will lead a Strategic Planning process with the new Executive Director and theater staff to focus on the theater's future. This plan will create a roadmap for the theater's next 3-5 years.**

Goal 2: Develop**Objectives**

- **The theater staff will implement an annual survey of its audience to better understand the audience demographics and backgrounds of those attending programs. Additionally, this survey will provide insight into how the patrons learned about the theater, how long they have been attending programs at the theater, what types of programs attract them to attend, etc.**
- **Programming meetings will discuss the data collected from patrons. Meetings will be held quarterly and will help the theater take a deeper look at its offerings. Reaching diverse audiences requires diverse programming, and the theater is committed to this ongoing effort.**
- **Staff and volunteers will interact and engage with patrons at the theater and through social media channels. Connecting with patrons is essential for long-term audience development**

Goal 3: Create**Objectives**

- **Expand family-friendly programming including the family-friendly summer series, Kid's Summer Movie Fest.**
- **Introduce film lovers and amateur artists of all ages to the world of filmmaking through an Emerging Artists Film Making Contest. While this opportunity will be open to all amateur artists, the theater will focus heavily on encouraging youth participation.**
- **Continue to program culturally impactful films that create community dialogue and spark discussion. Annually, the theater screens at least 12 films that are considered conversation starters and introduce audiences to new cultures, religions, languages, and customs.**
- **Provide a variety of film opportunities for audiences of all ages**

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.

ACTIVITIES:

First-Run Film Screenings: New release domestic and international feature films open each Friday at Cinematique. Films typically run for one to two weeks in matinee and evening time slots. Exclusive one-time screenings, director's cuts, pre-release screenings, curated short film selections, and documentaries are made available to a local community of enthusiasts. The average admission price for film screenings at Cinematique is \$7.50. Recently featured films include *Cinema Sabaya*, *Tár*, *The Civil Dead*, and *Nope*.

Monthly Members Only Movie Club: A new monthly offering that started in 2022. Every third Sunday of the month members enjoy a free film and panel discussion following the film.

Coffee & Conversation: Hosted bi-monthly on a Saturday morning, this free program offers engaging discussions that highlight the work of local experts on travel, literature, music, local history, film, and issues of regional interest. Guest speakers offer presentations that inform and enlighten. The series has expanded to include a relevant film screening succeeding each presentation.

Late & Local: This Saturday after-hours showcase for area musicians, artists, filmmakers, and performers features live music, stand-up comedy, cult cinema, live podcast recordings, and local film premieres scheduled on a rotating basis.

Cinematique Gallery: Local artists are invited to exhibit their work and host a gallery opening that is free and open to the public. The exhibits are rotated monthly.

New Programming to be Added and Expanded 2024-2025:

The Board of Directors is currently planning more robust programs and a series that focuses on showcasing diverse cultures and social topics. These screenings would also include a discussion component after the film.

The Board of Directors is working to create an amateur artist film screening contest for artists of any age, who are new to filmmaking, to enter their films for screening at the theater.

Additionally, family-friendly programs are a key focus of the theater and there are plans to expand vintage cartoon offerings and the Kid's Summer Movie Fest.

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.

Cinematique recently partnered with the Healthy Start Coalition of Flagler and Volusia Counties, an organization that focuses on the health and well-being of pregnant women, and newborn infants. A free film screening of Disney's Turning Red was made available to community members in September 2022.

In October 2022, the Museum of Arts & Science's Halifax Art Festival held its award ceremony at the theatre. The Festival was held along Beach Street in 2022. This event gave the theatre board and staff the opportunity to start a relationship with the Festival and Cinematique is working toward expanding the relationship to include in-kind marketing support.

Cinematique collaborated with the Halifax River Urban Watershed Sustainability Initiative (HRUW) - a program of Bethune Cookman University - to feature a series of locally-produced short environmental, social, and economic documentaries. Film screenings were followed by panel discussions led by representatives of the HRUW. In 2022-2023, the theater partnered with Bethune Cookman University to present a film featuring Dr. Mary McLeod Bethune.

Cinematique collaborated with local filmmaker and photojournalist for 'The Daytona Times', Duane C. Fernandez Sr. to premiere his latest documentary film, Fighting for Justice. The film is Fernandez's second Black history documentary and covers topics such as Florida's 'Stand Your Ground' law and the Black Lives Matter movement. Mr. Fernandez facilitated an audience Q&A session following the premiere screening.

