

# The American Dance Competition, Inc.

**Project Title:** 15th Anniversary - Youth International Ballet Competition

**Grant Number:** 20.c.pr.101.570

**Date Submitted:** Friday, June 1, 2018

## A. Cover Page Page 1 of 10

### Guidelines

Please read the current Guidelines prior to starting the application: 2019-2020 Specific Cultural Project Grant Guidelines

### Application Type

**Proposal Type:** Discipline-Based

**Funding Category:** N/A

**Discipline:** Dance

**Proposal Title:** 15th Anniversary - Youth International Ballet Competition

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

### Applicant Information

- a. **Organization Name:** The American Dance Competition, Inc. 
- b. **FEID:** 76-0799082
- c. **Phone number:** 407.529.6729
- d. **Principal Address:** 5000 Solara Circle #4058 Sanford, 32771-0005
- e. **Mailing Address:** 5000 Solara Circle #4058 Sanford, 32771-0005
- f. **Website:** www.adcibc.com
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Seminole
- j. **DUNS number:** 878715031

### 1. Grant Contact \*

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**3. Authorized Official \*****First Name**

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**4. National Endowment for the Arts Descriptors****Applicant Status**

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Organization - Nonprofit

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**Institution Type**

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Fair/Festival

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**Applicant Discipline**

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Dance

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**5. Department Name**

## C. Eligibility Page 3 of 10

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

- Public Entity
- Nonprofit, Tax-Exempt
- Solo or Individual artists or unincorporated 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 7/1/2019 - 6/30/2020? \*

- 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)

# D. Excellence Page 4 of 10

## 1. Applicant Mission Statement - (Maximum characters 500.) \*

ADC IBC is dedicated in nurturing the development of talented youth by serving as a leading source and ambassador for the International Dance Community; where (1.) students and teachers can learn, get inspired, and seek advanced training & professional opportunities, and (2.) serve as a meeting place for directors to scout upcoming talent.

## 2. Proposal Description

Describe the project or program 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.

## Goals, Objectives, and Activities - (Maximum characters 5000.)

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.

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

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

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### WHAT IS ADC IBC?

ADC IBC is an annual meeting ground for dancers, teachers, directors, choreographers, professionals, dance media, vendors & dance spectators. The organization's most recent event took place in St. Petersburg, FL for its second consecutive year at the first rate facility, The Mahaffey Theater, due largely to the help of the Division. This relocation & assistance was a key component to allow the organization to rebrand and successfully complete an image overhaul, now making ADC IBC the nation's second most desired/popular event of its kind. (Computed by: participant numbers, talent level, # of scholarships offered & quality of jury panel.)

The event has carved itself a niche in the industry through the collaborative efforts of its many scholarship partners. POINTE Magazine and Dance Informa Magazine stated, " ADC IBC is a major destination for pre-professional ballet dancers, awarding over \$250,000 in scholarships, job opportunities, cash prizes, and more."

ADC IBC generated 1,085 hotel nights for the local area with a total immediate financial impact at \$766,939.

**GOAL 1:** Address potential and guide individuals into elevated training programs and/or professional jobs.

OBJECTIVES:

- Continue tending to existing partner relationships, as well as attract new companies in order to expand the pool of opportunities offered through the program. List of partners in 2.2 Partnerships.
- Draw from partners to select the 2020 Panel of Adjudicators to create a fully immersive networking event to help facilitate access & further the success of our participants through dance excellence.

**GOAL 2:** Seek to contribute to the advancement of the art form.

OBJECTIVES:

- Provide a performance outlet for students to further challenge their personal goals.
- Provide short & long term educational goals for participants.
- Provide an international networking forum to share ideas & training styles.

**GOAL 3:** Expose local community to professional dance troupes, international guest artists & future stars.

OBJECTIVES:

- Provide a collaborative gala performance on the final day. Performers to include: local professional dance ensembles, headline guests from major US ballet companies such as ABT, Boston Ballet, Houston Ballet, San Francisco Ballet, musical artists & select 2020 award winners.
- Provide guest artist meet & greet.

**GOAL 4:** Provide large economic impact for local area businesses during 7 day event.

OBJECTIVES:

(Itemized in Proposal Impact)

- Reach 1,000+ room nights sold: \$255,395
- Est dining revenue: \$262,500
- Est local transportation revenue: \$84,000
- City of St. Petersburg venue revenues: \$54,907
- Est local shop revenue: \$63,000
- FL independent contractors: \$25,463
- FL marketing & print companies: \$3,704
- Local attraction est revenue: \$17,970

TOTAL Immediate Financial Impact for Local Economy: \$766,939

\*Figure does *not* include airfare. Estimated at 500 roundtrips directly through Tampa or Orlando airports.

**ACTIVITIES** that directly take place during the event are described below. A list of year long activities through which the organization's goals & objectives are met can be viewed through the Timeline.

