Coral Gables Congregational Church (United Church of Christ), Inc.

Project Title: Community Arts Program (CAP) 2018 Summer Concert Series & Young Musicians' Summer Master Classes

Grant Number: 19.c.pr.180.110

A. Cover Page

Application Type

Proposal Type: Discipline-Based

Funding Category:

Discipline: Sponsor/Presenter

Proposal title

Community Arts Program (CAP) 2018 Summer Concert Series & Young Musicians' Summer Master Classes

1. Proposal synopsis - (Maximum characters 435.)

The Community Arts Program (CAP) 2018 Summer Concert Series & Young Musicians' Summer Master Classes engage jazz vocalist Gregory Porter, Julian Lage Jazz Trio, classical guitarist Miloš Karadaglić, and jazz pianist Chick Corea. These comprise four concerts and three master classes included in this funding request, as they occur between the July 1, 2018 to June 30, 2019 parameter of this grant's guidelines. (The ENTIRE June 7, 2018-August 17, 2018 project totals six concerts and four master classes.)

B. Contacts (Applicant Information) Page **2** of **10**

Applicant Information

a. **Organization Name:** Coral Gables Congregational Church (United Church of Christ), Inc.
b. **FEID:** 59-0637827
c. **Phone number:** 305.448.7421
d. **Principal Address:** 3010 De Soto Boulevard Coral Gables, 33134-6317
e. **Mailing Address:** 3010 De Soto Boulevard Coral Gables, 33134-6317
f. **Website:** www.communityartsprogram.org
g. **Organization Type:** Nonprofit
h. **Organization Category:** other
i. **County:** Miami-Dade

a. **Applicant Name:** Hart, Mark
b. **Phone number:**
c. **Website:**
d. **County:** Miami-Dade

1. Grant Contact *

First Name

Mark

Last Name

Hart

Phone

305.448.7421

Email

markh@communityartsprogram.org (mailto:markh@communityartsprogram.org)

2. Additional Contact *

First Name

Laurinda

Last Name

Hafner

Phone

305.448.7421

Email

laurieh@gablesucc.org (mailto:laurieh@gablesucc.org)

3. Authorized Official *

First Name

Mark

Last Name

Hart

Phone

305.448.7421

Email

markh@communityartsprogram.org (mailto:markh@communityartsprogram.org)

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

File

Organization - Nonprofit

4.2. Institution Type

File
Community Service Organization

4.3. Applicant Race

File
White

4.4. Applicant Discipline

File
Music

5. Department Name (optional)

Community Arts Program (CAP)

C. Eligibility Page 3 of 10

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

- ○ Public Entity
- ◉ Nonprofit, Tax-Exempt
- ○ Solo artist or unincoporated performing company
- ○ Other (not an eligible response)

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

- ◉ Yes (required for eligibility)
- ○ No

3. Do proposed activities occur between ##fiscalyearbegindate## - ##fiscalyearenddate##? *

- ◉ Yes (required for eligibility)
- ○ No

4. How many years of completed programming does the applicant have? *

- ○ Less than 1 year
- ○ 1-2 years
- ◉ 3 or more years (required minimum to request more than $50,000 in GPS)

5. How long has the applicant been incorporated in Florida?

- ○ Less than 3 years
- ○ 3-4 years (required minimum for LAA, Level 2 eligibility)
- ○ 5 or more years (required minimum for LAA, level 3 eligibility)

6. Is the applicant designated as the Local Arts Agency by the local county commission per s. 265.32, F.S.?

- ○ Yes (required for eligibility)
- ○ No

7. How is the applicant underserved? (select all that apply)

Select the statements that are true for the applicant. At least one must be true for eligibility. See the guidelines for more information about underserved designations.

- ☐ Applicant is rural
- ☐ Applicant is minority
- ☐ Applicant is lacking in resources

Total Cash Income

9. Consultant

Select the statements that are true for the applicant. Both statements must be true for eligibility.

- ☐ Consultant is **NOT** a member of the applicant's staff or board.
- ☐ Consultant is **NOT** in the immediate family (/resources/termlookup.cfm?term=immediate-family) of any staff or board members.

10. How many contact hours does this residency include?

0

11. Applicant is Florida-based?

- ○ Yes
- ○ No

12. Applicant provides an active touring program with education activities?

- ○ Yes
- ○ No

13. Applicant provides study guides, learning materials, or sample lesson plans

- ○ Yes
- ○ No

14. Professional Theatre *

- ☐ □ Applicant compensates artistic staff and actors.

15. Museum

The following statements must be true for you to be eligible to apply in the Museum discipline. Check all that apply.

- ☐ Applicant is open to the public for at least 180 days each year.
- ☐ Applicant owns or utilizes collections, including works of art, historical artifacts, or other tangible objects (live or inanimate).
- ☐ Applicant exhibits these collections, including works of art, historical artifacts, or other tangible objects to the public on a regular schedule.

16. Multi Disciplinary

- ○ Yes (If yes, you should apply to the Presenting discipline)
- ○ No (required for eligibility)

17. State Service Organization Designation *

- ☐ Applicant's services and activities reach at least 40 Florida counties.