In 2021, Cinematique partnered with IFC Films as part of the 'Indie Theater Revival Project', an initiative to support IFC's theater partners in their reopening to audiences nationwide. Established in 2000 and based in New York City, IFC Films is a leading US distributor of independent film. Through this partnership, Cinematique screened eight films spanning IFC's 20-year history. Film rental fees were waived for this engagement which allowed Cinematique to realize 100% of gross ticket sales.

Other partners include Sundance Film Institute, Flim Independent, and the Daytona Beach Symphony is a marketing in-kind partnership. It provides an ad-space trade for on-screen advertising.

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?

MEASURING PERFORMANCE:

Programs are routinely evaluated for continued relevance to the community, as well as reviewed for any scheduling issues or concerns that may negatively impact attendance. Monthly sales and expense reports are analyzed by staff and board members to determine areas for improvement and cost savings. All programs are evaluated on a break-even basis.

AUDIENCE FEEDBACK & EXTERNAL REVIEW:

Visitors to the Cinematique website are given the opportunity to 'Contact Us' with any questions, suggestions, or concerns. All theater social media accounts are monitored and actively encourage audience discussion and review. Staff regularly monitor third-party sites

such as Yelp, TripAdvisor, and Google Reviews. Negative and positive reviews are consistently addressed. Suggestions that warrant further review are forwarded to the Board. Additionally, theater staff 'exit greet' patrons at the conclusion of each program. This informal survey method allows guests to personally and immediately provide feedback to theater staff. A more formal email survey will be conducted via Wix following special screenings or events.

SELF-EVALUATION:

Attendance trends and feedback from patrons, members, volunteers, staff, and board contribute to film selection and auxiliary programming. Audience surveys are instrumental in collecting this feedback. Cinematique staff will generate and distributes email surveys. These surveys capture important data points regarding film preferences, attendance frequency, and areas of improvement. Cinematique staff regularly review social media analytics to maximize audience reach and engagement on Facebook and Instagram. Working with these analytics, staff determine the most effective dates and times to post content and which types of content perform best. Wix email marketing campaigns are distributed on a weekly basis. Wix analytics are analyzed frequently to determine the effectiveness of email campaigns.

FINANCIAL REVIEW:

The Board of Directors reviews financial statements at each monthly meeting to ensure the theater is on track and operating within its budget. Consistent review of the theater's financials prepares the Board for any adjustments that are required in its normal operating procedures and programming.

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?

11726

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

156

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

690

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

11,500

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

0

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

200

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?

26

6.2. Number of Florida artists directly involved?

20

7. How many individuals will benefit through media?

50,000

8. 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.

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

No specific racial/ethnic group

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

No specific age group.

8.3. Underserved/Distinct Groups: *

No specific underserved/distinct group

9. 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.

Daytona Beach Demographics

In total, Daytona Beach has a population of 68,700, and 8.98% of residents are foreign-born. The median household income of Daytona Beach residents is \$36,686 and the median age is 39. The poverty rate in Daytona Beach is 20.5% which is higher than the State poverty rate, 13.1%.

Top Race/Ethnicities Reported for Daytona Beach:

White (Non-Hispanic): 50.4%

Black/African-American (Non-Hispanic): 34.1%

White (Hispanic): 5.32%

Multiracial (Non-Hispanic): 2.78%

Asian (Non-Hispanic): 2.57%

Volusia County Demographics

In total, Volusia County has a population of 546,107, and 7.82% of residents are foreign-born. The median household income of the County is \$52,407 and the median age is 47. The poverty rate in Volusia County is 13.2, which is higher than the State poverty rate, 13.1%.

Top Race/Ethnicities Reported for Volusia County:

White (Non-Hispanic): 70.9%

Black/African-American (Non-Hispanic): 10.4%

White (Hispanic): 8.46%

Other (Hispanic): 4.09%

Data was retrieved from datausa.io and is based on 2020 figures.

10. 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.

-
- **Social media, email marketing, and website analytics were used to determine audience reach through media.**
 - **The opportunities for public participation impact number includes each day the lobby is open for community members to view the exhibit on display.**
 - **Youth attendance is expected to grow since there will be a major focus on reaching individuals under 18 through family-friendly programming and the vintage cartoon series. However, Cinematique does not offer in-school programming.**
 - **Artist Impact Number includes lobby gallery exhibition artists, filmmakers, and screenwriters, among others in the film industry who participate in special screenings and the coffee & conversation series.**

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

Volusia

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

Brevard

Duval

Flagler

Seminole

Volusia

13. 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.

