

Steinway Society of Central Florida, Inc.

Project Title: Piano Lesson Outreach Program

Grant Number: 23.c.pr.200.202

Date Submitted: Tuesday, June 1, 2021

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 Specific Cultural Project Grant Guidelines

Application Type

Proposal Type: Arts In Education


Funding Category: Arts Partnership

Discipline: N/A

Proposal Title: Piano Lesson Outreach Program

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Steinway Society of Central Florida, Inc. 
- b. **DBA:**
- c. **FEID:** 20-5532663
- d. **Phone number:** 407.339.3771
- e. **Principal Address:** 520 West Highway 436, #1140 Altamonte Springs, 32714-4058
- f. **Mailing Address:** 520 West Highway 436, #1140 Altamonte Springs, 32714-4058
- g. **Website:** www.steinwaysocietyorlando.com
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 079911919
- l. **Fiscal Year End Date:** 12/31

1. Grant Contact *

First Name

Jolene

Last Name

Patrou

Phone 321.277.2420

Email jolene.patrou@gmail.com

2. Additional Contact *

First Name

Walter

Last Name

Kovshik

Phone 407.719.3859

Email rbar192@aol.com

3. Authorized Official *

First Name

Walter

Last Name

Kovshik

Phone 407.719.3859

Email rbar192@aol.com

4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Arts Service Organization

4.3 Applicant Discipline

Music

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. What is your artistic discipline(s)? * Music

D. Quality of Offerings Page 4 of 12

10. Applicant Mission Statement - (500 characters) *

The Steinway Society of Central Florida's mission is to stimulate and nourish the musical knowledge and artistic talents of disadvantaged youth through piano study.

11. Project Description - (2000 characters)

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

The After-School Piano Lesson program aims to build a child's self-esteem and confidence through a regimen of discipline, cooperation, innovation, and creativity - all necessary tools in developing a positive academic and social life. The program will be tailored to the needs of each site and physical distancing guidelines will be applied if/when applicable. In general, classes accommodate 8-12 students, and will be available for three different levels based on age (ages 6- 9; 10-12, and 13-18).

11.1 Project 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

The Steinway Society experienced operational obstacles during the 2020-21 FY year. Changes were made to ensure safety for students during the pandemic, but still offer educational and inspiring programming. The Society monitors local ordinances and laws to ensure compliance for programming. Most of the Society's after-school programming lessons have shifted online and in-person lessons are limited in size.

The Steinway Society will provide its after-school piano programs to children in the most economically- challenged areas of Orange and Seminole County in 2020-23, with hope that more in-person instruction will resume in the grant period.

The piano program aims to build a child's self-esteem and confidence through a regimen of discipline, cooperation, innovation, and creativity - all necessary tools in developing a positive academic and social life.

Program Goals:

- to offer musical instruction to a broad sector of the population, especially those of limited

economic means and special needs;

- to provide opportunities for the constructive and creative use of leisure time, with the maximum development of students' skills, talents, and abilities;
- to inspire, motivate, and lead children on a path to artistic discovery, new experiences, and exciting possibilities.

Recognizing the critical role that adults play in childhood development, the program is designed to encourage active involvement from parents and other supportive adults.

The Society is researching the feasibility of expanding the Piano Lesson Program to provide an inclusive experience for children with special needs. Studies suggest that music therapy is effective for children with Down Syndrome, autism, cerebral palsy, and traumatic brain injury. This is a long-term goal for the Society and viability of the program is continually discussed by the Board of Directors.

11.2 Project Objectives (2000 characters)

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

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

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

Program Objectives:

- Increase enrollment, class attendance, and course completion for the Piano Lesson Program
- Use technology to reach new students with online programming
- Strive for students to learn and improve upon musical skills: listening, rhythmic awareness, and concepts of timbre; musical form; music reading; sight reading
- Help students improve school grades and attendance
- Help students attain at least 30 of the 40 Development Assets related to self-fulfillment, with such positive outcomes as improved self-esteem, confidence, self-discipline, attention to detail, and social interaction

Program objectives and success will be formally evaluated by Crystal Taylor of EduMatrix Innovative Solutions. EduMatrix develops metrics and evaluation systems for community-based organizations that serve economically-challenged populations. Consistent evaluation helps the Society identify trends, successes, and shortcomings to make improved programming decisions for the future.

