

# The Dance Now! Ensemble, Inc.

**Project Title:** Dance NOW! Miami 2023/24 General Program Support

**Grant Number:** 24.c.ps.101.009

**Request Amount:** \$55,258.00

## 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: Dance**

**Proposal Title: Dance NOW! Miami 2023/24 General Program Support**

## B. Contacts (Applicant Information) Page 2 of 12

### Applicant Information

- a. Organization Name: The Dance Now! Ensemble, Inc. 
- b. DBA: Diego Salterini
- c. FEID: 65-1005951
- d. Phone number: 305.975.8489
- e. Principal Address: 100 NW 131st St Miami, 33168
- f. Mailing Address: PO Box 416525 Miami Beach, 33141
- g. Website: [www.dancenowmiami.org](http://www.dancenowmiami.org)
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: MiamiDade
- k. UEI: M1MMHHVS6WC4
- l. Fiscal Year End Date: 06/30

#### 1. Grant Contact \*

**First Name**

Diego

**Last Name**

Salterini

**Phone** 305.975.8489

**Email** [info@dancenowmiami.org](mailto:info@dancenowmiami.org)

#### 2. Additional Contact \*

**First Name**

Hannah

**Last Name**

Baumgarten

**Phone** 305.975.8489

**Email** [info@dancenowmiami.org](mailto:info@dancenowmiami.org)

#### 3. Authorized Official \*

**First Name**

Diego

**Last Name**

Salterini

**Phone** 305.975.8489

**Email** info@dancenowmiami.org

#### **4. National Endowment for the Arts Descriptors**

##### **4.1. Applicant Status**

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Organization - Nonprofit

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##### **4.2. Institution Type**

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Performing Group

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##### **4.3. Applicant Discipline**

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Dance

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## C. Eligibility Page 3 of 12

### 1. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

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

- Yes (required for eligibility)
- No

### 3. Project start date: 7/1/2023 - Project End Date: 6/30/2024 \*

- Yes (required for eligibility)
- No

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

- Less than 1 year (not eligible)
- 1-2 years (required for eligibility for GPS and SCP)
- 3 or more years (required minimum to request more than \$50,000 in GPS)

## D. Quality of Offerings Page 4 of 12

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

Dance NOW! Miami's mission is to be a leading company of excellence, to create, promote and produce contemporary dance of the highest caliber and through performance, arts education, community leadership and innovative programming, nurture new talents, foster artistic collaborations and make the art of dance accessible to diverse audiences locally, nationally and internationally.

### 2. Programming Description - (2000 characters)

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

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Dance NOW! Miami (DNM), in its 22nd year since its incorporation, continues to demonstrate that with a clear vision, discipline and determination the production and presentation of contemporary dance of the highest caliber is always within reach no matter the challenges.

It is still very difficult to predict how the 2023/24 season will be, yet DNM, confident in its resilience and determination, proposes a comprehensive season of activities with multiple points of contact with its audiences locally, nationally and internationally as well as an increased online presence reaching the company's growing national and international following.

The season activities will continue to fulfill the company's mission to create high quality artistic programming, offer job security, retain talent and attract new artists, provide creative outlets, stimulate new initiatives, activate new venues, spearhead new collaborations and inspire younger generations of dancers; all the while maintaining a "traditional" company structure/programming, and entertaining its diverse audiences.

#### PROSCENIUM

The company's performances are staples of the South Florida cultural calendar presenting the Artistic Directors' original works as well as contemporary choreographers (New Voices) and bringing historic works of the 20th and 21st centuries to life (Masterpiece in Motion).

#### COMMUNITY & SITE SPECIFIC

Free or discounted performances in neighborhood venues, accessible to the company's patrons, local residents and tourists, contributing to the vibrancy of the local community.

#### EDUCATION

Reaching over 35,000 children in the past 22 years in collaboration with Miami Dade Public Schools and the Children's Trust, the company offers a minimum of one free long-term in-school residency, a minimum of two free Cultural Passport Performances at LHCC, and the

**World Dance Summer Intensive (partially sponsored by the City of Miami) with 100% of the students on full scholarship, annually.**

**DNM's Youth Ensemble created in collaboration with Miami Arts Charter, provides training, mentoring, scholarship and performance opportunities for highly talented youth; Salterini and Baumgarten's extensive network in the world of dance education creates connections for these "apprentices" to access some of the most renowned summer programs as well as companies and higher education institutions around the world.**

