

Gablestage, Inc.

Project Title: 2022-23 General Program Support

Grant Number: 23.c.ps.142.694

Date Submitted: Tuesday, June 15, 2021

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 2

Discipline: Professional Theatre

Proposal Title: 2022-23 General Program Support

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Gablestage, Inc. 
- b. **DBA:**
- c. **FEID:** 59-1972774
- d. **Phone number:** 305.446.1116
- e. **Principal Address:** 1200 Anastasia Avenue, Suite 230 Coral Gables, 33134-6356
- f. **Mailing Address:** 1200 Anastasia Avenue, Suite 230 Coral Gables, 33134-6356
- g. **Website:** www.GableStage.org
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 00436349
- l. **Fiscal Year End Date:** 06/30

1. Grant Contact *

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2. Additional Contact *

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3. Authorized Official *

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4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Performing Group

4.3 Applicant Discipline

Theatre

C. Eligibility Page 3 of 12

5. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

Yes (required for eligibility)

No

6. Project start date: 7/1/2022 - Project End Date: 6/30/2023 *

Yes (required for eligibility)

No

7. What is the legal status of your organization?

Florida Public Entity

Florida Nonprofit, Tax-Exempt

8. How many years of completed programming does your organization have?

Less than 1 year (not eligible)

1-2 years (required for eligibility for GPS and SCP)

3 or more years (required minimum to request more than \$50,000 in GPS)

9. Professional Theatre

Yes (required for eligibility)

No

D. Quality of Offerings Page 4 of 12

10. Applicant Mission Statement - (500 characters) *

The mission of GableStage is to provide the South Florida community with classical, contemporary and new theatrical productions of artistic excellence. We challenge our multicultural audience with innovative productions that entertain as well as confront today's issues and ideas.

11. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

Since 1999, GableStage has been at the cutting edge of theatre in South Florida, striving to present the most vital works of contemporary playwrights worldwide and producing quality theatrical productions that encompass themes and ideas relevant to the multicultural South Florida community. The company has maintained a tradition of producing plays directly from successful Broadway and off-Broadway runs.

In Spring 2020, GableStage suffered the double loss when its long-time, legendary leader, Joe Adler, passed away April 16, one month after COVID shutdowns had forced GableStage to cancel THE PRICE, FAIRVIEW, THE NICETIES, and FADE, the remainder of the 19/20 season. This followed the triumphant ORDINARY AMERICANS, a February 2020 collaboration with Palm Beach Drama Works.

After losing Joe, Board leadership stepped in to manage day-to-day operations, including navigating federal relief funding, which GS used to keep staff employed through August 2020. GS received PPP1, should soon be receiving PPP2, and is applying for the Shuttered Venue Operating Grant.

Continued, worldwide virus restrictions have prevented GableStage from resuming productions in 20/21. GableStage has remained dark this year, except the EngageMe project, a virtual Shakespeare-in-the-Schools, the search for a new Producing Artistic Director, and continued strategies to stay afloat via emergency funding. GS lost three key staff members. In addition to Joe Adler's passing, Joe's assistant was laid off due to funding concerns, and the general manager has new family commitments. This left only the Business Manager, Box Officer Manager, and Technical Director.

Producing Artistic Director Bari Newport was brought on in April 2021 to "scale the company up" and the first year is critical. She is steadfast in her efforts to relaunch GableStage boldly and catapult it into the national theatre conversation—and into the 21st century.

11.1 Programming Goals (2000 characters)

Please list at least three goals associated with the project or program you are for which you are requesting funding.