11.3 Project Activities (2000 characters)

Please list the project or program activities.

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

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

Program Activities:

Piano Lessons will be offered at the following locations:

Paramore District in downtown Orlando

- New Image Youth Center
- Shiloh Baptist Church of Orlando
- Smith Community Center

Seminole County Locations

- Bentley Elementary School
- Casselberry Elementary School
- Winter Springs Elementary School
- Midway Elementary School

Orange County Locations

- Eccleston Elementary School
- Orange Center Elementary School
- Hankins Park Community Center
- The Levy-Hughes Clubhouse at the Academic Center for Excellence (ACE)

The need for physical distancing will be reviewed prior 20220-2023 grant period. Online programs and piano lessons may remain an alternative option for students even after physical distancing restrictions are lifted. This will be evaluated by the Society's Board of Directors as more information becomes available.

The program will be tailored to the needs of each site and physical distancing guidelines will be applied if/when applicable. In general, classes accommodate 8-12 students, and will be available for three different levels based on age (ages 6-9; 10-12, and 13-18). The Society engages the finest local piano teachers to ensure the highest artistic and programmatic quality.

The Society uses the Hal Leonard Student Piano Library Series for the piano curriculum. Weekly 45-minute lessons will be presented in a group format. Group piano instruction provides the extra benefit of camaraderie which arises among students in a group class. In turn, each student is motivated to work harder than if they were instructed privately.

The project uses cutting-edge technology to maintain student interest. Students will use the Yamaha NP-31 electronic keyboard, with weighted, touch-sensitive keys that give the feel of -and provides a piano sound similar to- a well-tuned acoustic piano. Weighing only 12 pounds, it is easily portable, allowing students to take it home to practice.

On-site piano labs utilize the Kawai CA48 Educational Piano, an industry leader in digital pianos and used for class piano by leading educational institutions throughout the world. Additional practice time at Piano Labs will be offered at each site for individuals to practice during the week to reinforce lessons and provide for self-paced practice.

Students who complete the course can qualify for an acoustic piano from the Society's Piano Bank and in turn, pursue more rigorous study through private lessons.

In addition to performance opportunities at three "Piano Gifting" ceremonies, students may participate in public recitals held at the conclusion of each semester. These recitals will be offered at the Steinway Piano Galleries or other appropriate venues to showcase students who are advanced and confident enough to perform in public.

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.

The Steinway Society continues to build partnerships with local organizations. The following partnerships and collaborations help the Society reach its target audience:

Shiloh Baptist Church sponsors community-based programs supporting downtown Orlando. Its new \$5 million Youth Center primarily serves Paramore residents spiritually, socially, and economically.

Callahan and Smith Neighborhood Centers provide programs for children ages 5-17, as well as adults. Its after school program, for students ages 5-14, offers recreational activities and homework tutoring.

The New Image Youth Center (NIYC) is a refuge from the unhealthy, dangerous, and sometimes deadly streets that young people encounter. The NIYC provides a place for kids, ages 5-19, to just be kids. Its programming focuses on family atmosphere, incorporated with life lessons and practical teachings.

Boys & Girls Club of Central Florida (BGCCF) provides children ages 6-18 a place to learn and grow during non-school hours. Programs provide a range of high-quality services to support learning and development, including: tutoring, and mentoring, academic enrichment, music, art, service learning, character education, physical education and recreational education, and dropout prevention.

The Walt Disney World Boys & Girls Clubhouse is located in the Orlando neighborhood Pine Hills. The Clubhouse provides a place where youth can take part in educational and mentoring programs, sports, and arts activities.

The Levy-Hughes Clubhouse, a new facility located at the Academic Center of Excellence School (ACE) in Orange County, is a new partnership. Almost 100% of children served at the Clubhouse qualify for free or reduced lunch.

Seminole County Public Schools and Orange County Public Schools are key partners to the success of the Piano Lesson Program. Steinway Society piano teachers work closely with the individual schools to plan and execute the piano lessons. Several after school programs are held at the schools.