### **2.1. Programming Goals (2000 characters)**

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

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

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

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- To inform, inspire, educate, challenge and entertain audiences of all ages**
  - To imagine, produce, present and tour high quality dance**
  - To generate ongoing work for dancers, teachers, composers, designers and technicians**
  - To bring DNM's artistry to children and young adults locally, nationally and internationally**
  - To provide leadership within the community by mentoring new artists, creating new arts initiatives, and fostering new collaborations**
  - To offer full-time job opportunities to its artists**

### **2.2. Programming Objectives (2000 characters)**

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

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

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

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- 1. To support the production and presentation of 6 *main stage* concert and 8 *community* performances as well as additional events and touring.**
  - 2. To maintain a 24-week season for dancers, designers, and technicians**
  - 3. To increase the public profile and visibility of the company resulting in an increase of earned income from ticket sales and bookings by 15%**
  - 4. To increase DNM's audience base through social media and PR campaigns by 15%**
  - 5. To increase the number of children, youth and adults served by the company through outreach activities and community classes by 5%**
  - 6. To continue collaborations with local, regional and national arts organizations advocating the public value of arts and culture**

### **2.3. Programming Activities (2000 characters)**

Please list the project or program activities.

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

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

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

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#### **Objectives 1 & 2**

- Seek and secure funding
- Contract dates for venues/bookings
- Select and adjudicate participants for group shows and commissions
- Publicize and produce all activities
- Hire/contract artists, designers, technicians and collaborators

#### **Objectives 3 & 4**

- Plan and manage media relationships, image and publicity
- Secure national/international touring
- Perform in non-traditional spaces
- Participate in discount ticket programs (CultureShockMiami, Golden Tickets, Miami Beach Chamber, Gay and Lesbian Chamber, Convention & Visitor's Bureau)
- Participate in US/international festivals

#### **Objectives 5**

- Implement a full schedule of classes, in-school residencies and a summer intensive
- Perform for public school students
- Select schools for Educational Outreach
- Market educational activities

#### **Objective 6**

- Maintain memberships to Dance/USA, Florida Cultural Alliance, Dade Cultural Alliance and Americans for the Arts, NDEO, FDEO, Florida Cultural Alliance
- Actively lead the community by founding initiatives, support arts advocacy, serve on grant panels and advisory boards for emerging companies
- Collaborate with local arts agencies (Miami Dance Futures, Arts & Business Council, FDEO) to develop and expand arts programming in South Florida

#### **PROSCENIUM PERFORMANCES**

- Program I, Miami Theater Center, Miami Shores, Dec 9, 2023
- Program II, Miami Theater Center, Miami Shores, Apr 6, 2024
- Program III, Broward Center for the Performing Arts, Jun 7, 2024
- Program III Colony Theater, Miami Beach, Jun 8, 2024

#### **COMMUNITY PERFORMANCES**

- The Daniel Lewis Dance Sampler Oct 20-22, 2023, New World School of the Arts in Miami and at the Duncan Theater in Lake Worth, featuring South Florida companies and artists.

- Fall for Dance NOW!, North Beach, featuring students from the Dance NOW! Miami Youth Ensemble, Nov 12, 2023
- Men Who Dance, Broward Center For the Performing Arts, November 24-25, 2023
- An Evening at the Sanctuary, a repertory performance at the newly established Sanctuary of the Arts in Coral Gables, Mar 30, 2024

#### **SITE SPECIFIC PERFORMANCES**

- A Leprechauns' Holiday , March 17, 2024 two free performance in collaboration with the South Beach Chamber Ensemble at the Miami Beach Botanical Garden.
- Ekphrasis at the Monastery, Dec 3, 2023 Ancient Spanish Monastery

#### **TOURING**

**TBD**

### **2.4. Partnerships & Collaborations (2000 characters)**

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

**DNM is an intrinsically collaborative organization led by 2 individuals who have equal roles in the artistic vision and the administrative management.**

**In its 22 years, DNM has built long-lasting relationships with artistic/educational organizations and venues for programmatic activities, marketing and operational support. DNM would not be able to accomplish its wide array of programming without ongoing partnerships and collaborations from a broad net partners that inform and enhance the company's artistic vision, functionality and product.**