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

GOALS:

- To operate with fiscal responsibility
- To uplift the South Florida artistic community by hiring local actors, designers, and technicians
- To produce theatre works of artistic excellence that educate and entertain
- To continue to build the core audience to ensure the longevity of the theatre
- To continue to build relationships with national and international theatres and organizations
- To build the play reading program to include the creation and development of new work
- To provide exceptional opportunities for youth to view and interact with live theatre

11.2 Programming Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

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

Sample Objective: At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

OBJECTIVES:

- Curate a season that reflects diversity and presents and confronts today's issues
- Increase subscribers and single ticket sales by continually seeking opportunities
 - Continue to offer preview performances free-of-charge to area non-profits to be used as fundraisers to support their efforts within the community
 - Increase digital advertising, through social media, with such platforms as Facebook and Instagram
 - Participate in more community events such as 5K's, concerts, art festivals, etc.
 - Participate in county and state-sponsored seminars and conferences
- Seek to build a volunteer program to assist with new programs and outreach opportunities
 - Coordinate with local university professors to provide volunteer opportunities for students to receive class credit
- Continue to expand upon and maintain educational programs for Miami-Dade County public school students
 - Continue to provide low-cost student tickets offered through the GableStage Box Office and through Miami-Dade County's \$5 ticket program, Culture Shock
 - Continue to offer free access to live theatre through morning matinees and a school-specific touring production
 - Initiate a scholarship program for high school students seeking to major in theatre in college
 - Build formal internships to engage with Florida International University students
- Continue to offer theatre space to young arts groups free-of-charge when available

11.3 Programming Activities (2000 characters)

Please list the project or program activities.

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

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate

with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

GableStage mounts a six-play season every year as well as utilizes the theatre space for play readings and lectures. Each show is meticulously chosen to represent the best of contemporary and classical playwrights while remaining relevant to our audiences and pressing issues at the forefront of today's news. A full 2022-23 season announcement will be made in May of 2022.

EDUCATIONAL PROGRAMMING:

Each season, a production is performed for thousands of public school students at performing arts venues within low-income areas of Miami-Dade County such as the Joseph Caleb Auditorium in Liberty City. These programs are provided free-of-charge with the assistance of Miami-Dade County Public School system's Cultural Passport Program. Prior to the performance, a study guide that aligns with the Sunshine State Standards for theatre – covering the history of the play, its relevance to current times, and activities that can be incorporated into the classroom – is provided to teachers. After the performance, students are invited to engage in a talkback.

Another component of GableStage's Educational Programming is the Page-to-Stage school tour that takes an abridged show directly to the schools. The plays focus on classic works such as Shakespeare's HAMLET and THE TEMPEST and have been presented to hundreds of public schools within Miami-Dade County. Careful consideration is taken to ensure that the highest quality of teaching artists are involved with the tour. The primary objectives of these productions are to expose culturally underserved students to important work, engage the students with innovative theatrical performance, and allow them to hear Shakespeare's language in a creative manner rather than read in a classroom. Students are encouraged to seek out live cultural events within the community, see Shakespeare's works in a new light, and continue their studies with historical works of theatre and literature. Students—no matter their economic status—are given the opportunity to see live theatre each year—many who have never seen a live performance.

*GableStage is slated to become the theatre-in-residence at the Coconut Grove Playhouse in partnership with Florida International University and Miami-Dade County in the near future. Updates and the plans can be found on the Miami-Dade County Dept. of Cultural Affairs website (<http://miamidadearts.org/coconut-grove-playhouse-updates>) This has involved working with the architect chosen by Miami-Dade County, Arquitectonica, and theatre consultants, AMS Consulting, in order to bring back theatre and programming to the Coconut Grove Playhouse that has been closed since 2006. All performances for the 2021-2022 season are currently planned to take place in the current theatre at The Biltmore Hotel.

11.4 Partnerships & Collaborations

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

GableStage maintains a reputation for excellence in the South Florida region and has developed a variety of successful partnerships over the years.

During the Mainstage Season, GableStage utilizes its space for play readings, lectures, and special

performances, most of which are free and open to the general public. Additionally, GableStage reserves its only preview performance to support local non-profits in raising funds for their organizations. Benefit Preview performances are offered in partnership with each organization and designed around individual fundraising needs. The venue is offered to the nonprofit free of charge, and they sell tickets to their own supporters and constituents - keeping 100% of their profits. Through these partnerships, GableStage has established ongoing and meaningful relationships with nonprofits of all industries and opened its doors to new constituencies. This program also allows for the continued support of programs in need of funding in order to strengthen and contribute to the community in which it operates. Ongoing partnerships are also in place with the University of Miami Miller Center to provide special performances and collaborate on post-performance talkbacks with special guests.