Building strong relationships with community partners that are already focused on "at-risk" youth ensures that the Society's programs will reach the intended youth. Although most community partners do not contribute financially, each one is instrumental in helping identify and recruit program participants, as well as co-managing the programs at their respective sites

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?

The program uses a curriculum-based model, with four main elements-- experience, inquiry, creation and reflection--to engage and excite students, and to reinforce educational standards taught during the school day. Both State and National Standards in Music, Reading, and Mathematics are taught. This project will enable students to approach music through multiple intelligences: linguistic, logical/mathematical, spatial, musical, bodily-kinesthetic, interpersonal, and intrapersonal.

Aspects of evaluation include pre- and post-testing, with data collected at the beginning, middle, and end of the 10-week semesters. Extensive research has documented the correlation between piano study and improved academic performance and individual personal development. More importantly, these results are not related to family income, gender, family structure, or parental employment.

In addition to learning the piano, surveys demonstrate that 95% of all students in the program have maintained or improved their school grades from pre- to post-test, with 84% of students demonstrating improvement in Reading/Language Arts and Mathematics.

Also, 93% of students exhibit a marked reduction of incidences of problematic behavior; better interpersonal and social skills; and enhanced attention to detail, both personally and with school work; 95% have improved self-esteem and more self-confidence; 91% have improved school attendance; and 97% of program participants have shown increases in a minimum of 30 of the 40 Developmental Assets, which develop healthy family habits.

Most of the data collected by the Society is collected from the parents and guardians of the piano students in person. With the lessons being offered virtually, Steinway staff and volunteers do not have the same interactions with parents. The Society will review the data collection process and may implement a digital survey to collect data while virtual lessons are on-going.

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?

87

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

487

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

2,090

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

1,184

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

1,920

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?

7

18.2 Number of Florida artists directly involved?

7

Total number of individuals who will be engaged?

5201

19. How many individuals will benefit through media?

300

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) * No specific racial/ethnic group

20.2 Age Ranges (Choose all that apply): * Children/Youth (0-17 years)

20.3 Underserved/Distinct Groups: * Individuals below the Poverty Line
 Youth at Risk

21. Describe the demographics of your service area.

The demographics below are the most recent data available on datausa.com (2017-18) and Florida Department of Education (2021-2022). Many of the Society’s programs are held in minority-majority communities, meaning the area’s residential population is less than 50% white or non-Hispanic white. The poverty rate of these neighborhoods are significantly higher than both the State and National average, 12.7% and 13.1% respectively.

This project will focus on several areas in Orange and Seminole County that have disproportionately high rates of poverty and crime: 75% of the students in Seminole County schools and 100% of the students in Orange County schools where the Piano Lessons are provided are on free or reduced lunch.

Parramore is a neighborhood adjacent to downtown Orlando with 7,347 residents. While predominantly African-American (83%), Haitian immigrants comprise 13% of residents. Its median household income is \$13,613. In Parramore, there are 2,066 children—73% living in poverty.

Eatonville, one of the first self-governing all-black towns in America (incorporated in 1887) currently has

2,340 residents: African- American (77.7%), White (11.9%), and Hispanic (8.97%). 39.3% of Eatonville residents for whom poverty status is determined live below the poverty line.

Pine Hills, with 75,575 residents, is one of the most ethnically diverse neighborhoods in Orlando: African-American (70.3%); Hispanic (11.38%) White (8.6%) and Asian (2.71%). 27.7% of Pine Hills residents for whom poverty status is determined live below the poverty line

Seminole County is ranked #10 out of 67 Florida counties on SchoolDigger.com, using enrollment data, test scores, crime data, etc). The Title I Schools targeted by this project rank average or below average within the County. In aggregate, the schools with the Society;s programs are 44% White, 30% Hispanic, and 17% African-American; 68% of students are free/discounted lunch recipients.

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.

The Steinway Society after-school piano lessons program is the only local program that offers consistent rigor and regimen for students to engage not only for one year, but offers students a program to expand their skills and turn piano into a life-long hobby. Additionally, no other programs offer students the ability to receive a free piano -- the Steinway Society piano bank is one-of-a-kind opportunities offered to local students. All Steinway Society programs are free for students to participate.