After an evaluation of the Cinematique on Demand program offering, the Board of Directors decided to pause all on-demand screenings. While this offering was helpful to engage with Cinematique patrons during the lockdown period in 2022, the theater does not recoup enough income to justify continuing the program.

14. 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.

Within the grant period, Cinematique will offer 690 opportunities for public participation serving more than 11,500 people in the Volusia-Flagler area.

Economic Impact:

The Arts and Economic Prosperity 5 Calculator, with Volusia County as the specific geographic area, estimates that during the grant period, Cinematique operations will support 14 full-time equivalent jobs, and provide \$286,863 in household income, \$20,745 in local government revenue and \$28,208 in state government revenue (Prosperity 5 Calculator document is attached in the support materials).

Community Outreach:

Through the bi-monthly Coffee & Conversation series, the theater offers engaging discussions that highlight the work of local artists, authors, musicians, filmmakers, and historians. These authorities facilitate enlightening and informative presentations free of charge to the public. The series also includes a free, relevant film screening following each presentation.

Programming is a major component of our impact. Within the grant period, Cinematique will license and screen over 2,500 hours of independent, international, and documentary films. Programming impact is also evident from viewer feedback.

"Intimate, safe venue with quality sound system and large screen to view great films."
Facebook, Ellen W.

"This is a jewel of a theater. The selection of art house films is remarkable. A big thank you to whoever established this beautiful home for transformational, beautiful, and meaningful films."
Google Reviews, Eva D.

"One of the most valuable discoveries we made when we moved to this area (DeLand) was Cinematique. Having the opportunity to experience films we might not see anywhere else in an intimate, comfortable setting has been gratifying. Cinematique is a treasure!" Tisa H.,
Cinematique Member

"What a jewel this place is! Great to see the arts recognized, appreciated, and prosper!"
Facebook, Tyler R.

"So much better than your typical movie theater. Nice mix of films to appeal to everyone. Well done, Cinematique!" Yelp, Dianna Q.

Additional patron feedback is provided in the support materials.

15. Marketing and Promotion

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

- Brochures
- Collaborations
- Email Marketing
- Newsletter
- Organic Social Media
- Other

15.2. 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?

The theatre continues to implement changes to its programming to attract new audiences.

Marketing efforts to reach broader audiences:

Website: The brand new Cinematique.org website is updated weekly with program announcements and details; the Cinematique website has expanded to facilitate transactions such as membership sign-ups and renewals, individual donations, and online ticketing. On average, each year the website has more than 50,000 unique visitors.

Email Marketing: Wix email marketing is used to distribute weekly newsletters and information to its subscribers. Email open rates are 23% which is higher than the nonprofit industry average of 18%, according to research provided by the Association of Fundraising Professionals. New subscribers sign up in-house while attending a program, through the website, and also on social media platforms.

Press Releases: Staff announces new and upcoming programs via press releases distributed to various local media outlets. These outlets include the *Daytona Beach News-Journal*, *Ormond Beach Observer*, *Daytona Times*, *Orlando Sentinel*, WFTV, Spectrum News 13, DaytonaBeach.com, WMFE.org, Daytona Beach Chamber of Commerce events calendar, and the Volusia County Cultural Alliance events calendar.

Social Media: Cinematique has 4,200 Facebook followers (an 8% increase from last year) and 825 Instagram followers (a 28% increase from last year). Patrons are actively engaged and leave feedback and reviews of their experiences on Facebook, as well as, Yelp and Google Reviews. Prior to film screenings, staff members encourage audiences to "like" and "subscribe" to connect with Cinematique and its content virtually after they leave. Strategic marketing and focusing on how to best use Facebook to engage with audiences is a critical focus during the grant period. The staff plans to examine what posts audiences are interacting with to create content that is engaging and not just noise on their individual feeds.

Print Calendars & Signage: After reviewing patron feedback, the theater staff developed a printed monthly program calendar available in the lobby for patrons who are unable to access information on theater programs online. The calendar includes featured films, showtimes, weekly specials, venue and contact information, upcoming programs, and staff film recommendations. Additionally, film posters are on display facing the high-volume pedestrian sidewalk next to South Beach Street.

Collaborations with local organizations:

Daytona Beach Symphony Society: Cinematique enjoys a longstanding co-marketing partnership with the Daytona Beach Symphony Society. Cinematique provides a 30-second Symphony Society on-screen advertisement before each film screening. Additionally, Symphony Society rack cards are available in the theater's lobby. The Symphony Society provides a full-page Cinematique advertisement in their season program which reaches over 20,000 attendees annually.