D. Excellence Page 4 of 10

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

Solo artists: Provide a brief artist statement in lieu of a mission statement.

Community Arts Program (CAP) Mission Statement: *To serve a diverse community by providing educational and culturally-enriching experiences through the transforming power of the arts.*

2. Proposal Description - (Maximum characters 5250.)

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

2.1. Goals, Objectives, and Activities

PROPOSAL DESCRIPTION

The proposed project is the **Community Arts Program (CAP) 2018 Summer Concert Series** & **Young Musicians' Summer Master Classes**. In 2018, the Concert Series enters its 33rd consecutive season. The Master Classes enters its 15th consecutive season.

CAP 2018 Summer Concert Series

The Summer Concert Series has become a South Florida classic—presented during the down-time summer months of many S. FL arts organizations—staged within the historic Coral Gables Congregational Church. Reasonably-priced tickets (beginning at $35 general to $50 patron and free tickets to upwards of 300 youth) provide an accessible cultural outing for many. Every other Thursday evening, the Series offers a total of six exceptional world-class jazz and classical concerts. **NOTE: The CAP Summer Concert Series offers a total of six concerts. Four concert dates below (July 5, July 19, August 2, and August 16) are the only concert dates included in this funding request, as they occur between the July 1, 2018 to June 30, 2019 parameter of this grant's guidelines.**

Concert Date	**Artist**
June 7, 2018	Duke Ellington Orchestra
June 21, 2018	Emerson String Quartet
July 5, 2018	**Gregory Porter, jazz vocalist**
July 19, 2018	**Julian Lage Jazz Trio**
August 2, 2018	**Miloš Karadaglić**
August 16, 2018	**Chick Corea**

CAP 2018 Young Musicians' Summer Master Classes

Young Musicians' Summer Master Classes—on four post-concert Friday mornings—expose children and adults of all ages to sessions with Summer Concert Series artists, who in turn provide one-on-one coaching and insights into musical preparation and performance. Attendees apply to perform or audit master classes. Each class is reasonably priced at $5. Upwards of 600 children and youth (8-22 years of age) attend throughout the summer. Historically, 300 students on average receive full scholarships. 2018 Young Musicians' Summer Master Classes dates and proposed teachers follow. **NOTE: The CAP Young Musicians' Summer Master Classes offers a total of four master classes. Three master class dates below (July 20, August 3, and August 17) are the only master class dates included in this funding request, as they occur between the July 1, 2018 to June 30, 2019 parameter of this grant's guidelines.**

Master Class Date	**Teacher**
June 22, 2018	Emerson String Quartet
July 20, 2018	**Julian Lage**
August 3, 2018	**Miloš Karadaglić**
August 17, 2018	**Chick Corea**

The above brings a total of seven events (four concerts and three master classes) included in this funding request, as they occur between the July 1, 2018 to June 30, 2019 parameter of this grant's guidelines.

GOALS

The goals of the CAP 2018 Summer Concert Series and Young Musicians' Summer Master Classes are:

1. Create a roster of highest-caliber artists that appeal to a broad demographic;
2. Create avenues that afford students and the financially-challenged an opportunity to expand their cultural awareness;
3. Create win/win business partnerships that bolster tickets sales, which make it possible to meet goals one and two.

OBJECTIVES

The specific measurable objectives of the proposed project are:

1. Stage a total of six concerts (classical and jazz) and four master classes—four concerts and three master classes occur between and are eligible for funding within the July 1, 2018-June 30, 2019 parameters of this grant's guidelines—with artists noted for playing the world's most highly-respected venues and who are the most requested, as per an audience survey conducted in July 2016;
2. Increase the number of complimentary tickets to the financially-challenged and the underserved to 27% of total ticketing (to 583 individuals—74% children and 26% percent adults—a 6% increase over 2015 figures);

3. Engage 18 top-notch Miami restaurants (up from 13 in 2017) that, in exchange for target-market awareness, will provide an assortment of pre-concert patron reception foods which—based on 2015 and 2016 concert data—increases patron ticket sales by an average of 8% or $2,300.

ACTIVITIES

The activities that meet the objectives of the proposed project are:

1. Six Thursday evening concerts—four of these concerts occur between and are eligible for funding within the July 1, 2018-June 30, 2019 parameters of this grant's guidelines—offering renowned artists presenting music rooted in classical and jazz music genres;
2. Four Friday morning Young Musicians' Summer Master Classes—three of these master classes occur between and are eligible for funding within the July 1, 2018-June 30, 2019 parameters of this grant's guidelines—offered to children and youth (ages 8-18) and adults, taught by a cadre of artists appearing on the Summer Concert Series;
3. Reasonable concert and Young Musicians' Summer Master Classes admission rates;
4. Free concert tickets and master classes scholarships to increasing numbers of children and youth;
5. An extensive and targeted marketing strategy to pique interest throughout the diverse cross-sections of Miami-Dade County;
6. A fully ADA-compliant project venue and trained in-kind volunteer staff.