1. Events: 11 classes x 4 semesters = 44; 10 recitals at public locations x 4 semesters = 40; 3 Giftings at Steinway Gallery = 87 total

2. Opportunities for Public Participation: 44 events x 10 weeks = 444; plus 40 recitals and 3 Giftings = 487 total

3. Adults: 2,000 adults at 40 recitals; plus 90 at 3 Giftings = 270; Total = 2,090

4. K-12 School Based Youth: 24 students at 4 Schools = 96 x 4 semesters = 384; plus 800 at 16 recitals; 1,184 total

5. Under 18 Non-School Based Youth: 30 students at 6 Orange locations = 180 x 4 semesters = 720; plus 1,200 at 24 recitals; 1,920 total

Artists: 1 piano teacher, 1 assistants, 5 music teachers = 7

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.

Orange

Seminole

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.

- Orange
- Seminole

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.

After-school piano lessons are available online for students to participate. On average, 100 students participate in weekly lessons via Zoom. Students actively participate in online lessons and parents/guardians have the opportunity to observe students during lessons.

In 2020, the Steinway Society offered both recitals and piano giftings virtually. While this was a new approach, it was the best option for safety of all participants -- not only for students and Steinway staff, but the volunteers and family members who provide on-going support to students while they study piano. Offering these opportunities online provided additional benefits for students -- families from across the Country were able to login and see the performances. Zoom performances were recorded and available to share.

The Society will continue online programming -- lessons, recitals, and giftings -- throughout 2021. The Board of Directors will continue to monitor best practices and safety protocols. Additionally, live streaming of recitals and piano giftings may be offered as another opportunity to reach our audience via social media.

As always, Steinway programming is free for everyone whether through participation in lessons or viewing as an audience member.

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.

After-school programs help prevent juvenile crime and violence, which costs the United States \$158 billion dollars annually. Keeping students busy between the crucial after-school hours of 3pm-7pm decreases their risk of becoming victims of crime, perpetrators of crime, and/or participating in gang related activities. Seminole County has disproportionately high rates of poverty and crime. Recent statistics from the Seminole County Office of Health Planning and Poverty Research reveal that 32% of children in Seminole County live below the poverty line whereas in Orange County it's 16%; In 2019, the State of Florida average was 12.7%.

A 2019 study by the London Institute of Education confirmed that studying music and playing on any instrument, even a simple noisemaker, increases the level of intelligence and improves the general well-being of a person. Music improves concentration, mood, and the immune system.

An article in the Journal of Educational Psychology, reported the positive correlation between IQ and music lessons for students 6-11 years old. The research identified that taking music lessons as a child predicts both academic performance and IQ. Additionally, music lessons are vital to develop skills used throughout a child's life -- focus and attention, memorization, and the mastery of a technical skill.

A Wallace Foundation study found wide variations in the actual costs of after school programs, ranging from \$449 to \$7,160 per child per year. Based on conservative estimates, the Steinway program costs an average of \$517 per student.

According to Fight Crime, Invest for Kids: Council for a Strong America, on average, there is a savings of \$3 for every \$1 invested in after-school programming. Likewise, access to after-school programs increases a child's future earning potential, improves their academic performance and reduces crime and welfare costs -- helping to extend long term effects and break the cycle of poverty.

To date, more than 200 students (ages 6-16) have been awarded pianos, as well as organizations and centers for community benefit. The free Piano Lesson Program has awarded music lessons, acoustic pianos, and electric keyboards valued in excess of \$1 million to more than 4,000 students since 2008.

Education and Outreach

This project addresses all five Focus Areas listed in application guidelines:

1. School-based arts education: The program provides a curriculum-based approach to piano education, designed to complement and enhance the core curriculum of the schools, using a sequential approach.
2. Programming that integrates the arts into underserved populations: The majority of participants in the Piano Lesson Program are minority individuals. Programs are targeted in areas with disproportionate levels of poverty.
3. Programming that brings together different generations: This project provides piano lessons to both youth and adults and encourages adults to become more involved in the lessons.
4. Technology...in music: The Society uses advanced electronic keyboards and educational pianos to incorporate technology into every lesson. Piano lessons are also available online to reach students who are unable to come to lessons on-site.
5. Community Arts Education: Giftings and recitals are an opportunity to welcome everyone - regardless of social and economic background - to share in the joy of music and learn the value of arts education.