ADC IBC was created with a unique format that enriches the learning experience.

**ACTIVITY 1:** Round 1 - Classroom Evaluation

- Each participant is evaluated during a series of classes, including: Ballet Technique, Pointe, Compulsory Classical & Contemporary Choreography.

Round 1 evaluation is a unique, challenging element in the event. There is no announcement prior as to what the compulsory selections will be, which significantly levels the competition.

Round 1 tests the individuals responsiveness to oral communication by application of corrections and the ability to take direction. It tests their ability to discern cues for proper artistic expression and musicality. It also examines the student's ability to adapt quickly to new material. This specific criteria was designed to prepare students for professional situations.

Participants get to work face to face with the Panel (comprised of iconic ballet stars & directors). They are not only learning from the panel's experience as artists, but also are starting a personal rapport with these directors & potential employers.

#### **ACTIVITY 2:** Round 2 - Contemporary Stage Performance

- Round 2 is a traditional live performance experience. Participants perform a contemporary work that was set and rehearsed the months prior to the event in their home town.

\*Open to public.

#### **ACTIVITY 3:** Round 3 - Classical Ballet Stage Performance

- Each participant selects on average two classical variations from a pre-approved repertoire list to perform.

Required repertoire allows the panel to expect certain elements in the performance.

\*Open to public.

#### **ACTIVITY 4:** Scholarship Expo - Master Class Series

- ADC IBC offers an additional set of master classes. This is an added opportunity to work with and be seen by the event's company directors to vie for training & professional positions.

Classes include: ballet technique, pointe, variations, men's class, contemporary technique, composition, turn mechanics, etc.

The Expo is included for all participants and is also open for non-participants, based on availability.

#### **ACTIVITY 5:** Company Audition

Participants ages 16+ are considered for company positions with professional companies. All invited panel members are present for these auditions, as well as streamed live. The audition is open to non participants, based on availability.

Our following partners have awarded professional contracts: BalletMet, Ballet West, Houston Ballet, Hubbard Street, Orlando Ballet, Sarasota Ballet, Washington Ballet & Tulsa Ballet.

#### **ACTIVITY 6:** Gala Performance

A closing celebration, hosted by the Mayor of St. Petersburg with performers mentioned above in Goal 3.

The Gala is open to the public. Tickets can be purchased through the venue box office. House capacity is over 2,000 seats.

FREE or discounted tickets are offered to local schools to promote awareness of classical ballet to students who may otherwise not be exposed to such performances.

\*Rounds 1,2,3 & Gala are also broadcasted live via internet.

### **Partnerships & Collaborations - (Maximum characters 2000.)**

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

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ADC IBC is built on its collaborative efforts. The event brings together dozens of organizations to scout upcoming talent, and to support the organization's mission.

#### **SCHOLARSHIP PARTNERS**

RESPONSIBILITIES: of Scholarship Partner

- Keep an allocated amount of spots & scholarship monies available for ADC IBC recipients.
- Provide scholarship offer & training if student does in fact select that particular offer.

RESPONSIBILITIES: of ADC IBC

- Provide high level, pre-professional talent for partners to select from and potentially feed into their organization.
- Provide year long advertising of partnership across several mediums.
- Provide travel, lodging, food & pay  
(For Judging Members, approx 6-7)
- Provide travel, lodging, food  
(For Jury Selection Committee, approx 10-12 members - present to scout talent.)

#### BENEFITS:

Together all organizations help fulfill the ADC IBC mission to advance dance education and to employ talent. Since 2006, over a thousand students have directly benefited from the scholarship monies, mentorship, and/or professional opportunities provided through these collaborative efforts.

#### SCHOLARSHIP PARTNERS:

- ABT

- Atlanta Ballet
- BalletMet
- Ballet West
- Boston Ballet
- Colorado Ballet
- Cary Ballet
- Ellison Ballet
- HARID Conservatory
- Houston Ballet
- Hubbard Street
- Kirov Academy
- Louisville Ballet
- Next Generation Ballet
- Orlando Ballet
- Pacific Northwest Ballet
- Pittsburgh Ballet Theatre
- Royal Winnipeg Ballet
- Sarasota Ballet
- Texas Ballet Theater
- Tulsa Ballet
- Washington Ballet

\*Formal agreements exist for Jury Members.

\*More partners (could not fit in character count).

## **CORPORATE PARTNERS**

ADC IBC partners with several industry specific businesses. The contractual agreements vary by company in accordance with their relationship.

### **RESPONSIBILITIES: of Sponsor**

- Provide monetary support of Gala Artist
- Provide sponsored product for participants
- Provide social media cross branding

### **RESPONSIBILITIES: of ADC IBC**

- Provide vendor space
- Provide print advertising
- Provide social media cross branding
- Provide exclusivity of sponsored gala artist

### **BENEFITS:**

Together we are able to expand our audience base. Sponsors utilize ADC IBC winners to promote their brand. ADC IBC benefits from social acknowledgment from sponsoring companies.