2.2. Partnerships

The most effective means of audience development are through partnerships with other organizations. These formal relationships include and provide the following:

- ***The Beacon Council and Business Development District Members***: Member e-linkage, sponsorship leads and co-marketing opportunities that help to more deeply diversify our reach into the broader community;
- ***Greater Miami Convention and Visitors' Bureau***: Postings and event listings within various cultural guides and cyber areas that reach an increasing number of not only tourists, but recent arrivals to the area;
- ***NAACP (Miami-Dade)***: Linkage to its web and e-addresses for the marketing of the Summer Concert Series;
- ***New World Symphony***, ***Adrienne Arsht Center***, and ***University of Miami Frost School of Music***: A reciprocal exchange of e-linkage for the dissemination of concert information through additional viral marketing;
- ***Miami-Dade (M-D) County Office of Parks and Recreation***: Assistance with Concert Series site postings and dissemination of brochures;
- ***M-D County Public Schools Div. of Academic Support***: Lists of students to target for Young Musicians' Summer Master Classes and free Summer Concert Series tickets.

2.3. Timeline

The CAP Summer Concert Series and Young Musicians' Summer Master Classes are implemented throughout the following areas and timeline:

1. ***FUNDRAISING May 2016-SEPTEMBER 2017***: Funding sources (local, state, federal and foundation) identified, evaluated and solicited. September 2017: Fundraising letter and contribution form formulated and sent to patrons; leads acquired from most recent and past Summer Concert Series' surveys.
2. ***ARTIST SELECTION & FEE NEGOTIATION May 2017-January 2018***: Artists identified. May 2017-January 2018: Artists' managements queried as to artists' availability; program placed on a prospect list for routing considerations (early and consistent relationships with artists' management prompts a routing and best fee within our budget). January 2018-March 2018: Final negotiations with artists' managements.
3. ***MARKETING & ADVERTISING March 2018-August 2018***: The extensive amount of marketing done warrants a more detailed timeline. (See the *Detailed Marketing Plan and Timeline* within support materials.)

3. Collection Summary - (Maximum characters 5250.)

Provide a summary of the collection (live or inanimate) and the collection policy including: 1) Size and scope of collection(s) the museum owns or uses; 2) Conservation and care; and 3) Inventory/registration methods. If you are not a collecting institution answer Not Applicable

4. Individual Artist Project

What makes your project artistically strong? What is your motivation for this project, how will it advance your career and creative practice? What is the artistic context of this project to your creative practice?

E. Impact Page 5 of 10

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

7

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

7

3. How many total individuals will benefit? *

2,200

3.1. How many individuals will benefit through media? *

0

4. How many Adults will be engaged? *

719

5. How many school based youth will benefit? *

0

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

900

7. How many older adults will benefit? *

550

8. How many artists will be directly involved? *

31

9. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

- [ ] Amerian Indian/Alaskan Native
- [ ] Asian
- [ ] Black/African American
- [x] Hispanic/Latino
- [ ] Native Hawaiian/Other Pacific Islander
- [ ] White
- [ ] No group made up 25% or more of population benefitting

10. Additional impact/participation numbers information (optional) - (Maximum characters 1166.)

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

With its Summer Concert Series and Young Musicians' Summer Master Classes, the Community Arts Program (CAP) reaches a demographic that reflects the plurality of Miami-Dade County: 57.3% Hispanic, 20.7% White, 18.6% Black, .1% American Indian & Eskimo, 1.4% Asian, .02% Hawaiian and Pacific Islander, .18% Other, and 1.40% two or more races. Within the totality of its programming, the Community Arts Program continues to play a significant role in student education and in the lifelong learning and well-being of all people.

11. What counties will be served by your programming?

Select all that apply.

- [ ] Alachua
- [ ] Baker
- [ ] Bay
- [ ] Bradford
- [ ] Brevard
- [ ] Broward
- [ ] Calhoun
- [ ] Charlotte
- [ ] Citrus
- [ ] Clay
- [ ] Collier
- [ ] Columbia
- [ ] DeSoto
- [ ] Dixie
- [ ] Duval
- [ ] Escambia
- [ ] Flagler
- [ ] Franklin
- [ ] Gadsden
- [ ] Gilchrist
- [ ] Glades
- [ ] Gulf
- [ ] Hamilton
- [ ] Hardee
- [ ] Hendry
- [ ] Hernando
- [ ] Highlands
- [ ] Hillsborough
- [ ] Holmes
- [ ] Indian River
- [ ] Jackson
- [ ] Jefferson
- [ ] Lafayette
- [ ] Lake
- [ ] Lee
- [ ] Leon
- [ ] Levy
- [ ] Liberty
- [ ] Madison
- [ ] Manatee
- [ ] Marion
- [ ] Martin
- [x] Miami-Dade
- [ ] Monroe
- [ ] Nassau
- [ ] Okaloosa
- [ ] Okeechobee
- [ ] Orange
- [ ] Osceola
- [ ] Palm Beach
- [ ] Pasco
- [ ] Pinellas
- [ ] Polk
- [ ] Putnam
- [ ] Santa Rosa
- [ ] Sarasota
- [ ] Seminole
- [ ] St. Johns
- [ ] St. Lucie
- [ ] Sumter
- [ ] Suwannee
- [ ] Taylor
- [ ] Union
- [ ] Volusia
- [ ] Wakulla
- [ ] Walton
- [ ] Washington

12. In what counties will the project/program actually take place?

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county.