Annually, Cinematique partners with the Iranian Society of Daytona Beach to present films to celebrate the Iranian New Year. In 2023, the theatre screened "Two Bears" in Persian.

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.

Venue Accessibility

The theater is wheelchair accessible with nearby ADA parking spaces in the rear lot and along Beach Street at the main entrance. The box office and single-screen theatre are on the ground level.

Program Accessibility (Economic and Ability):

Cinematique offers a variety of technology options for hearing-impaired and visually impaired patrons. Through the website and other marketing efforts, patrons are encouraged to reach out to the theatre to discuss any specific needs or support they may require. Open Caption screenings are available at the theatre twice weekly.

Discounted tickets are available on Tuesdays for all audiences. These discount opportunities help the theater reach lower-income individuals and families to experience a night of affordable entertainment

Program Accessibility (Age)

Cinematique offers retrospective films serving older patrons. Many regular programs and films attract residents from local retirement communities. Public Votran transportation stops in front of the theater allowing for easy access.

Scheduling for children and families is an ongoing challenge, due to fluid schedules, transportation, and subject matter. The theatre continues to make efforts toward more family-friendly programming.

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?

Dakota R. Bozeman

4. Section 504 Self Evaluation

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

Yes, the applicant completed the Abbreviated Accessibility Checklist.

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

4.1. If yes, when was the evaluation completed? 5/1/2023

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

Cinematique remains dedicated to recognizing and celebrating the diversity of its audience and the community through socially minded, inclusive, and relevant programming. Each year, the theater joins the nation in celebrating Black History Month in February and Women's History Month in March, with free Coffee and Conversation programs within those particular timeframes, as well as themed film selections that reflect and represent the cinematic accomplishments of those marginalized community groups.

Additionally, foreign, cultural, and non-Judeo-Christian holiday films are also screened at the theater to reach and welcome audiences of every background. Most recently, in March 2023 "Two Bears" was screened to celebrate the Nowruz (Iranian New Year).

Recent diverse programming includes,

- Y Tu Mamá También ○ Mexico / Dir. Alfonso Cuaron / Nominee, Academy Awards 2001
- Beanpole ○ Russia / Dir. Kantemir Balagov / Winner, Cannes Film Festival 2020
- Portrait of a Lady on Fire ○ France / Dir. Celine Sciamma / Nominee, Golden Globes 2020
- Daisies ○ Czechoslovakia / 1966 / Dir. Vera Chytilova
- The Harder They Come ○ Jamaica / 1976 / Dir. Perry Henzell
- Ma Rainey's Black Bottom ○ USA / Dir. George C. Wolfe / Winner, Academy Awards 2021
- Hope ○ Norway / Dir. Maria Sodahl / Official Entrant, Academy Awards 2021
- Moffie ○ South Africa / Dir. Oliver Hermanus / Nominee, Venice Film Festival 2019
- Broker ○ Korean / 2022 / Dir. Hirokazu Kore-eda / Winner, Asian Film Award for Best Director, 2023

• Joyland ○ Pakistan / 2022 / Dir. Saim Sadiq

Other recent program highlights include,

- **A Separation (2011) – directed, written, and produced by Iranian film expert Asghar Farhadi; the film won the Oscar for Best Foreign Film in 2012 and was the first Iranian film to win this award.**
- **Clemency (2019) – directed by Chinonye Chukwu; the first black woman to win the Sundance Film Festival’s most prestigious award, the Grant Jury Prize.**
- **Atlantics (2019) – directed by Mati Diop, and winner of the Cannes Film Festival Grand Prix. The film takes place in Senegal, France, and Belgium and is spoken in Wolof and French.**
- **Les Misérables (2019) is the first film directed by a person of color (Ladj Ly) to be selected by France as their official entry to the Academy Awards.**
- **Parasite (2019), the massively popular Korean-language film, was screened at the theatre multiple times due to its popularity after winning six Oscars including Best Picture.**

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.

In 1991, Cinematique of Daytona was launched as a nonprofit by the founding board of the Daytona Beach Film Society, with a mission to bring the latest international and art films to Volusia County. Until then, recently released independent films were not being shown commercially in the area, so the group entered into agreements with commercial theaters to offer them for the benefit of the society's members and the community at large.