Sponsors are able to get their product directly in front of their main demographic through ADC IBC. The event benefits from the sponsors support.

## **Timeline - (Maximum characters 2000.)**

List timeline of activities during the grant period.

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### **JULY 2019 - JUNE 2020**

- July 2019
  - Contract dates at venues.
  - Start implementing marketing plan.
- August 2019
  - Schools interested in ADC IBC 2020 hold auditions to select top talent from school to participate.
  - Direct marketing tools utilized to reach past participants & pool of new contestants.
- September 2019 - March 2020

Intensive training sessions take place within participating schools in order to prepare for event.
- September 2019

Video audition applications open online for international dancers.  
\*International dancers must apply via video or be invited to participate as one of the 300 participants of ADC IBC 2020.
- October 2019
  - Secure partnering schools/companies for 2020 event.
  - Begin selecting the 2020 Jury & Selection Committee Members.
- November 2019
  - USA early registration opens for winners from prior year.
  - General registration opens to fill remaining 2020 spots.
  - Tickets become available.
- December 2019 - January 2020

Contract Gala performers, remaining jury selection committee members, and master teachers.
- January 2020

Registration Deadline
- February 2020
  - Build main event, performance schedules & event programs.
  - Promotion of Gala performance.
  - Secure travel for Jury, Selection Committee, Guest Artists and staff.
  - Work with Visit St. Pete/Clearwater & Mayor's office on upcoming event.
- March 2020
  - Participating schools showcase their selected dancers in local performances in preparation for the competition.

- Prepare final lodging & ground transportation for Jury, Selection Committee, and Guest Artists.
  - Prepare Jury documents & schedules.
  - Prepare student adjudication forms.
  - Prepare ADC IBC Team for upcoming event.
  - Present 15th Anniversary Event (ADC IBC 2020)
- 
- April 2020
    - Announce winners & provide year outcome to dance media outlets.
    - Finalize any remaining scholarship offers.
  - May 2020
    - Scholarship recipients reply to both awarding organization & ADC IBC office as to their summer plans.
    - Visit select partner organizations in support of their season productions.
  - June 2020
    - Scholarship funding awarded by partnering schools are predominantly redeemed during summer months.
    - Year round promotion continues of award winners & season highlights.

## E. Impact Page 5 of 10

### Instructions

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.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefitting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefitting should be one (1).

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

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5

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

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8

#### 3. How many Adults will be engaged? \*

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950

#### 4. How many school based youth will be engaged? \*

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150

#### 5. How many non-school based youth will be engaged? \*

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600

#### 6. How many artists will be directly involved? \*

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75

**Total number of individuals who will be engaged?**

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

- Children/Youth (0-18 years)
- Young Adults (19-24 years)
- Adults (25- 64 years)

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

- Hispanic/Latino
- White

**9. Additional impact/participation numbers information (optional) - (Maximum characters 500.)**

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

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71.6% of (2018) participants came from outside of the state of Florida. Because of the international following, ADC IBC has an increased online fan base.

Internet broadcast (March 24-29, 2018) had 54,400 viewers. These are actual viewers of the continuous feed. This number is completely separate from social media views.

ADC IBC teamed up with a social media influencer in 2018. This created a dramatic increase in social media views, likes & followers. Ex: a **single post** on this account was viewed 226,870 times. The ability & desire for individuals to interact digitally with the competition saw tremendous growth!

**10. 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. *State Service Organization* applicants: Select all counties that will be served by your programming.

- Hillsborough
- Pinellas

**11. 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.

An international event like ADC IBC boosts economic impact for the local area. The program attracts people specifically for the event that would otherwise not visit. In 2018, 71.6% of participant families traveled from outside Florida.

ADC IBC has an (1) immediate financial & (2) long range impact on the local economy. Surrounding hotels, restaurants, shops, etc benefit from the influx of visitors.

## **1. IMMEDIATE IMPACT**

### **Hotel Revenue (2018 Figure) = \$255,395**

Host Hotel - 980 Rooms Sold @ \$235

Overflow Hotels - 105 Rooms Sold @ \$239

\*daily price includes parking & taxes. Base rates from \$195-\$199

### **Restaurant Revenue (estimate) = \$262,500**

300 Families (AVG bill \$50) = \$15,000 per occurrence

Dinner - \$15,000 day

Lunch - \$15,000 day

Breakfast (1/2 rate) - \$7,500 day

Dining per day = \$37,500 X 7 days = \$262,500

### **Local Shops (pharmacy, boutiques) = \$63,000**

AVG \$30 per day/family

300 Families X \$30 = \$9,000 day

\$9,000 X 7 days = \$63,000

### **Local Transportation (est) = \$84,000**

- Gas Station (1 fill up per family)  
300 Families X \$50 tank = \$15,000
- Rental Cars  
150 cars X \$400 (AVG weekly rate) = \$60,000
- Shuttle/Uber/Taxi  
150 Rides X \$60 (AVG roundtrip from TPA) = \$9,000

### **St. Petersburg Venue Revenue (2018) = \$54,907**

### **Independent Contractors (2018) = \$25,463**

\*FL hires figured in only.