- [ ] Alachua
- [ ] Baker
- [ ] Bay
- [ ] Bradford
- [ ] Brevard
- [ ] Broward
- [ ] Calhoun
- [ ] Charlotte
- [ ] Citrus
- [ ] Clay
- [ ] Collier
- [ ] Columbia
- [ ] DeSoto
- [ ] Dixie
- [ ] Duval
- [ ] Escambia
- [ ] Flagler
- [ ] Franklin
- [ ] Gadsden
- [ ] Gilchrist
- [ ] Glades
- [ ] Gulf
- [ ] Hamilton
- [ ] Hardee
- [ ] Hendry
- [ ] Hernando
- [ ] Highlands
- [ ] Hillsborough
- [ ] Holmes
- [ ] Indian River
- [ ] Jackson
- [ ] Jefferson
- [ ] Lafayette
- [ ] Lake
- [ ] Lee
- [ ] Leon
- [ ] Levy
- [ ] Liberty
- [ ] Madison
- [ ] Manatee

☐ Marion	☐ Orange	☐ Santa Rosa	☐ Taylor
☐ Martin	☐ Osceola	☐ Sarasota	☐ Union
☑ Miami-Dade	☐ Palm Beach	☐ Seminole	☐ Volusia
☐ Monroe	☐ Pasco	☐ St. Johns	☐ Wakulla
☐ Nassau	☐ Pinellas	☐ St. Lucie	☐ Walton
☐ Okaloosa	☐ Polk	☐ Sumter	☐ Washington
☐ Okeechobee	☐ Putnam	☐ Suwannee	

13. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.Organizations: Include the economic impact of your organization as a whole. Solo Artists: Include any positive social elements and community engagement anticipated from the project.

Local Economic Impact: This Proposal

The result of a high-quality product is increased discretionary spending (e.g., dining and accommodations) by audiences, thereby creating economic fortitude. With that, the Community Arts Program sparks attendees' discretionary spending within our community. Examples of this include:

- Partnerships with local restaurants, which provide pre-concert samplings of their food, have increased restaurants' revenue by 10% and our ticket revenue by 8% (based on 2016 figures).
- Figures reported to the Tourist Development Council reflect an average of 128 hotel rooms booked as the result of Summer Concert Series activities.

In addition, for the activities within this proposal, we choose local vendors for intermission concessions and backline and printing needs. Each of these also adds to Florida's economic strength.

Local Economic Impact: The Community Arts Program as a Whole

For an estimate of the Community Arts Program's overall total economic impact, it employs the use of the *Arts & Economic Prosperity IV* Calculator, a tool made available by Americans for the Arts. The following approximations are based on research findings from the 182 study regions that were part of *Arts & Economic Prosperity IV,* Americans for the Arts' national economic impact study of nonprofit arts and culture organizations and their audiences. The below chart is based on the Community Arts Program's overall projected cash expenditures of $324,700 and projected number of 4,000 audience members throughout the next fiscal year (ending 8/31/2018).

Total Expenditures	FTE Jobs	Household Income	Local Gov. Revenue
$427,260	13.5	$333,195	$18,555

Total Expenditures = The total dollars spent by the Community Arts Program and its audience. (Event-related spending by arts and culture audiences is estimated using the average dollars spent per person by arts event attendees in similarly populated communities.)

FTE Jobs = The total number of full-time equivalent (FTE) jobs in Miami-Dade County that are supported by the expenditures made by the Community Arts Program and/or its audiences. (An FTE can be one full-time employee, two half-time employees, four employees who work quarter-time, etc.)

Household Income = The total dollars paid to community residents as a result of the expenditures made by the Community Arts Program and/or its audiences. (Household income includes salaries, wages, and proprietary income.)

Government Revenue = The total dollars received by Miami-Dade County governments (e.g., license fees, taxes) as a result of the expenditures made by the Community Arts Program and/or its audiences.

14. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

Ten strategies are contained within an integrated plan that includes cyber, radio, television and print media. This ensures a regional, state, national, and international reach. To bolster this, the CommunityArtsProgram.org (http://www.CommunityArtsProgram.org) website employs search engine optimization and interfaces with social media (Facebook, Twitter and YouTube).