The Steinway Society of Central Florida is aligned with the Florida Cultural Alliance and its belief that Arts Education is Essential:

- Arts education supports the social and emotional wellbeing of students
- Arts education nurtures the creation of a welcoming school environment where students can express themselves in a safe and positive way
- Arts education is part of a well-rounded education for all students as understood and supported by federal and state policymakers

27. Marketing and Promotion

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

Brochures

Collaborations

Direct Mail

Email Marketing

Organic Social Media

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?

The Society's marketing efforts include the following:

The Society will collaborate with school partners to market piano lessons and in-school piano programs. Teachers will help identify students to participate in these programs. Similarly, the Society will work with the Seminole County and Orange County School Systems to provide a synergistic collaboration for in-school programming.

The Steinway Society will promote this project on its website and Facebook page, in its newsletter, and through its mailings, which includes the use of the Constant Contact email marketing system. The Society participates in GuideStar's Donor Edge on-line research engine. This program builds community knowledge by making pertinent programmatic and financial data readily accessible to potential donors.

Additional strategic partners will be identified for the grant period. Finding partnering organizations with relatable youth-focused missions will help the Society bring their programs and mission to a greater population. Currently, the Society partners with the Central Florida Boys and Girls club and offers piano programming.

Newsletters are distributed highlighting successful students and programs. These newsletters are available on the website, mailed to constituents and available at the Steinway Galleries in Altamonte Springs (see support material). Once in-person programs resume, the Society will create and distribute an updated newsletter.

Parent surveys are conducted following the conclusion of the program(s). Results are included in the semi-annual Program Impact Report (see support material).

The Society understands the vast opportunities and distractions students have when deciding how best to use their leisure time. Marketing efforts will highlight the advanced technological aspects of the programs to better relate to current trends. This will help ensure that new students are retained, since studies suggest that programs of this type need to be implemented over a three-year period to be fully effective.

The Steinway Society aims to build community awareness through collaborative relationships. In May 2019, 90.7 WMFE-FM's Community Advisory Board selected the Steinway Society of Central Florida to receive \$2,500 in free on-air messages and announcements as the winner of its "Amplify Central Florida" Campaign. The contest brought together fans of arts organizations across Central Florida to choose their favorites. Out of 16 Central Florida arts organizations, the Society received the most "likes" and positive comments on WMFE's Facebook page.

The Society has collaborated with the Seminole County Cultural Arts Council and Wayne Densch Performing Arts Center to present “Pop Up Pianos,” featuring pianos painted by Central Florida artists displayed for four weeks throughout Seminole County. The public was able to play the pianos, and there were scheduled performances by professionals and “meet the artist” events. The pianos were auctioned at a gala Piano Idol event at the Wayne Densch Theater in Sanford, with the net profits split by the three organizations.

In 2016, the Steinway Society initiated an In-School Piano Program, based on the venerable model developed by the Van Cliburn Foundation in Fort Worth, Texas. The plan is to visit Central Florida public schools that currently do not have a music teacher. By targeting these 10,000 students in Grades 2 – 4, the Society will greatly broaden its outreach, as well as find new prospective participants for the Piano Lesson Program.

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.

The Steinway Society is committed to making all of its programs accessible to everyone, including:

1. persons with disabilities,
2. older adults,
3. culturally and economically underserved populations, and
4. minorities

Both Orange County Public School and Seminole County Public School buildings are accessible to all audiences, as well as the other Orange County facilities where Steinway Society programs are held (i.e.: The Walt Disney Clubhouse; New Image Youth Center; among others). The Seminole and Orange County Public School Districts have written 504 guidelines that explain the policy, procedures to achieve “reasonable accommodation,” evaluation guidelines, and grievance procedures to follow, if necessary. Facilities located within the Seminole and Orange County School Districts provide Blind and Wheelchair Accessibility, Assisted Listening Systems, Signed Language Interpretation, Closed Captioning, Volume Control Telephone and Telephone Typewriter, and Printed Materials available in Braille.