Regular In-Kind partnerships are currently held with a local consignment furniture gallery, Bacardi, WLRN, The Miami Herald, and The Biltmore Hotel. No formal agreements are in place, but the relationships have existed and been developed over the years.

Additionally, GableStage has partnered with the Miami-Dade County Public School System's Cultural Passport Program to provide access to the arts for over 22 years. This program provides scheduling of schools and transport to morning performances.

Lastly, GableStage currently has a contract with Florida International University (FIU) as part of a building collaboration once the Coconut Grove Playhouse is operational. Currently, the GableStage Board and Executive Staff are devising plans to deepen this relationship prior to the opening of the venue. Currently, the School Tour is cast with all FIU graduates, and FIU tech graduates are hired as carpenters and production assistants for mainstage productions.

12. Project/Program Evaluation

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

GableStage utilizes a variety of methods to analyze the effectiveness and efficiency of the programs offered throughout each season. Direct audience feedback and ticket sales are instrumental in determining the success of individual production and the entire season. GableStage has developed the following methods to ascertain the success of the theatre:

- Box office sales reports
- Audience attendance—programs such as Miami-Dade County's Culture Shock program offers \$5 tickets to students 13-22 to make the theatre accessible and GableStage receives no monetary profit from engaging in these programs thus making audience attendance just as important as ticket sales in evaluating success.
- Direct Social Media response—Audience feedback via Facebook, Twitter, TripAdvisor, and Yelp are compiled to directly improve services or reaffirm the work that is being done.
- Audience Surveys are distributed electronically to gain feedback on individual plays, an entire season, further demographic information, and to receive comments.
- Media response—The monitoring of reviews is invaluable to evaluate the marketable success of the individual production.

- Educational Programming direct teacher and student responses acquired via surveys, emails, and interactions with the Producing Artistic Director evaluate the effectiveness of the program
- Educational Programming Post-Show Talkbacks generate a tremendous response from students that helps to evaluate the engagement of the program.

12.1 Artist Projects only

Describe the expected outcomes of the project. How will you determine the success of the project?

E. Impact - Reach Page 5 of 12

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.

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

16

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

160

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

20,000

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

10,000

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

1,000

18. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

18.1 Number of artists directly involved?

40

18.2 Number of Florida artists directly involved?

32

Total number of individuals who will be engaged?

31040

19. How many individuals will benefit through media?

5,000

20. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the “No Specific Group” options.

20.1 Race Ethnicity: (Choose all that apply) *

Hispanic or Latino

White

Other racial/ethnic group

Black or African American

20.2 Age Ranges (Choose all that apply): *

Young Adults (18-24 years)

Adults (25-64 years)

Older Adults (65+ years)

Children/Youth (0-17 years)

20.3 Underserved/Distinct Groups: *

Individuals with Limited English Proficiency

Military Veterans/Active Duty Personnel

Youth at Risk

Individuals with Disabilities

21. Describe the demographics of your service area.

GableStage's primary market population includes all of Miami-Dade County, with a focus on Coral Gables, Coconut Grove, Pinecrest, and Aventura. There are an estimated 2.8 million residents in the primary market population, which is expected to grow to 3 million by 2025 – an 11.11% increase. The demographics of Miami-Dade County are as follows:

Ethnicity

- 71% Hispanic/Latino
- 29% Non-Hispanic/Latino

Race

- White 75%
- Black/African American 16.73%
- Asian, Native or Other 5.17%
- 2+ Races 2.50%

Sex

- Male 48.58%
- Female 51.42%

22. Additional impact/participation numbers information (optional)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

23. 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.

Miami-Dade

24. What counties does your organization serve?

Select the counties in which your organization provides services. For example, if your organization is located in Alachua County and you provide resources and services in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. This might include groups that visit your facility from other counties.