1. ***Cross Promoting*** with University of Miami Frost School of Music, Adrienne Arsht Center, New World Symphony and brochure exchanges with numerous cultural organizations; the Beacon Council, Greater Miami Convention Center and Visitors Bureau, Business Development District Members, M-D NAACP, Coral Gables Chamber of Commerce, and private individuals & businesses;
2. ***Cyber Listings*** that include CommunityArtsProgram.org (http://communityartsprogram.org/), CoralGables.com, GablesHomePage.com, MiamiandBeaches.com, Organiste.net, Jazziste.net, JazzBluesFlorida.com, SouthFloridaClassicalReview.com, and MiamiArtZine.com. Social media cyber marketing includes Facebook (facebook.com/communityartsprogram (http://www.facebook.com/communityartsprogram/)), Twitter (twitter.com/commartsprogram (http://twitter.com/commartsprogram)); and YouTube (youtube.com/communityartsprogram (http://www.youtube.com/user/communityartsprogram));

3. ***Electronic Mail Blasts*** through e-mail partnerships (blasts launched from participants' e-databases) with WLRN 91.3 FM, WDNA 88.9 FM, Adrienne Arsht Center, New World Symphony, University of Miami Frost School of Music and blasts launched from the Community Arts Program e-database of 3,500 email address for viral marketing through MailChimp;
4. ***Direct Mail Brochures*** posted to 11,000+ households listed in our concert data base (11,054 individual households received direct postal mail brochures in FY 2016-2017);
5. ***Press Releases through PR Newswire*** encompass all media and include 5,000 cyber sources;
6. ***Print***, ***Online Ads*** & ***Feature Stories*** that appear in *Coral Gables Cultural Calendar*, *In the Gables Magazine*, *El Nuevo Herald*, *Diario Las Americas, Miami Herald* and *Neighbors*, *Miami New Times*, *South Florida Sun-Sentinel*, *El Sentinel*, *South Florida Classical Review* and *What's Happening in Greater Miami and the Beaches Calendar of Events*;
7. ***Radio*** WDNA 88.9 FM, WLRN 91.3 FM, and WZAB 880 AM, with advertising generated through spots, PSAs, on-air interviews, and calendar listings;
8. ***Television*** Coral Gables TV and local PBS affiliates WLRN-TV 17 and WPBT 2, with advertising through PSAs, on-air interviews, and calendar listings;
9. ***Strategic Placement of Flyers*** in partnership with Miami-Dade business establishments and Miami-Dade Chamber of Commerce, the local NAACP chapter, consulates, the Beacon Council, the Business Development District Members and Greater Miami Convention and Visitors Bureau, music teachers' studios, and various summer music programs at Florida Memorial University, University of Miami, and Miami-Dade College, and
10. ***Consultations*** with Florida music educators, Divisions of Academic Support, Home Education Offices and private music teachers.

See the support materials for a *Detailed Marketing Plan and Timeline* which outlines overall marketing position, objectives, strategies and timeline.

F. Management and Operating Budget Page 6 of 10

Solo artists and unincorporated performing companies should move on to Page G of the application.

1. Fiscal Condition and Sustainability - (Maximum characters 1750.)

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.

BREAKDOWN: Project's Fiscal Condition (based on $132,069 cash revenue needed)

- 38% of the project's cash revenue is received (i.e., Donations and Government Support Miami-Dade County Department of Cultural Affairs).
- 43% of the project's cash revenue is pending (i.e., Government Support City of Coral Gables, Admissions, Other Revenues, and Foundation Support). Based on the organization's 32-year history, these have been consistently met or exceeded by 5%.

NOTE:

- 19% of the project's cash revenue is remaining and is requested through this Florida Department of State Division of Cultural Affairs grant request of $25,000.
- Any portion of the requested State amount not funded will be, if necessary, recouped through additional private and/or corporate donations.
- (All in-kind contributions have been secured.)

POST-GRANT PERIOD SUSTAINABILITY OF PROPOSAL ACTIVITIES

The Community Arts Program carries no debt and has always remained solid within its overall fiscal planning and condition. Throughout the past three years particularly, world conditions have become an increasing reminder of the importance for building a contingency within fiscal planning.

A Community Arts Program Endowment Fund was established four years ago through private and personal donations. A sum of $65,000 has been acquired to date. This amount establishes a match framework from which to grow the already-acquired amount. This endowment amount is not reflected in the operating budget of this proposal, as the amount is not relied upon as part of the "planned" income and expenditure needs of the organization or project of this proposal.

2. Evaluation Plan - (Maximum characters 1750.)

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

The project's evaluation hinges upon six key measurement tools that collect objective info and data to interpret and analyze for program expansion and improvement. The avenues for collection and interpretation include the following:

1. ***Critical reviews*** by press;
2. ***Public reactions*** by way of verbal and written comments in a written survey (an inquiry into demographics, psychographics, marketing source, and artist preferences). This survey has a 93% average rate of completion and return. (See sample *Concert Survey* included within support materials.);
3. ***Excel and Access database tracking systems*** that measure ticket distribution, demographics, and attendance;
4. ***Follow-up meetings*** which involve strategic outside sources that include private and government cultural and educational officials, community leaders, and students (particularly students ages 8-18) who represent the project's diverse population;
5. ***Post-concert follow-up*** meetings engaging the Advisory Board and administrative staff of the Community Arts Program.
6. *"**Flash-film footage**"* captures immediate audience feedback during intermissions and following concerts. This filmed evaluation documents facial and vocal nuances that reveal more than words—within any language—found in written surveys. View CAP 2016 Summer Concert Series "flash-film footage" highlights (http://communityartsprogram.org/cap-2016-summer-concert-series-highlights/).