Since 2013, the Society has operated out of the Steinway Piano Galleries in Altamonte Springs. The galleries provide ideal accommodations for meetings, receptions, events, including Piano Giftings and recitals in its 125-seat recital hall. At that time, the Society undertook a self-evaluation of the new space, as well as its programs and activities, using the Section 504 Self-Evaluation Workbook published by the National Endowment for the Arts. The initial study revealed the restrooms at the new location needed to be renovated to meet ADA compliance regulations, which was successfully undertaken.

Since then, reviews have been conducted biennially to ensure compliance, with the most recent review during January-February 2019. These reviews confirmed that the facility currently meets and exceeds all ADA requirements regarding physical access.

Steinway Society representatives have participated in seminars and webinars presented by the Division of Cultural Affairs (in partnership with VSA Florida) and United Arts of Central Florida (Local Arts Agency for Orange County) in an effort to design, create, and implement successful accessible programming, events, and environments for patrons. In conjunction with *DESIGN FOR ACCESSIBILITY, A Cultural Administrator's Handbook*, the Society is working towards making its programs fully accessible to people with mobility, vision, and auditory disabilities.

It has been a long-term goal to engage music therapists to expand the Piano Lesson Program to reach

children with special needs. Studies indicate that music therapy has been proven effective for children with Down Syndrome, autism, cerebral palsy, and traumatic brain injury. Health professionals use music and all of its facets—physical, emotional, mental, social, aesthetic, and spiritual—to help people maintain and improve their health. This initiative will allow the Society to help address neurological, cognitive, medical, and psychological disabilities of its students.

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?

Gary R. Grimes, President

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? 5/1/2021

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

Yes

No

32.1 If yes include here:

The Steinway Society strives to ensure a diverse, inclusive, and equitable environment, where all staff, volunteers, students, teachers, and audience members—whatever their gender, race, ethnicity, national origin, age, sexual orientation or identity, education or disability—feel valued and respected. We are committed to a nondiscriminatory approach and provide equal opportunity for engagement and advancement in all of our departments, programs, and worksites. We respect and

value diverse life experiences and heritages and ensure that all voices are valued and heard.

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

The Steinway Society works with its partners to offer the program almost exclusively to Racially/Ethnically Diverse Communities that have disproportionately high rates of poverty and crime, including: Parramore, Pine Hills, Eatonville, and Midway.

Piano Lesson students average: African American 55%; Hispanic 20%; White 15%; Multiracial and Other 10%. Pianos awarded: 40% went to African Americans; 30% to Hispanics; and 20% to Asians; 10% to Whites. Scholarships: 40% to Hispanics, 25% to African Americans; and 20% to Asians; 15% to Whites. The Piano Lesson Program and the In-School Piano Program target Title I schools. On average, 88% of participating students qualify for the Free/Reduced Lunch Program.

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

Steinway Society Board of Directors has 16 members. Board demographics:

African-American: 31.3%

Hispanic: 6.3%

White: 62.5%

Female: 68.8%

Male: 31.2%

The Society operates with contract staff and two key positions are held by African-American women: Head Piano Teacher, Sylvia Ferguson and Independent Evaluator, Crystal Taylor. Both staff members serve a crucial role in developing the focus and direction of the organization.

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.

The Society has balanced its budget every year of its 14-year existence, with net assets of \$265,601 on its most recent IRS Form 990 Financial Statement. Of this, \$210,640 represents the inventory of pianos and keyboards. The Society maintains a Cash Reserve of \$30,000 (roughly 15 - 20 percent of its cash budget) to safeguard against unforeseen expenses.

Budgets reflect direct costs only. As a volunteer-led organization, with a working Board representing various areas of business acumen, administrative costs have been kept to a bare minimum. Virtually 100% of funds raised will go directly towards project expenses.

With a view towards long-term sustainability and stability, the Society has engaged its main piano teacher full-time to more effectively oversee and manage programming. However, programs are modular in nature and are not scheduled until sufficient funding is obtained.

The Steinway Society continually seeks to broaden, diversify, and increase sources of support to ensure that programs can be sustained. We are pursuing several multi-year commitments to budget future short-term income more accurately.