- Broward
- Martin
- Miami-Dade
- Monroe
- Palm Beach

25. Describe your virtual programming - (Maximum characters 3500.)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

GableStage's flagship Education Program is the Page to Stage School Tour, which presents an

abridged and adapted version of a Shakespeare play to high schools throughout Miami-Dade County in partnership with Miami-Dade County Public School's Cultural Passport Program. In 2021, A MIDSUMMER NIGHT'S DREAM was adapted and directed by Florida International University (FIU) Associate Professor, Shakespeare scholar, and Producing Director of What If Works, Phillip Church. The script was edited to run under an hour, in order to be presented within a single class period, and a group of 7 professional actors will portray principal characters, sometimes in dual roles.

The Page to Stage School Tour took place virtually for Miami-Dade County Public High Schools in the Spring (between February - April 2021), with rehearsals and filing beginning in January. The Cultural Passport Program invites schools to reserve performances at their school. Due to the virtual aspect of this year's tour, there was a unique opportunity for increased engagement and reach to more students than in past tours. The total performance and Q&A time was 90 minutes. Reservations for the tour opened in the Fall, at the beginning of the school year. It was a great success and over 4,500 students from mostly Title I high schools participated in the program, online from their homes.

Some of the adaptations and highlights of this year's virtual tour include:

- Selected scenes will be recorded remotely by actors sheltering place.
- Actors will provide live interventions with students between the scenes and participate in live Q & A following the performance.
- Scenes will be edited with virtual backgrounds, video, and music
- Location settings: Miami/Wynwood and Everglades. Urban meets Rural. The Lovers get lost in our own Everglades – which possess many local dangers e.g.: crocodiles, pythons, mosquitoes and tropical storms etc.
- The production will use a combination of images by members of the National Everglades Photography Club and paintings by local Homestead artists as backdrops to various scenes. Video backdrops will be used at selected moments.

26. Proposal Impact - (Maximum characters 3500.)

How is your organization benefitting your community .What is the economic impact of your organization?

Solo or Individual Artists: Include any positive social elements and community engagement anticipated from the project.

GableStage is a vibrant, community-engaged, non-profit, highly acclaimed theatre company. Founded in 1979, to date GableStage has produced 120 productions, for nearly 400,000 audience members, and played to over 250,000 students.

In its 23 year history, GableStage has maintained a focus of nontraditional casting and employing the best of South Florida's local creative force. GableStage believes in "buying local" - by employing artists and technicians who reside locally, the South Florida theatre and arts community is enriched and encouraged to grow and thrive. Through this practice, GableStage heeds the greatest possible impact on Miami-Dade's multicultural community. Productions at GableStage employ hundreds of talented individuals throughout each season, all paid a competitive and equitable wage based on set scales provided by contracts with Actors Equity Association, IATSE, and United Scenic Artists.

GableStage has also maintained a successful variety of educational programming and community

outreach. Throughout the Mainstage Season, GableStage utilizes and offers its space for play readings, lectures, and special performances, most of which are free and open to the general public. Additionally, unlike other theatres throughout the country, GableStage reserves its Preview Night to support local nonprofits in raising funds for their organizations. Benefit Preview performances are offered in partnership with each organization and designed around individual fundraising needs. Through these partnerships, GableStage has established continued support for programs in need of funding in order to strengthen and contribute to the community in which it operates while also cultivating outreach to new audiences. In recent seasons, some of the organizations supported by this program have been IMPAC Fund, ACLU, ORCHESTRA MIAMI, WOMEN’S EMERGENCY NETWORK, and PLANNED PARENTHOOD of SOUTH FLORIDA.

Educational Programming at GableStage includes the Page-to-Stage School Tour, which presents an abridged and adapted version of a Shakespeare play to middle and high schools throughout Miami-Dade County in partnership with Miami-Dade County Public School's Cultural Passport Program. GableStage works strategically to implement programs that foster an environment conducive to learning through the performing arts, benefit the youth in our community, and provide arts-integrated curriculum in the classroom.

GableStage expects to serve over 30,000 patrons annually, including residents, visitors, and students in its upcoming 2022-2023 season. As GableStage plans for its continued growth and organizational expansion, we look forward to the enhanced and new opportunities this development will provide for the organization and the Miami-Dade community. This exciting transition will allow GableStage to expand its offerings, commission more plays, serve more audiences and students, and deeply engage our community.