### **Marketing & Print Companies (2018) = \$3,704**

\*FL companies used, figured in only.

### **Attraction Revenue (est) = \$17,970**

- Disney (approx 30 ppl visit)  
Pass \$100, AVG 2 day = \$6,000  
With (1) night hotel in Orlando @ \$199 = \$5,970
- St. Pete Attractions/Museums  
AVG museum per person \$20  
\*Dali Museum directly across from venue.  
300 ppl X \$20 = \$6,000

## **TOTAL IMMEDIATE FINANCIAL IMPACT FOR LOCAL ECONOMY = \$766,939.00**

\*Figure is NOT inflated & is accurate based on current year. Figure doesn't account for *large airfare impact*. Did not include because air revenue may or may not be a direct impact for State of Florida.

## **2. LONG TERM IMPACT**

- **Employs Dancers**

Approximately 360 alumni have joined the workforce within the dance industry.

- **Builds Leaders**

This career path forms the highest level of discipline, perseverance, creativity, and acceptance of delayed gratification. These qualities are important attributes found in entrepreneurs, business leaders, and teachers; a critical foundation to enhance Florida's future.

- **Promotes Industry Growth**

The dance industry strengthens & transforms through collaborative programs. The exchange between programs have proven to elevate the standard of dance. The results of this exchange can be measured by new skills acquired by summer scholarship recipients and how their new level impacts their local surrounding peers upon returning home.

- **Promotes Tolerance & Understanding Across Cultures**

Through ADC IBC, students are exposed to others from diverse cultures. It not only promotes tolerance & respect, but more favorably creates an environment of interest and compassion for diversity, which is important in Florida's multi-cultural landscape.

- **Promotes Arts Community**

ADC IBC connects its social & actual audience with its collaborative partners throughout the year to help garner interest & influence ticket sales for our partners' shows.

## **EDUCATION PROGRAMS**

1. **Education through Master Class Series**

Provides a training opportunity for students to gain insight from world class directors & ballet masters that they would not normally have comprehensive access to.

2. **Education through Summer Training**

296 scholarships & professional opportunities were offered in 2018 to further dance education within our partner company organizations.

### **3. Education through Promoting a Year Long Learning Cycle**

ADC IBC offers time oriented goals each year for students to achieve. (outlined in timeline)

## **OUTREACH PROGRAMS**

### **1. Financial Aid Program for Lower Income**

\$4,225 (2018 figure) was allocated to lower income households to assist in registration fees. Full & partial assistance awards are granted. AVG rate to participate for the week is \$415.

### **2. Free & Discounted Gala Tickets**

ADC IBC offers free & discounted tickets to local schools. This program grew slightly in 2018, and continues to be assessed for 2020 to see how we can boost school-based children in viewing our 15th Anniversary Season.

### **3. Program for Males in Dance**

MV Productions partners with ADC IBC on a program specifically designed to assist boys in dance both financially and emotionally to help cope with bullying or adversity in their life.

## **12. 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.

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We have devised a strategic plan that is maximizing results through the use of partner relationships and is not heavily reliant on traditional ad dollars. These tools are outlined below in order of effectiveness.

### **AUDIENCE DEVELOPMENT / EXPANSION**

Our primary focus has been in audience development. There was a dramatic increase in our social following & activity from our 2018 event. This was largely achieved by partnering with a social influence account. Audience development will continue to be a main focus in 2020.

ADC IBC has plans to expand its scholarship partner base into the European market. News of this growth through our promotional tools will continue to build and ensure the best talent pool at our events.

### **SOCIAL MEDIA - 25%**

- Partnership with social media influencer
- Ads via IG/FB
- Featured posts to highlight winners
- Highlight alumni successes
- Connect audience with collaborative partner news
- Share sponsor news
- Share news of expanded scholarship base for anniversary year

*Social Media Audience as of 5/26/18*

**Facebook Fan Pages - 115,011**

**Instagram** - 19,652

**YouTube** - 2,402,332 Views

2,574 Subscribers

## **CROSS BRAND WITH SPONSORS & ARTISTS - 20%**

This is a key strategy within our marketing plan. It visibly illustrates to the public the organization's depth in the dance industry while not expending any ad dollars. ADC IBC is currently partnered with some of the biggest names in dance, and it will remain a priority to continue to nurture these relationships. We have also initiated talks with new potential partners for 2019 - 2020.