3. Completed Fiscal Year End Date (m/d/yyyy)

8/31/2016

4. Operating Budget Summary

	Expenses	Last Completed Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	**$97,847**	**$97,847**	**$97,847**
2.	Personnel: Programmatic	**$103,687**	**$105,000**	**$112,000**
3.	Personnel: Technical/Production	**$4,345**	**$4,500**	**$4,500**
4.	Outside Fees and Services: Programmatic	**$43,981**	**$44,000**	**$45,000**
5.	Outside Fees and Services: Other			

6.	Space Rental, Rent or Mortgage			
7.	Travel		**$1,000**	**$1,500**
8.	Marketing	**$45,116**	**$48,300**	**$50,153**
9.	Remaining Operating Expenses	**$9,030**	**$10,371**	**$13,700**
A.	**Total Cash Expenses**	**$304,006**	**$311,018**	**$324,700**
B.	**In-kind Contributions**	**$60,235**	**$69,300**	**$72,500**
C.	**Total Operating Expenses**	**$364,241**	**$380,318**	**$397,200**
	Income	**Last Completed Fiscal Year**		
10.	Revenue: Admissions	**$53,000**	**$55,000**	**$56,000**
11.	Revenue: Contracted Services			
12.	Revenue: Other	**$33,974**	**$32,200**	**$37,200**
13.	Private Support: Corporate			
14.	Private Support: Foundation	**$73,839**	**$74,000**	**$75,000**
15.	Private Support: Other	**$31,418**	**$32,000**	**$33,000**
16.	Government Support: Federal			
17.	Government Support: State/Regional	**$25,000**	**$25,000**	**$25,000**
18.	Government Support: Local/County	**$89,775**	**$89,818**	**$98,500**
19.	Applicant Cash		**$3,000**	
D.	**Total Cash Income**	**$307,006**	**$311,018**	**$324,700**
B.	**In-kind Contributions**	**$60,235**	**$69,300**	**$72,500**
E.	**Total Operating Income**	**$367,241**	**$380,318**	**$397,200**

5. Additional Operating Budget Information (optional) - (Maximum characters 1166.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

Last Completed Fiscal Year (2015-2016) created a $3,000 surplus—due to good ticket sales and private support—that appears as cash-on -hand within the Current Fiscal Year (2016-2017).

You will note an increase between the Current Fiscal Year (2016-2017) and Next Fiscal Year (2017-2018). The increase, notably in the "Personnel: Programmatic" line item, is due to increasing enrollment and additional teaching staff within the Community Arts Program (CAP) after-school Conservatory. (Within the support materials, see CAP's "History" which summarizes—along with the history of this grant's project—the CAP Conservatory for the Arts.)

NOTE: CAP has produced a well-balanced budget throughout each of its years. That being said, it also realizes the importance of future fiscal planning. To this end, an Endowment Fund was established four years ago through private and personal donations. A sum of $66,000 has been acquired to date. This amount forms a match framework from which to grow. The endowment amount is not reflected in the operating budget of this proposal, as the amount is positioned to not be tapped into for yearly operational expense and income.

G. Management and Proposal Budget Page 7 of 10

1. Rural Economic Development Iniative Waiver

☐ Applicant is located in a qualified economically distressed county or community under REDI.

Proposal Budget Expenses:

2. Personnel: Administrative

2.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive & Artistic Director	$2,000	$43,000	$0	$45,000
	Totals:	**$2,000**	**$43,000**	**$0**	**$45,000**

3. Personnel: Programmatic

3.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Volunteers	$0	$0	$10,000	$10,000
	Totals:	**$0**	**$0**	**$10,000**	**$10,000**

4. Personnel: Technical/Production

4.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Sound & Lighting Technician	$0	$3,500	$0	$3,500
	Totals:	**$0**	**$3,500**	**$0**	**$3,500**

5. Outside Fees and Services: Programmatic

5.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	11 Performing Artists (includes headline artist and back-up band or accompanists over 4 concerts) & 3 Master Class Artists/Teachers	$13,000	$32,000	$0	$45,000
	Totals:	**$13,000**	**$32,000**	**$0**	**$45,000**

6. Outside Fees and Services: Other

6.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Artists' Accommodations (11 artists for 2 nights @ $159 per night)	$0	$0	$3,498	$3,498
	Totals:	**$0**	**$0**	**$3,498**	**$3,498**

7. Space Rental

7.1. Budget Item *

8. Travel (match only)

8.1. Budget Item *

9. Marketing

9.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Website & Social Media Development	$1,500	$1,600	$5,000	$8,100
2	Print Ads	$0	$4,000	$0	$4,000
3	Radio Spots	$7,500	$9,967	$8,734	$26,201
4	Direct Mail Brochure Design & Printing	$1,000	$4,500	$0	$5,500
5	MailChimp Viral E-Marketing Platform	$0	$200	$0	$200
	Totals:	**$10,000**	**$20,267**	**$13,734**	**$44,001**