27. Marketing and Promotion

27.1 How are you marketing and promoting your organizations offerings? *

Brochures

- Collaborations
- Direct Mail
- Email Marketing
- Magazine
- Newsletter
- Newspaper
- Pay Per Click (PPC) Advertising
- Radio
- Organic Social Media
- Paid Social Media
- Television

27.2 What steps are you taking in order to build your audience and expand your reach? - (Maximum characters 3500.)

How are you marketing and promoting your organizations offerings?

GableStage’s typical Marketing Plan employs an integrated approach, segmented into categories for the best results. The ongoing plan supports each production, builds brand awareness, enhances

audience engagement, and consequently increases ticket sales. With Newport at the helm, the marketing strategy is likely to change, but changes will only grow from the foundation noted below.

Newport has engaged the social media marketing team of Grace and Ira Kramer, who handle social media marketing for a number of regional theatres and are a team Newport is familiar with. Additionally, PR responsibilities are now being handled by George Haj PR, a boutique media and marketing firm specializing in media strategy, crisis communications and messaging for law firms, corporate clients and nonprofits. He has written and spoken extensively on crisis communications and how companies of all sizes can navigate a fast-moving media environment. Prior to starting Haj Media in 2017, the Pulitzer Prize winner worked in some of the nation's largest news organizations, including The Miami Herald and the Houston Chronicle, and served as editorial director of ALM Media, where he directed a global newsroom of more than 100 journalists and iconic brands. A Miami native, he attended the University of Miami and spent an academic year at Stanford University on a John S. Knight Journalism Fellowship.

TARGET MARKET GableStage's primary market population includes all of Miami-Dade County, with a focus on Coral Gables, Coconut Grove, Pinecrest, and Aventura. The estimated 2.7 million residents in the primary market population is expected to grow to 3 million by 2025 – an 11.11% increase. Expanded market potential exists to the South and Southeast, along the coast and to the North (Weston, Ft. Lauderdale).

ADVERTISING/MASS MEDIA

- Season and individual ad placements include The Miami Herald, Miami New Times, Time Out Miami, Culture Owl Magazine.
- Long standing partnership with WLRN leverages in-kind air time with ongoing radio spots throughout each season, reaching a 30+ demographic.
- Focus on connections with local TV sources to expand this resource and marketing category.

PUBLIC RELATIONS

- Distribute News Releases announcing the upcoming season and individual productions to over 120 media and press contacts, including local, regional, and national press and publications.
- Reviews are printed and posted in all major newspaper outlets such as The Miami Herald, The Miami New Times, online outlets such as Florida Theater Onstage, Broadway World. Occasionally, GableStage has the honor of being reviewed by Wall Street Journal drama critic Terry Teachout.
- Previews and reviews garner word-of-mouth interest and an influx of ticket sales.

DIGITAL/SOCIAL MEDIA

Ongoing digital and social media process is geared toward audience development and brand awareness.

- Steadily increasing, paid advertising on Facebook platforms (FB and Instagram) generates subscription and ticket sales.
- Google Adwords (Google for Nonprofits) provides online search advertising for individual productions, with local, regional, and national reach.
- Digital advertisements with The Miami Herald, Miami New Times, Florida Theatre On Stage, Culture Owl Magazine, Great Gables, Theatermania.
- Regularly updated online calendars from The Miami Herald, Miami New Times, GMCVB, Culture Owl, CBS4, Miami Artzine, The Biltmore.

DIRECT MARKETING

Direct mail and email target GableStage's core audience of subscribers and single ticket buyers.

- Mail brochures to 10,000 local, regional, and national subscribers and non-subscribers via The Miami Herald's direct mailing program.
- Email blasts regularly reach GableStage's ever-increasing database of almost 15,000 contacts.
- For individual productions, 10,000 postcards (direct mail via The Miami Herald) reach a 30+ demographic, including GableStage subscribers, past attendees, purchased zip code lists focused on arts enthusiasts.

F. Impact - Diversity, Equity and Inclusion Page 6 of 12

28. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility.* In addition to your facility, what step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community?)

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.