It is planned to build an endowment through the Central Florida Foundation, which ultimately will provide a more predictable stream of annual income. This will be started initially through bequests, but eventually more sophisticated planned giving vehicles (e.g., charitable gift annuities) will be used. The Society maintains a brokerage account and accepts appreciated securities as contributions.

We traditionally have not charged admission to events to make them truly accessible and available to the people we are most trying to reach. To increase earned income through ticket sales, we have added a Recital Series to the programming, as well as a nominal admission charge to events for non-members, in an attempt to increase membership.

36. Completed Fiscal Year End Date (m/d/yyyy) * 12/31/2020

37. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative			
2. Personnel: Programmatic			
3. Personnel: Technical/Production			

4.	Outside Fees and Services: Programmatic	\$29,103	\$40,000	\$45,000
5.	Outside Fees and Services: Other	\$3,760	\$6,500	\$10,500
6.	Space Rental, Rent or Mortgage			
7.	Travel	\$5,035	\$6,000	\$7,500
8.	Marketing	\$2,374	\$3,500	\$5,500
9.	Remaining Operating Expenses	\$32,764	\$46,500	\$63,500
A.	Total Cash Expenses	\$73,036	\$102,500	\$132,000
B.	In-kind Contributions	\$23,450	\$25,000	\$40,000
C.	Total Operating Expenses	\$96,486	\$127,500	\$172,000
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions		\$500	\$1,000
11.	Revenue: Contracted Services	\$1,700	\$1,500	\$2,000
12.	Revenue: Other	\$3,024	\$5,000	\$6,000
13.	Private Support: Corporate	\$11,200	\$11,500	\$11,500
14.	Private Support: Foundation	\$9,425	\$11,500	\$12,000
15.	Private Support: Other	\$29,819	\$36,500	\$49,500
16.	Government Support: Federal			
17.	Government Support: State/Regional		\$12,500	\$25,000

18. Government Support: Local/County	\$20,150	\$23,500	\$25,000
19. Applicant Cash			
D. Total Cash Income	\$75,318	\$102,500	\$132,000
B. In-kind Contributions	\$23,450	\$25,000	\$40,000
E. Total Operating Income	\$98,768	\$127,500	\$172,000

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."

The Society retained a surplus of \$2,282 from FY2020.

The Society is staying up-to-date on restrictions and anticipates returning to more activities in to coming FY and beyond.

9. Remaining Expenses: Primarily keyboards and costs to refurbish awarded pianos

B. In-kind: (1) donated space to present the programs and for piano storage, (2) donated artist and vendor fees from the Divas in Concert special event, and (3) artist fees from Giftings and In-School Program.

10. Admissions and 11. Contracted Services reflect the gradual inclusion of additional earned revenue sources to be developed in the future.

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	Program Managers (15 hours/week x 25/hr x 40 weeks)	\$0	\$0	\$15,000	\$15,000
Totals:		\$0	\$0	\$15,000	\$15,000

43.2

43.3

43.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Piano Teachers (18 classes; \$50/class; 40 weeks)	\$16,000	\$20,000	\$0	\$36,000
Totals:		\$16,000	\$20,000	\$0	\$36,000

43.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Independent Evaluator (\$500/month x 12 months)	\$2,000	\$4,000	\$0	\$6,000
2	Admin/Grant Support	\$0	\$6,870	\$0	\$6,870
Totals:		\$2,000	\$10,870	\$0	\$12,870

43.6 Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Rental Space at Steinway Piano Galleries	\$0	\$2,000	\$2,000
Totals:		\$0	\$2,000	\$2,000

43.7 Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Piano Moving Expenses	\$3,000	\$1,500	\$4,500
Totals:		\$3,000	\$1,500	\$4,500

43.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Advertising and Publicity	\$0	\$1,400	\$1,200	\$2,600
2	Public Relations	\$0	\$0	\$2,800	\$2,800
3	Postage/Communications	\$0	\$1,400	\$0	\$1,400
Totals:		\$0	\$2,800	\$4,000	\$6,800

43.9 Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
---	-------------	-------------	------------	---------------	-------