After nearly 20 years of relocations, program lapses, and intermittent film offerings, the Board of Directors embraced the need to establish its own venue in 2010 and opened the 70-seat Cinematique Theater on historic Beach Street in downtown Daytona Beach. Its distinctive Art House Cinema experience now offers an eclectic series of independent, foreign, documentary, and art films that would not otherwise be available - along with creative, literature, music, and lecture programs that enhance the entire region's educational and cultural opportunities

In Fall 2022, the theatre filled its critical need for staffing by hiring a Theatre Manager & Box Office Support staff.

Over the course of nearly three decades, this remarkable local effort has evolved from presenting an occasional offbeat film in borrowed space to a dependable downtown venue that offers a consistent entertainment option to a discerning and faithful audience. By taking a responsible approach to manage its limited operating income, Cinematique of Daytona continues to entertain, educate and enlighten Volusia County through the art of film - and so much more.

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 responsible fiscal management over the past 30 years, Cinematique of Daytona exists without debt. The budget committee meets annually to create an operating budget that is strictly adhered to throughout each fiscal year. The Treasurer is responsible for maintaining accounts receivable and payable. Quickbooks accounting software is utilized on a daily basis. Staff and board meet monthly to review sales and expense reports and monitor budget vs. actual figures.

During the grant period, the theater will apply for funding it is eligible for and expand private donations through fundraising campaigns and special events:

- **Volusia County Community Cultural Grant**
- **Programmatic special events surrounding the Oscars**
- **Expand on annual giving efforts that were successful including email campaigns for the general annual fund giving**

In addition to the above sources of earned and contributed income, board members also support theater operations through their respective elevated membership subscriptions and individual contributions annually as well as in-kind hours of volunteer support.

Additionally, theater rentals are a successful revenue stream for the theater.

All of the above measures convene to allow for our sustainability and, in turn, this proposal's successful completion.

3. Completed Fiscal Year End Date (m/d/yyyy) * 12/31/2022

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$57,407	\$83,000	\$72,000
2. Personnel: Programmatic			
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic			
5. Outside Fees and Services: Other	\$10,799	\$11,000	\$13,000
6. Space Rental, Rent or Mortgage	\$29,529	\$25,872	\$26,652
7. Travel			
8. Marketing	\$146	\$500	\$1,000
9. Remaining Operating Expenses	\$79,257	\$34,908	\$42,000
A. Total Cash Expenses	\$177,138	\$155,280	\$154,652
B. In-kind Contributions		\$12,000	\$12,000

Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
C. Total Operating Expenses	\$177,138	\$167,280	\$166,652
10. Revenue: Admissions	\$50,460	\$52,500	\$57,052
11. Revenue: Contracted Services	\$4,500	\$5,000	\$5,800
12. Revenue: Other	\$32,315	\$38,980	\$39,500
13. Private Support: Corporate	\$7,187	\$1,000	\$2,000
14. Private Support: Foundation			\$4,000
15. Private Support: Other	\$11,779	\$18,000	\$18,500
16. Government Support: Federal			
17. Government Support: State/Regional	\$30,025	\$26,800	\$26,800
18. Government Support: Local/County	\$13,814	\$13,000	\$13,000
19. Applicant Cash			
D. Total Cash Income	\$150,080	\$155,280	\$166,652
B. In-kind Contributions		\$12,000	\$12,000
E. Total Operating Income	\$150,080	\$167,280	\$178,652

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."

1. Personnel Admin: A Theatre Manager and Box Office Support staff member have been hired and these updates are reflected in the budget.

6; Space Rental: With the rising costs of rentals, the theater continues to seek additional funding that will offset this expense.

14: Private Support Foundation: Revenue research continues to be a priority of the theatre.

16. Government Support Federal: Cinematique does not anticipate applying for additional Federal funding.

6. Paid Staff

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

7. Hours *

- Organization is open full-time
- Organization is open part-time

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

- Yes
- No

H. Management and Proposal Budget Page 8 of 12

1. Rural Economic Development Initiative (REDI) and Underserved Waiver

Yes

No

2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at dos.myflorida.com/cultural/grants/grant-programs.

The expense section contains three columns:

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

Save each individual line within the budget.

To update budget totals, save each page.