- **Dance Retail Sponsors**

Together with Capezio, So Danca, Discount Dance Supply, Gaynor Minden, and Prima-Soft Dancewear ADC IBC creates branded apparel/gifts and provides to participants for free. This delivers year round exposure and generates interest from new dancers. With social media, this has an exponential effect. Dancers tag the competition & our sponsor, and depending on the notoriety of the dancer, can expand the reach even further.

- **Scholarship Partners**

ADC IBC cross promotes throughout the year on social media, print, website & e-blasts. These partnerships serve as a seal of approval and elevates the perceived image of the event.

- **Professional Artists**

ADC IBC selects professional artists with large followings to cross promote with. If the artist is not already a model of one of our corporate dance sponsors, we allocate the sponsor's financial contribution to a specific guest artist. These relationships are successful for the artist, sponsor, and ADC IBC.

- **Professional Artists with Dancewear line**

It is now common that professional dancers create dancewear lines as they traverse the phase beyond dancing. These type of emergent companies are seeking ways to get their name out to young dancers. ADC IBC finds value in trade for their product or trade for performance fee.

## **STUDENT AMBASSADORS / WORD OF MOUTH - 20%**

Students create positive buzz utilizing the ADC IBC name to validate their talent to their audience. We feel the value of student ambassadors can NOT be overlooked, and in particular, our award winners. It is typical to see many of our winners model & endorsing our corporate dance brand sponsors. This results in building the students social audience incredibly fast, and has become a champion for brand awareness in current years for the event.

## **MARKETING / PROMOTION PLAN**

### **DIRECT MAIL & COMMUNITY RELATIONS - 20%**

- Monthly e-blasts to 5,000 Subscribers

- At least (1) direct mail piece, courtesy of Visit St. Pete/Clearwater - database of 3,500
- Renewed PR Consultant Agreement  
Personally contacts participating schools to maintain excellent relationship & seeks out highest level schools to ensure top quality talent at event.

#### **MEDIA PARTNERS - 7%**

- Editorial Articles - Major Dance publications: POINTE Magazine, Dance Magazine, Dance Informa and/or Dance Teacher write at least 2 stories on the event.
- Seek at least 2 small mentions to ADC IBC in relevant high profile articles in major dance magazines.

#### **TRADITIONAL ADVERTISING - 5%**

- 1 Full Page ad in Pointe Magazine
- Updated website
- In-kind display ad trades

#### **DISCOUNTS & PROMOTIONS - 2%**

- Promotional offers for early registration
- Discount on Tickets

#### **CALENDARS - 1%**

Drive in last minute ticket sales through community event calendars via newspaper or online

# F. Management and Operating Budget Page 6 of 10

## 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.

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### FISCAL CONDITION

ADC IBC has had a history of financial sustainability and consistent growth for 13 years. Since 2011, the organization has been debt free with a primary focus on building its reputation within the industry in order to create a leading ballet event for pre-professional dancers. The program plays an integral role in the international dance community, and we are confident ADC IBC will be able to continue to attract new students, teachers, sponsors, and community affiliates to help us carry out our mission.

In 2018, our event was at 100% capacity and had a wait-list in effect, with an additional 50+ students, for the circumstance that a registered participant becomes injured. We have plans to re-structure one of our performance rounds in order to allow additional dancers to participate.

Because of ADC IBC's growth in impact, we are seeing an increase in quantity of dancers and level of talent; and we feel a responsibility to produce an event with the highest quality professional opportunities.

In the 2016-2017 grant cycle we sought to establish a relationship with the Division in order to successfully carry out our plans to re-brand the event as a leading destination. With this assistance, ADC IBC was able to secure new relationships with the city of St. Petersburg & their top performance venues, in addition to expanding our Jury Panel size, which was necessary to lead in scholarship opportunities.

We seek to sustain our relationship with the division in order to truly create an impactful event that has the ability to change the lives of our participants through dance.

### SUSTAINABILITY

Post grant period, the organization assesses the ways it can trim expenditures and develop new strategies to increase revenue to keep pace with rising operating expenses.

During this assessment period, we manage and maintain our current donor relationships, and work closely with our PR consultant to seek new sponsors and increase advertising sales. In 2020, ADC IBC has plans to seek additional funding through the city of St. Petersburg to help us present our 15th Anniversary Season at the highest level.

## 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.

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## EVALUATION PLAN

To evaluate the effectiveness and success of the program, the below questions and/or factors are analyzed.