10. Remaining Proposal Expenses

10.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Backline Rentals	$0	$1,800	$0	$1,800
2	Postage	$0	$1,100	$0	$1,100
3	Hospitality	$0	$1,025	$3,367	$4,392
4	ASCAP Fees	$0	$300	$0	$300
5	Piano Tuning & Moving	$0	$1,950	$0	$1,950
6	Artists' Merch for Sales	$0	$1,000	$0	$1,000
7	Office Supplies	$0	$1,127	$0	$1,127
	Totals:	**$0**	**$8,302**	**$3,367**	**$11,669**

Amount of Grant Funding Requested: **$25,000**

Cash Match: **$107,069**

In-Kind Match: **$30,599**

Total Project Cost: **$162,668**

Proposal Budget Income:

11. Revenue: Admissions

11.1. Budget Item *

#	Specify	Cash Match	Total
1	Concert	$44,800	$44,800
2	Master Classes	$1,500	$1,500
	Totals:	**$0**	**$46,300**

$46,300

12. Revenue: Contracted Services

12.1. Budget Item *

13. Revenue: Other

13.1. Budget Item *

#	Specify	Cash Match	Total
1	Artists' Merch Sales	$2,200	$2,200
	Totals:	**$0**	**$2,200**

$2,200

14. Private Support: Corporate

14.1. Budget Item *

15. Private Support: Foundation

15.1. Budget Item *

#	Specify	Cash Match	Total
1	Coral Gables Community Foundation	$2,000	$2,000
	Totals:	**$0**	**$2,000**

$2,000

16. Private Support: Other

16.1. Budget Item *

#	Specify	Cash Match	Total
1	Private Individual & Business Donations	$20,350	$20,350
	Totals:	**$0**	**$20,350**

$20,350

17. Government Support: Federal

17.1. Budget Item *

18. Government Support: Regional

18.1. Budget Item *

#	Specify	Cash Match	Total
1	City of Coral Gables	$6,400	$6,400
	Totals:	**$0**	**$6,400**

$6,400

19. Government Support: Local/County

19.1. Budget Item *

#	Specify	Cash Match	Total
1	Miami-Dade County Department of Cultural Affairs	$29,819	$29,819
	Totals:	**$0**	**$29,819**

$29,819

20. Applicant Cash

20.1. Budget Item *

Amount of Grant Funding Requested: **$25,000**

Cash Income: **$107,069**

In-Kind Match: **$30,599**

Total Project Income: **$162,668**

21. Additional Proposal Budget Information (optional) - (Maximum characters 1166.)

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.

H. Accessibility Page **8** of **10**

1. Accessibility *

Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. 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 http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/ (http://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.

1. **Services for those physically-challenged, of various language orientations, and those sight- and hearing-impaired** are available at all Summer Concert Series concerts and Young Musicians' Summer Master Classes.
2. **Accessibility symbols** are visible in all marketing materials, as well as the following statement: *To request materials in accessible format, and/or any disability accommodation, please contact Mark Hart—305.448.7421, ext. 120 or Info@CommunityArtsProgram.org—five days in advance to initiate your request. TTY users may also call 711 (Florida Relay Service).* **NOTE**: Examples of the aforementioned can be found inside marketing samples included within this grant's support materials.

The following support the above.

- ***Ongoing training*** to our staff of 43 volunteers provides sensitive and competent assistance to challenged and seasoned members of the community.
- ***Designated areas for special seating*** are available and well-marked.
- To make this process as smooth as possible, participants are encouraged to request special assistance at the time of securing tickets. (An example of this appears on the order form in the 2017 Summer Concert Series brochure. See support materials.)
- The above "heads-up" approach is beneficial for even greater efficiency when engaging our ***multi-lingual volunteers*** who, collectively, are versed in English, French, Creole, Spanish, Portuguese, and sign language.
- ***Braille Signage*** is throughout the facility.
- A total of 10 ***hearing-aid devices*** (five are typically needed) are made available to the aurally-impaired.
- In 2009, Coral Gables Congregational Church completed (and currently maintains) the upgrade of two ***ADA-compliant entrance ramps*** and three ***ADA-compliant bathrooms***. These accessibility improvements were made possible, in part, through a Miami-Dade County Department of Cultural Affairs capital development grant.

2. Policies and Procedures

- (●) Yes
- ( ) No

3. Staff Person for Accessibility Compliance

- (●) Yes
- ( ) No

4. Section 504 Self Evaluation

- (●) Yes, the applicant has completed the Section 504 Self Evaluation Workbook.
- ( ) Yes, the applicant has completed the Abbreviated Accessibility Checklist.
- ( ) No

4.1. If yes, when was the evaluation completed?

3/14/2017

I. Attachments and Support Materials Page 9 of 10

Attachment List

Please upload your required attachments in the spaces provided. .