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Keyboards (58 @ \$250 each)	\$5,000	\$9,500	\$0	\$14,500
2	Stands & Cases for Keyboards (58 @ \$125 each)	\$0	\$7,830	\$0	\$7,830
3	Teacher Keyboards (2 @ \$2,250 each)	\$0	\$4,500	\$0	\$4,500
4	Digital Expansion	\$1,000	\$4,000	\$0	\$5,000
5	Educational Materials (music, books, study guides)	\$1,000	\$1,400	\$0	\$2,400
6	Recital Expenses (e.g., programs, piano tunings, etc.) @ \$200/month	\$0	\$2,400	\$0	\$2,400
7	Admin Expenses (e.g., background checks, increased liability, insurance, etc)	\$0	\$1,200	\$0	\$1,200
Totals:		\$7,000	\$30,830	\$0	\$37,830

Amount of Grant Funding Requested: \$25,000

Cash Match: \$67,500

In-Kind Match: \$22,500

Match Amount: \$90,000

Total Project Cost: \$115,000

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

44.2

44.3 Revenue: Other *

#	Description	Cash Match	Total	
1	Memberships	\$3,500	\$3,500	
Totals:		\$0	\$3,500	\$3,500

44.4 Private Support: Corporate *

#	Description	Cash Match	Total	
1	Steinway Piano Galleries	\$10,000	\$10,000	
Totals:		\$0	\$10,000	\$10,000

44.5 Private Support: Foundation *

#	Description	Cash Match	Total	
1	Helpful Hands	\$7,000	\$7,000	
Totals:		\$0	\$7,000	\$7,000

44.6 Private Support: Other *

#	Description	Cash Match	Total	
1	Individual Contributions	\$7,000	\$7,000	
2	Special Events	\$15,000	\$15,000	
Totals:		\$0	\$22,000	\$22,000

44.7

44.8

44.9 Government Support: Local/County *

#	Description	Cash Match	Total	
1	City of Orlando	\$10,000	\$10,000	
2	Seminole County	\$15,000	\$15,000	
Totals:		\$0	\$25,000	\$25,000

44.10**Total Project Income: \$115,000****44.11 Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	22%
B.	Cash Match	\$67,500	\$67,500	59%
	Total Cash	\$92,500	\$92,500	81%
C.	In-Kind	\$22,500	\$22,500	20%
	Total Proposal Budget	\$115,000	\$115,000	101%

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)
Steinway Society - 2021 Substitute Form W9 (1).pdf	53 [KB]	5/25/2021 9:36:56 AM	View file

46.2

Educational Materials

File Name	File Size	Uploaded On	View (opens in new window)
Guidebooks pdf.pdf	4720 [KB]	5/19/2021 2:57:03 PM	View file

47. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
Data Report - Steinway 2019.pdf	Program Impact Report	Program Impact Report (2019)	1081 [KB]		View file
Beginners Recital - Virtual 2020.mp4	Beginners Recital - Virtual	Online Virtual Recital 2020	36787 [KB]		View file
Introductory Video-Steinway.mp4	Intro Video - Steinway Society	Intro Video - Steinway Society	24647 [KB]		View file
Newsletter.pdf	Steinway Society Newsletter	Includes DOS logo examples	6254 [KB]		View file
Key Personnel - SS.pdf	Key Personnel Bios	Artistic and Program Personnel Bios	58 [KB]		View file
Search Institute.pdf	List of Developmental Assets	Developmental Assets (ages 5-18)	716 [KB]		View file
Advanced Recital (pre-Covid).mp4	Piano Monster Concert	The conclusion of the Pop-Up Piano Concert at the Wayne Densch Performing Arts Center: John Philip Sousa's THE STARS AND STRIPES FOREVER, played on 14 pianos by 14 student pianists (aged 7 - 19) who either placed in Steinway Society competitions or otherwise received a piano from the Steinway Society Piano Bank. Each piano was painted by a local artist, and sponsored by a local organization or business.	11949 [KB]		View file
Support for Steinway Programs - DOS.pdf	Letters of Support and Evaluations	Letters of support for Steinway programs; teacher/student arts edu surveys; parent and student feedback	1413 [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 Steinway Society of Central Florida, 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)

Walter Kovshik