GableStage's theatre in The Biltmore Hotel is fully accessible to patrons with disabilities, including wheelchair access and easily accessible seating for those with physical difficulties. The GableStage Box Office personnel are trained to be attentive to the individual needs of each patron. Signage on the exterior of the building and by restrooms contains raised lettering as well as Braille markings. Sign Language interpreters and large print programs are available upon request. For GableStage's educational programming, all off-site rental venues are ADA compliant to ensure access for all students.

In Sept 2015, GableStage's General Manager attended the ADA Silver Summit presented by Miami-Dade County Dept of Cultural Affairs. Because of this conference, GableStage executed a few changes to better serve patrons. Additional benches are set up in the outdoor lobby area before each show to allow additional places for elderly and disabled individuals to sit. The Box Office now holds additional front row seating to ensure they are not sold online and are available for individuals who need them. All programs and the theatre space are continually being evaluated with accessibility in mind.

In January 2017, GableStage initiated scheduled American Sign Language (ASL) interpreted performances for every show in the 2016-2017 Season on the first Sunday night show of the run. The tickets were offered complimentary to groups such as the South Florida Deaf Recreation Association and CODA Link, Inc. (the ASL providers). Although the size of the venue makes this challenging, GableStage has plans to continue this practice, with some modifications, in upcoming seasons.

GableStage's theatre size provides an intimate experience for all who attend and making the space comfortable and accessible is a priority when considering long-range planning.

Individual or Solo Artists: Skip questions 2-5 and move on to section H.

29. Policies and Procedures

Yes

No

30. Staff Person for Accessibility Compliance

Yes

No

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

Chandra Maye

31. 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.

31.1 If yes, when was the evaluation completed? 11/1/2019

32. Does your organization have a diversity/equity/inclusion statement?

Yes

No

32.1 If yes include here:

GableStage aims to encourage a more equitable, authentic, and fair representation of South Florida and the world through professional live theatre. With a focus on nontraditional casting and employing the best of South Florida's local creative force, GableStage endeavors to meet the needs of its diverse community. GableStage is committed to the enrichment of the local actor, director, designer, technician, and arts administrator by providing opportunities to achieve artistic acclaim in this region.

GableStage is committed to promoting equal opportunity, diversity, gender parity, and inclusion.

*Statement aligns with that of Actors Equity Associations EDI Vision Statement.

33. Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all?

Participation in programs that make theatre accessible to those with financial hardships is a priority at GableStage. Therefore, in the future seasons GableStage will continue to:

- Partner with the Miami-Dade County public school system's Cultural Passport Program to bring quality live theatre to middle and high school students free-of-charge- *GableStage's Educational Programming targets Miami-Dade County Public High School students from culturally underserved areas.*
- Partner with Miami-Dade County's Culture Shock program to provide \$5 tickets to students 13-22 plus a guest of any age
- Partner with WLRN's Cultural Connection program to offer day-of, half-price tickets to those

visiting GableStage for the first time or for those unable to pay full-price

- Offer \$15 student tickets on a regular basis and Comp student tickets when associated with a university class
- Be as diligent as possible to maintain affordable ticket and subscription prices
- Offer Benefit Previews to organizations as fundraisers or to reach groups that may not have had an opportunity to attend due to financial hardships.

Other things in the works for increased accessibility for 2021-22 and 2022-23 are large print Playbills, captions for all online content, valet parking at the theater, and parking lot shuttles for older or less mobile patrons.

34. Describe the Diversity of your staff, volunteers, and board members.

GableStage, under the new leadership of Producing Artistic Director Bari Newport, has committed to strengthening the diversity and representation among board and staff in 2021 and beyond.

Efforts are underway to build a more diverse staff that reflects the unique makeup of residents of Coral Gables (home to GableStage) and Greater Miami/South Florida.

Staff currently includes five Hispanics, one Jamaican, and one Caucasian, non-Hispanic woman.

In addition, there are Caucasian board members, one Hispanic, one Bahamian, one Israeli, and one member of Middle Eastern descent.

G. Track Record Page 7 of 12

35. Fiscal Condition and Sustainability

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

For the past 23 seasons, GableStage has operated without a deficit due to the diversification of funds sought each season through subscriptions, single-ticket sales, individual donations, grants, and corporate sponsorships. GableStage operates at a 85% average capacity and offers a moderately priced subscription and ticket rate in order to make the theatre accessible.