1. Consultant's Resume *

2. Work Sample *

3. Resumes of Significant Personnel *

4. List of Recent Tours *

5. Educational Materials *

6. Standard Contract *

7. Promotional Materials/Press Kit *

8. Documentation of Local Arts Agency Designation *

9. Florida Residency Documentation *

10. Support Materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
Artists' Biographies.pdf	PROJECT'S ARTISTS' BIOGRAPHIES	2018 Summer Concert Series Artists & Young Musicians' Summer Master Classes Teachers	376 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/3274/Application/Files/Artists' B 05-31&sr=b&si=applicationFileAccessPolicy&sig=7IUx1GBzCMMdw74%2FHaLckQwpJcbKiHSK
Detailed Marketing Plan & Timeline .pdf	DETAILED MARKETING PLAN & TIMELINE	This provides a comprehensive marketing plan and corresponding timeline for strategies marketing the 2018 Summer Concert Series and Young Musicians' Summer Master Classes.	448 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/3274/Application/Files/Detailed Timeline .pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=9mxZZDcdGgoQgz9OE9PXGGdORIN9fZ0aXrO4

File	Title	Description	Size	Type	View (opens in new window)
Letters of Support.pdf	LETTERS OF SUPPORT	Miami-Dade County Public Schools Division of Academic Support: Supports the Cultural and educational value and accessibility offered by the Community Arts Program. National Public Radio WLRN-FM and Public Radio WDNA-FM: Supports a marketing commitment to and the community value of the Summer Concert Series and Young Musicians' Summer Master Classes.	3758 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/3274/Application/Files/Letters o 05-31&sr=b&si=applicationFileAccessPolicy&sig=uZD82Ysd%2B8rtBeO1bzzM3Q95LkMQ%2FN
Roster of Projects Past Artists.pdf	ROSTER OF PROJECT'S PAST ARTISTS .	This roster lends evidence to the consistently renowned artistic quality found within the Summer Concert Series and Young Musicians' Summer Master Classes	318 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/3274/Application/Files/Roster o Artists.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=GK0whbdD571D%2BEgEKNMfT9QYeGGdCIat5e
BROCHURE - CAP 2017 Summer Concert Series & Young Musicians' Summer Master Classes.pdf	BROCHURE: 2017 SUMMER CONCERT SERIES & YOUNG MUSICIANS' SUMMER MASTER CLASSES	This marketing piece —our most recent— produced each year, is distributed to 11,054 households (based on 2017 numbers) within the South Florida area to pull an audience base that extends into the tri-county areas of Broward, Miami-Dade and Monroe.	1573 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/3274/Application/Files/BROCH Summer Concert Series & Young Musicians' Summer Master Classes.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=xbuW%2Fv70C3cefY1jYbhHo%2BwdV1jW%2Fm
Evaluation Tool Concert Survey.pdf	EVALUATION TOOL: CONCERT SURVEY	This is one of the project's evaluation tools used to garner (a) public reaction by way of written comments, (b) demographics and psycho-graphics, (c) the most effective marketing sources, and (d) artist preferences of our audience. Historically this survey holds a 93% rate of completion and return (~418 from each concert event).	98 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/3274/Application/Files/Evaluati Survey.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=RDIo2yTvl536TyDI8MGzDxmwjcVV9Q2%2FxZvk

File	Title	Description	Size	Type	View (opens in new window)
Videos Link CAP YouTube.pdf	VIDEOS & TESTIMONIALS	The link within the attached will take you to the Community Arts Program (CAP) YouTube channel. There, you'll find videos of audience reactions/testimonials captured during the Community Arts Program (CAP) 2016 Summer Concert Series concerts (June 9 through August 18). Reactions by adults and children are testaments to the impact of these concerts. Note: At the time of this grant submission (June 1, 2017), the 2017 Summer Concert Series and Young Musicians' Summer Master Classes (June 8 through August 18) had not yet been staged.	340 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/3274/Application/Files/Videos L sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=wYd6KanLkk%2Fk7Pr3DiqdRa%2FUQmVULcQJ

File	Title	Description	Size	Type	View (opens in new window)
History and Press Article & Review Samples.pdf	HISTORY + PRESS ARTICLE & REVIEWS	The attached comprises the history of the entire Community Arts Program (CAP): Includes the project of this grant as well as the after-school CAP Conservatory for the Arts. The attached also presents various press articles and reviews from the CAP 2016 Summer Concert Series. Note: At the time of this grant submission (June 1, 2017), the 2017 Summer Concert Series and Young Musicians' Summer Master Classes (June 8 through August 18) had not yet been staged. For this reason, most recent press reviews and articles are from the 2016 Summer Concert Series and Young Musicians' Summer Master Classes. The 2016 press reviews included herein exemplify the artistic quality for which the Community Arts Program Summer Concert Series and Young Musicians' Summer Master Classes are consistently known.	767 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/3274/Application/Files/History a Review Samples.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=%2BpAaXy%2BqgO9VTkBoxM%2FczGUYGGOk

10.1.

J. Review & Submit Page **10** of **10**

1. Review and Submit

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

1.1. Signature (Enter first and last name)

Mark Hart