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

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

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

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Theatre Staff: Executive Director & Box Office Support	\$28,000	\$54,000	\$0	\$82,000
2	Volunteer Leadership	\$0	\$0	\$7,500	\$7,500
Totals:		\$28,000	\$54,000	\$7,500	\$89,500

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artistic: Guest Speakers	\$0	\$5,700	\$2,500	\$8,200
Totals:		\$0	\$5,700	\$2,500	\$8,200

2.3. Personnel: Technical/Production *

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Distributor Film Fees	\$5,000	\$6,000	\$0	\$11,000
Totals:		\$5,000	\$6,000	\$0	\$11,000

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Outside Services: Grant Writing, Accounting; Legal	\$4,500	\$8,000	\$0	\$12,500
Totals:		\$4,500	\$8,000	\$0	\$12,500

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Theatre Rental	\$27,000	\$0	\$27,000
Totals:		\$27,000	\$0	\$27,000

2.7. Travel (match only) *

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Printing	\$0	\$0	\$1,500	\$1,500
Totals:		\$0	\$500	\$1,500	\$2,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Website Support	\$0	\$500	\$0	\$500
Totals:		\$0	\$500	\$1,500	\$2,000

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Accounting	\$0	\$650	\$0	\$650
2	Office Expenses	\$0	\$590	\$0	\$590
3	Utilities	\$0	\$4,700	\$0	\$4,700
4	Insurance	\$0	\$1,250	\$0	\$1,250
5	Business Permits	\$0	\$600	\$0	\$600
6	Cleaning	\$0	\$775	\$0	\$775
7	Web Management & Support	\$0	\$800	\$0	\$800
8	Postage & Mailing	\$0	\$300	\$0	\$300
9	Professional Membership	\$0	\$600	\$0	\$600
Totals:		\$0	\$10,265	\$0	\$10,265

2.10. Amount of Grant Funding Requested:

\$37,500

2.11. Cash Match:

\$111,465

2.12. In-Kind Match:

\$11,500

2.13. Match Amount:

\$122,965**2.14. Total Project Cost:****\$160,465****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 & Memberships	\$53,000	\$53,000
Totals:		\$0	\$53,000

3.2. Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Theatre Rental	\$4,000	\$4,000
Totals:		\$0	\$4,000

3.3. Revenue: Other *

#	Description	Cash Match	Total
1	Merchandise & FOH	\$18,000	\$18,000
Totals:		\$0	\$18,000

3.4. Private Support: Corporate *

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

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	New Opportunities	\$4,000	\$4,000
Totals:		\$0	\$4,000

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Individual Donors	\$18,465	\$18,465
Totals:		\$0	\$18,465

3.7. Government Support: Federal *

3.8. Government Support: Regional *

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	Volusia County	\$13,000	\$13,000
Totals:		\$0	\$13,000

3.10. Applicant Cash *

3.11. Total Project Income:

\$160,465

3.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$37,500	\$37,500	23%
B.	Cash Match	\$111,465	\$111,465	69%
	Total Cash	\$148,965	\$148,965	92%
C.	In-Kind	\$11,500	\$11,500	7%
	Total Proposal Budget	\$160,465	\$160,465	99%

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)
Sub W9 - Cinematique.pdf	34 [KB]	5/24/2023 2:18:25 PM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
2022 FORM 990 - CINEMATIQUE OF DAYTONA.pdf	148 [KB]	5/24/2023 12:50:00 PM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
Accessibility _ Cinematique Theater - May 31 2023.pdf	Accessibility Example	Accessibility Example from the Website	169 [KB]		View file
2023 -24 Board of Directors updated May 24 2023.docx.pdf	Cinematique Board of Directors List	2023-2024 Board of Directors Cinematique	95 [KB]		View file
Cinematique Press Clippings - DOS.docx (1).pdf	Cinematique Press Links	Various links for Cinematique Press Samples	45 [KB]		View file
Cinematique Visitor Comments.docx (1) (1).pdf	Cinematique Visitor Comments	Cinematique Visitor Comments	38 [KB]		View file
SECTION504Workbook WIP.pdf	504Self-Evaluation	504 Self Evaluation - June 2023	1190 [KB]		View file
CT -FY24_25 Arts & Economic Prosperity 5 Calculator _ Americans for the Arts.pdf	Arts & Economic Prosperity 5 Calculator Impact	Impact details for FY24-25 from the Americans for the Arts Economic Prosperity 5 Calculator	102 [KB]		View file
Updated Marketing Materials - CT June 2023.pdf	Marketing Materials	Various marketing materials including samples with State logo and Accessibility symbols	13484 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

Notification of International Travel

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

1. Notification of International Travel

I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Division of Arts and Culture.

K. Single Audit Act Page 11 of 12

Single Audit Act

In accordance with 2 CFR 200, Subpart F - Audit Requirements; Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes; and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN 59-3056941 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 Cinematique of Daytona, 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)

Sue Kopald