- Were the program's plans accurately executed within budget? If not, why?
- Income/Expense Analysis in relation to prior year.
- Participant growth - repeat or new? And how they heard about ADC IBC? (analyzed through registrant database)
- Audience growth (analyzed through ticket sales)
- Interactive online growth - Has social media audience grown with daily activity?
- Has there been an organic growth in attention from the press & public?
- How does ADC IBC measure against a comparable event? (Participant numbers, talent level, number of scholarships offered, quality of jury panel & master teachers, and organizational growth factors all need to be considered.)
- Number of repeat collaborators? (An effective tool to evaluate the value of the program through the opinion of high level school & company directors.)
- Have artists reached out to us? In order to be a part of our programming. (Shows positive word and growth in reputation.)
- Evaluate economic impact statistical data.
- Evaluate the post event saturation of ADC IBC tags/shares/mentions on social media by participants and members involved.
- Evaluate organic growth in post event shares by large social media accounts not affiliated with ADC IBC.
- Post event calls/emails to Jury Panel Members for direct feedback on event.
- Collect participant email feedback and evaluate.

### Data collected will be used to:

- Better structure future budgets and schedules.
- Through evaluation of participant numbers: new vs. repeat, we can improve on the group lacking, if needed.
- Through evaluation of participant level, we can structure registration/audition process accordingly to attain our goals.
- Better learn the most effective marketing tool to meet our goals.

- Improve artistic collaborative process.
- Grow relationships with panel members, their affiliate companies, and sponsors.
- Grow in artistic vision.

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

6/30/2017

### **4. Operating Budget Summary**

<b>Expenses</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
1. Personnel: Administrative	\$13,925	\$20,286	\$21,000
2. Personnel: Programmatic	\$18,464	\$22,467	\$23,000
3. Personnel: Technical/Production	\$21,016	\$30,307	\$30,500
4. Outside Fees and Services: Programmatic	\$16,714	\$23,713	\$25,000
5. Outside Fees and Services: Other	\$1,658	\$1,673	\$1,675
6. Space Rental, Rent or Mortgage	\$37,271	\$30,672	\$32,000
7. Travel	\$27,432	\$27,677	\$27,575
8. Marketing	\$8,152	\$10,319	\$10,000
9. Remaining Operating Expenses	\$19,465	\$16,199	\$16,000
<b>A. Total Cash Expenses</b>	<b>\$164,097</b>	<b>\$183,313</b>	<b>\$186,750</b>
<b>B. In-kind Contributions</b>	<b>\$35,750</b>	<b>\$35,500</b>	<b>\$35,500</b>
<b>C. Total Operating Expenses</b>	<b>\$199,847</b>	<b>\$218,813</b>	<b>\$222,250</b>

<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
10. Revenue: Admissions	\$115,591	\$143,901	\$135,000
11. Revenue: Contracted Services			
12. Revenue: Other	\$20,665	\$26,032	\$22,000
13. Private Support: Corporate	\$6,780	\$10,107	\$10,750
14. Private Support: Foundation			
15. Private Support: Other	\$2,798	\$2,035	\$2,500
16. Government Support: Federal			
17. Government Support: State/Regional	\$15,000	\$17,300	
18. Government Support: Local/County	\$2,500	\$3,000	\$16,500
19. Applicant Cash	\$875		
<b>D. Total Cash Income</b>	<b>\$164,209</b>	<b>\$202,375</b>	<b>\$186,750</b>
<b>B. In-kind Contributions</b>	<b>\$35,750</b>	<b>\$35,500</b>	<b>\$35,500</b>
<b>E. Total Operating Income</b>	<b>\$199,959</b>	<b>\$237,875</b>	<b>\$222,250</b>

## **5. Additional Operating Budget Information (optional) - (Maximum characters 500.)**

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.

Previous & current fiscal year both took place in St. Petersburg. The only significant differences reported is the increase in personnel technical/production & the decrease in space rental. The decrease in space rental is due to itemizing out of the rental invoice additional labor. In current year we itemized out other contracted labor such as ushers & box office staff plus IATSE fees. These expenses were added into the Personnel Technical/Production line 3.

**Next Fiscal Year Income (Line 18)**

\$3000 is amount committed. \$13,500 is a new city grant in review process to help meet budget due to 2019 SCP de-funding.

**6. Paid Staff**

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

**7. Hours \***

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

# G. Management and Proposal Budget Page 7 of 10

## 1. Rural Economic Development Initiative (REDI) 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 <http://dos.florida-arts.org/grants/guidelines/2017-2018.gps.guidelines.cfm#budget>.

### Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	PR Consultant Fee	\$1,500	\$1,500	\$0	\$3,000
2	Mileage Reimbursement to Program Director	\$1,500	\$3,500	\$0	\$5,000
3	Staff Administrators	\$2,000	\$12,000	\$0	\$14,000
4	Program Director Donated Hours - 50hrs/wk for 6 months. 25 hrs/wk for 6 months. Figured at \$10/hr	\$0	\$0	\$18,000	\$18,000
Totals:		\$5,000	\$17,000	\$18,000	\$40,000

### Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Fees for Panel Adjudicators, Guest Artists, Master Teachers	\$7,500	\$17,000	\$0	\$24,500
Totals:		\$7,500	\$17,000	\$0	\$24,500

### Personnel: Technical/Production \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
Totals:		\$7,500	\$23,500	\$0	\$31,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Venue Technician Labor, Dance Floor Labor	\$7,500	\$23,500	\$0	\$31,000
	<b>Totals:</b>	<b>\$7,500</b>	<b>\$23,500</b>	<b>\$0</b>	<b>\$31,000</b>

#### Outside Fees and Services: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Program apparel, web fees associated with registration, equipment, stage supplies, dance floor rental	\$1,000	\$15,000	\$0	\$16,000
2	Awards & Approximate value of redeemed scholarships	\$0	\$8,000	\$20,000	\$28,000
	<b>Totals:</b>	<b>\$1,000</b>	<b>\$23,000</b>	<b>\$20,000</b>	<b>\$44,000</b>

#### Outside Fees and Services: Other \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Annual organization fees: website, constant contact, sunbiz	\$0	\$2,000	\$0	\$2,000
	<b>Totals:</b>	<b>\$0</b>	<b>\$2,000</b>	<b>\$0</b>	<b>\$2,000</b>

#### Space Rental (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Space rental for 6 days at 2 venues	\$16,500	\$0	\$16,500
2	Office space rent	\$16,250	\$0	\$16,250
	<b>Totals:</b>	<b>\$32,750</b>	<b>\$0</b>	<b>\$32,750</b>

#### Travel (match only) \*

#	Description	Cash Match	In-Kind Match	Total
	<b>Totals:</b>	<b>\$30,500</b>	<b>\$0</b>	<b>\$30,500</b>

#	Description	Cash Match	In-Kind Match	Total
1	Airfare - Judges, Teachers, Guest Artists	\$10,500	\$0	\$10,500
2	Lodging - Judges, Teachers, Guest Artists, Staff	\$12,500	\$0	\$12,500
3	Ground Transportation - Shuttles, Uhuals, Rentals, Parking, Gas, Maintenance	\$5,250	\$0	\$5,250
4	Per Diem - Judges, Master Teachers, Guest Artists	\$2,250	\$0	\$2,250
<b>Totals:</b>		<b>\$30,500</b>	<b>\$0</b>	<b>\$30,500</b>

### **Marketing \***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Print and online ads, direct mail/program	\$2,500	\$3,500	\$0	\$6,000
2	Direct mail provided by Visit St. Pete/Clearwater	\$0	\$0	\$650	\$650
3	Social Media Partner Expenses	\$0	\$1,500	\$0	\$1,500
4	Print & Promotional Items	\$0	\$3,000	\$0	\$3,000
<b>Totals:</b>		<b>\$2,500</b>	<b>\$8,000</b>	<b>\$650</b>	<b>\$11,150</b>

### **Remaining Proposal Expenses \***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Remaining allowable expenses not itemized above. Ex: utilities, office supplies, insurance, misc	\$0	\$9,500	\$0	\$9,500
<b>Totals:</b>		<b>\$0</b>	<b>\$9,500</b>	<b>\$0</b>	<b>\$9,500</b>

### **Amount of Grant Funding Requested:**

**\$23,500**

### **Cash Match:**

**\$163,250**

**In-Kind Match:**

**\$38,650**

**Match Amount:**

**\$201,900**

**Total Project Cost:**

**\$225,400**

**3. Proposal Budget Income:**

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.

**Revenue: Admissions \***

#	Description	Cash Match	Total
1	Event Registration Fees	\$134,000	\$134,000
	<b>Totals:</b>	<b>\$0</b>	<b>\$134,000</b>

**Revenue: Other \***

#	Description	Cash Match	Total
1	Public admission for performance rounds & Gala of Stars Performance	\$13,500	\$13,500
2	Merchandise Sales, Miscellaneous late fees	\$5,250	\$5,250
	<b>Totals:</b>	<b>\$0</b>	<b>\$18,750</b>

**Private Support: Corporate \***

#	Description	Cash Match	Total
1	Dance Retail Sponsor Monetary Support	\$8,500	\$8,500
	<b>Totals:</b>	<b>\$0</b>	<b>\$8,500</b>

**Private Support: Other \***

#	Description	Cash Match	Total
1	Ad Sales / Private Donors	\$2,000	\$2,000
	<b>Totals:</b>	<b>\$0</b>	<b>\$2,000</b>
			<b>\$2,000</b>

### **Total Project Income:**

**\$225,400**

### **Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$23,500	\$23,500	10%
B.	Cash Match	\$163,250	\$163,250	72%
	Total Cash	\$186,750	\$186,750	82%
C.	In-Kind	\$38,650	\$38,650	17%
	Total Proposal Budget	\$225,400	\$225,400	99%

### **4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)**

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.