GableStage has received generous support from the Miami-Dade County Department of Cultural Affairs, as well as support from many groups and foundations such as the Knight Foundation, National Endowment for the Arts, Peacock Foundation, Funding Arts Network, and Citizens Interested in the Arts. Corporate sponsors include such organizations as Grove Bank & Trust, Equity One, Publix Supermarkets, and The Related Group. This year new support is being sought from organizations such as Bank of America, Wells Fargo, and other local foundations. Regular In-Kind partnerships are equally as important to developing a fiscally responsible organization and partnerships are currently held with a local consignment furniture gallery, Bacardi, WLRN, The Miami Herald, and The Biltmore Hotel.

GableStage's long-standing history as a producing theatre of excellence in South Florida has garnered notoriety within the community. Miami-Dade County's approval of GableStage to become the theatre-in-residence at the Coconut Grove Playhouse in partnership with Florida International University affirms GableStage as a fiscally and culturally responsible organization.

36. Completed Fiscal Year End Date (m/d/yyyy) * 6/30/2020

37. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$240,118	\$235,648	\$254,500
2. Personnel: Programmatic		\$192,450	\$207,846
3. Personnel: Technical/Production	\$81,631	\$266,912	\$288,265
4. Outside Fees and Services: Programmatic	\$35,351	\$266,912	\$288,265
5. Outside Fees and Services: Other	\$122,000	\$42,125	\$45,495

6.	Space Rental, Rent or Mortgage	\$67,124	\$65,724	\$70,982
7.	Travel		\$5,000	\$5,400
8.	Marketing	\$21,202	\$136,410	\$147,323
9.	Remaining Operating Expenses	\$67,383	\$451,316	\$456,652
A.	Total Cash Expenses	\$634,809	\$1,662,497	\$1,764,728
B.	In-kind Contributions	\$79,476	\$86,500	\$86,500
C.	Total Operating Expenses	\$714,285	\$1,748,997	\$1,851,228
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions		\$290,000	\$313,200
11.	Revenue: Contracted Services			
12.	Revenue: Other		\$58,766	\$63,468
13.	Private Support: Corporate		\$106,940	\$115,495
14.	Private Support: Foundation	\$14,418	\$330,000	\$356,400
15.	Private Support: Other	\$261,776	\$492,176	\$531,550
16.	Government Support: Federal		\$25,000	\$25,000
17.	Government Support: State/Regional	\$44,000	\$44,000	\$44,000
18.	Government Support: Local/County	\$315,615	\$315,615	\$315,615
19.	Applicant Cash			

D. Total Cash Income	\$635,809	\$1,662,497	\$1,764,728
B. In-kind Contributions	\$79,476	\$86,500	\$86,500
E. Total Operating Income	\$715,285	\$1,748,997	\$1,851,228

38. Additional Operating Budget Information - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

not applicable.

39. Paid Staff

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

40. Hours *

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

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

- Yes
- No

H. Track_Record Page 8 of 12

42. Rural Economic Development Initiative (REDI) Waiver

Yes

No

43. 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.myflorida.com/cultural/grants/grant-programs/>. Proposal Budget expenses must equal the Proposal Budget income.

The expense section contains three columns:

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

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

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

43.1 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Administrative Salaries & Benefits	\$60,000	\$235,648	\$0	\$295,648
Totals:		\$60,000	\$235,648	\$0	\$295,648

43.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artistic Director	\$30,000	\$100,000	\$0	\$130,000
Totals:		\$30,000	\$100,000	\$0	\$130,000

43.3 Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
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#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Technical Staff Salaries (Tech Director, Scenic Designer, Carpenter)	\$0	\$270,000	\$0	\$270,000
Totals:		\$0	\$270,000	\$0	\$270,000

43.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artistic Salaries (Equity, Non-Equity & Stage Manager)	\$0	\$200,000	\$0	\$200,000
2	Designers, Choreographers, Guest Directors	\$0	\$135,000	\$0	\$135,000
Totals:		\$0	\$335,000	\$0	\$335,000