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# H. Accessibility

Page 8 of 10

## 1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. - (Maximum characters 2500.) \*

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/>. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

---

### ACCESSIBILITY

Accessibility logos will be placed on marketing materials for ADC IBC 2019/2020 Season. The organization holds its event in performance venues that are ADA compliant and fully accessible to all patrons with disabilities. The following plans have been put into place.

#### Wheelchair Seating

Theater seating available to accommodate wheelchairs and companions for all performances.

#### ADA Parking

Accessible parking offered with curb cut outs and ramps for easy access.

#### Hearing Assistance System

Assisted listening devices are available at the theater concierge desk for free. A photo id and refundable deposit are required at time of use for assisted listening devices.

#### Elevator

Elevators located on either end of the lobby can carry patrons between floors.

#### Restrooms

Handicapped Accessible restrooms located in main lobby and second floor.

Venue also has accommodations for sight impaired patrons.

For further questions and assistance, patrons may inform their ticket sales associate in the box office at the time of purchase and arrangements will be made to make the visit enjoyable.

## 2. Policies and Procedures

Yes

No

### **3. Staff Person for Accessibility Compliance**

Yes

No

**If yes, what is the name of the staff person responsible for accessibility compliance?**

Andres Acevedo

### **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.

**If yes, when was the evaluation completed?**

5/1/2018

# I. Attachments and Support Materials Page 9 of 10

## 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 DCA 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 or .gif	5 MB
documents	.pdf or .txt	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

Images	.jpg or .gif	5 MB
documents	.pdf or .txt	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

## 1. Required Attachment List

Please upload your required attachments in the spaces provided. .

## Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
W-9.pdf	33 [KB]	5/29/2018 5:30:47 PM	<a href="#">View file</a>

## 2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
Corsaire Trio_coda_01.mp4	2018 Gala of Stars Headline Guest Artists	International principal guest stars, Adiarys Almeida & Taras Domitro (former San Francisco Ballet & Boston Ballet) alongside Aran Bell of American Ballet Theatre	204827 [KB]	Video	<a href="#">View file</a>

File	Title	Description	Size	Type	View (opens in new window)
clark_round1.mp4	Sample Student Video_SR Male Gold Medalist	Footage from a series of educational master classes with Jury, as a part of round 1 evaluations.	128616 [KB]		<a href="#">View file</a>
www-danceinforma-com-2017-08-03-adc-ibc-houston-ballet-academys-successful-partnership-.pdf	Support: Impact - Long term	Article highlighting relationship with Houston Ballet and how it impacts students pathway to a professional career.	1840 [KB]		<a href="#">View file</a>
merged.compressed.pdf	2018 Event Program Book	Cover - Credits the Division & please visit pages 13-18, highlights our expanded Jury Panel, made possible by the Division's Support.	13739 [KB]		<a href="#">View file</a>
33700_CVB_ADC IBC Ballot 2018.pdf	Support: Marketing - Direct Mail/ Community Relations	Direct mailer provided by Visit St. Pete/Clearwater to create awareness of ADC IBC's closing Gala of Stars Event.	3516 [KB]		<a href="#">View file</a>
LeeMelton_Paquita_clip.mp4	Sample Student Video_SR Women Grand Prix Winner (top prize)_age16	Performance Round footage of 2018 Top Senior Winner. Clip provided to fit upload parameters.	129632 [KB]		<a href="#">View file</a>
Screenshot_2018-05-29-20-37-52.png	Support: Marketing - Audience Development	Screenshot from IG account of our 2018 Social Influence Account. This is an example of a single post of hundreds made during the event. Illustrates scope of it's reach.	627 [KB]		<a href="#">View file</a>

File	Title	Description	Size	Type	<a href="#">View (opens in new window)</a>
Screenshot_Jury Thank You_Post Event.png	Support: Evaluation Plan - Jury Feedback	A screenshot of a message the 2018 Jury was tagged. All Jury commented, only few fit in the screenshot. This is a sample of post event communication in order to evaluate. Other forms of feedback include: emails, calls, texts.	421 [KB]		<a href="#">View file</a>
2018-Scholarship-Announcement.pdf	Support: Excellence - Partnerships	Full report of 2018 scholarship offers by our partnering schools/companies.	823 [KB]		<a href="#">View file</a>
Mayor Rick Kriseman _Curtain Address_Gala 2018_low_resolution.mp4	Support: Excellence - Activity 6	City shows support with Mayor Rick Krisman giving welcome address for the Awards Gala of Stars Performance.	94577 [KB]		<a href="#">View file</a>

# 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 The American Dance Competition, 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.

## Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program as outlined under section , Florida Statutes 265.286 and 1T-1.036, Florida Administrative Code.

## Signature (Enter first and last name)

Audrianna Broad