43.5

43.6 Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Theatre Rental/Administrative Office	\$60,000	\$45,000	\$105,000
2	Storage Unit	\$15,000	\$0	\$15,000
3	Offsite Rentals	\$15,000	\$0	\$15,000
Totals:		\$90,000	\$45,000	\$135,000

43.7

43.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	ADV/PR/ Printing/Publications/Web	\$0	\$156,610	\$0	\$156,610
Totals:		\$0	\$156,610	\$0	\$156,610

43.9

Amount of Grant Funding Requested: \$90,000

Cash Match: \$1,187,258

In-Kind Match: \$45,000

Match Amount: \$1,232,258

Total Project Cost: \$1,322,258

44. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

44.1 Revenue: Admissions *

#	Description	Cash Match	Total	
1	Subscriptions/Individual Ticket Sales	\$284,384	\$284,384	
Totals:		\$0	\$284,384	\$284,384

44.2

44.3

44.4 Private Support: Corporate *

#	Description	Cash Match	Total	
1	Season Sponsors	\$125,000	\$125,000	
Totals:		\$0	\$125,000	\$125,000

44.5 Private Support: Foundation *

#	Description	Cash Match	Total	
1	Local/National Foundations	\$345,000	\$345,000	
Totals:		\$0	\$345,000	\$345,000

44.6 Private Support: Other *

#	Description	Cash Match	Total
1	Individual Donors/Pledge Programs	\$86,874	\$86,874
Totals:		\$0	\$86,874

44.7 Government Support: Federal *

#	Description	Cash Match	Total
1	Shakespeare in American Communities	\$25,000	\$25,000
Totals:		\$0	\$25,000

44.8

44.9 Government Support: Local/County *

#	Description	Cash Match	Total
1	Miami-Dade County Department of Cultural Affairs	\$310,000	\$310,000
2	City of Coral Gables	\$11,000	\$11,000
Totals:		\$0	\$321,000

44.10

Total Project Income: \$1,322,258

44.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$90,000	\$90,000	7%
B.	Cash Match	\$1,187,258	\$1,187,258	90%
	Total Cash	\$1,277,258	\$1,277,258	97%
C.	In-Kind	\$45,000	\$45,000	3%
	Total Proposal Budget	\$1,322,258	\$1,322,258	100%

45. Additional Proposal Budget Information (optional)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

46. Required Attachment List

Please upload your required attachments in the spaces provided.

46.1

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute W9 Form.pdf	33 [KB]	6/15/2021 2:07:27 PM	View file

47. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
GableStage-Support Doc 2_2019-20 Reviews.pdf	2019-2020 Reviews (last season produced)		185 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
GableStage_Support Doc 1-20192020Plays (1).pdf	2019-2020 Marketing Materials		1103 [KB]		View file
Miami New Times - Engage at GableStage.pdf	Article: Miami New Times		531 [KB]		View file
Obituary - Joseph Adler - Herald Site.pdf	Obituary: Joe Adler		12 [KB]		View file
Bari Newport - American Theatre.pdf	Article: American Theatre		108 [KB]		View file
GableStage Work Samples.pdf	GableStage Work Sample YouTube Links		60 [KB]		View file
FINAL Watson PLAYBILL 2.pdf	WATSON Playbill (final)		27040 [KB]		View file
Playhouse - Letter of Support - Biltmore (Gene Prescott).pdf	Letter of Support: G. Prescott, Biltmore Hotel		51 [KB]		View file
Playhouse - Letter of Support - Playwright - Tarell Alvin McCraney.pdf	Letter of Support: T. Alvin McCraney		167 [KB]		View file

J. Notification of International Travel Page 10 of 12

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

48. Notification of International Travel

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

K. Florida Single Audit Act Page 11 of 12

Florida Single Audit Act

In accordance with Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes, and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN (insert FEIN here) expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Florida Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

49. Florida Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with Section 215.197, Florida Statutes, Florida Single Audit Act and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit Page 12 of 12

50. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.039, Florida Administrative Code.

51. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Gablestage, 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.

51.1 Signature (Enter first and last name)

Bari Newport