**Organizations: Limón Dance Company (NY), Limón Foundation (NY), Dança Em Dialogo (Braga, Portugal), Opus Ballet (Florence, Italy), Mexico City Ballet, South Beach Chamber Ensemble, ATMA Yogadance, Gerald Arpino Foundation, Humphrey Foundation, Bass Museum of Art, Collins Park Neighborhood Association, Little Haiti Cultural Complex (LHCC), The Rhythm Foundation, North Beach Bandshell (NBBS), Miami Theater Center, Florida Dance Education Organization (FDEO), Miami Arts Charter School, TAME Dance Academy, Duncan Theater, Broward center for the Performing Arts (BCPA), Miami Beach Chamber of Commerce, New World School of the Arts, Jewish Museum of Florida/FIU, Conchita Espinosa Academy, Tradysion Lakou Lakai, Delou Africa Dance Ensemble, Joffrey Ballet School of New York, AvidArts**

**Composers: Davidson Jaconello, DeLane Doyle, Federico Bonacossa, Aleksandar Djuric/LSD, Dorian Wallace, Jennifer Bernard-Merkowitz**

**Set Designers: EC Architecture and Design, BFB Designs**

**Visual Artists: Federico Uribe, Metta Tommerup, Francisco Moraga**

**Fashion/Costume Designers: Renato Armijo, Haydee Morales, Maria Morales, Alberto Arroyo**

**Lighting Designers: Bruce F. Brown, Joshua Gumbinner**



**Actors: Susie Kreitman-Taylor, Marc Durso**

**Writer: Janée Baugher**

**Residencies at LHCC and NBBS and the Artist Access Grant from BCPA provide Dance NOW! discounted rental rates and marketing support.**

**Affiliations with the Miami Dade Public Schools, FDEO/NDEO -, Dade Association of Dance Educators and the Foundation for New Education Initiatives give credibility and promote the success of DNM's educational components.**

**Marketing collaborations with non-profits including Miami Dance Hub, Arts Ballet Theater, Miami Dade College, Miami Dance Futures, Ballet Flamenco La Rosa, Karen Peterson & Dancers, and Dimensions Dance Theatre amplify DNM's reach in the community via eblasts and social media shares.**

## E. Impact - Reach Page 5 of 12

For questions 1-6, do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

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

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18

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

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292

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

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7,988

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

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3,760

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

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850

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

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This

figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

**6.1. Number of artists directly involved?**

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165

**6.2. Number of Florida artists directly involved?**

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150

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

12763

**7. How many individuals will benefit through media?**

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1,000,000

**8. Proposed Beneficiaries of Project**

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

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

No specific racial/ethnic group

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

No specific age group.

**8.3. Underserved/Distinct Groups: \***

No specific underserved/distinct group

**9. Describe the demographics of your service area. (2000 characters)**

Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and employment.

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**DNM's main seasonal programming reaches the Greater Miami Metropolitan Area**

**Demographics:**

70% White of which 31% White Hispanic, 21% Black or African American, 2.6% Asian and 6.9% other. The total percentage of Latinos or Hispanics of any race is 46%. 37% of the Greater Miami Metropolitan Area are foreign born with 48% speaking a language at home other than English.

The national and international touring as well as the online presence significantly increases Dance NOW! Miami capacity to reach an even broader range of demographics often hard to track

**10. Additional impact/participation numbers information (optional) (1500 characters)**

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

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

- Broward
- Miami-Dade
- Palm Beach

**12. What counties does your organization serve?**

- Broward
- Miami-Dade
- Palm Beach

**13. Describe your virtual programming. Only for applicants with virtual programming. (2500 characters)**

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

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The Covid-19 crisis gave Dance NOW! Miami an opportunity to increase its online presence and develop new methods of creating and disseminating its work. During the pandemic, the company released 16 Covid(eos), a series of dance video shorts, relevant to the moment, shifted all of its educational programming online in its commitment to public school students and offered three online/live streamed performance events.

While DNM is ready and capable of shifting all of its activities online if necessary, the company will continue to focus and invest in live in-person activities, yet it will make some of its work available online for viewing after each performance.

**14. Proposal Impact (3500 characters)**

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

**Organizations:** Include education and outreach activities.

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

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Dance NOW!'s economic impact is demonstrated by the company's ability to steadily grow its budget while, in the past two years, virtually eliminating its accumulated debt

As a year-round organization the company creates jobs for choreographers, dancers, lighting, costume and set designers, theatre technicians, dance teachers, composers, musicians and guest choreographers. The stability of this twentyone-year-old organization encourages high quality professionals to stay and invest in South Florida instead of looking for work in other major cities; many former company dancers have established spin off companies, dance studios and schools, increasing economic impact specifically in the arts, supporting the growth and vitality of the community.

This proposal's activities impact the local economy specifically in several areas. Each performance event includes rental of facilities, equipment and employment of theatre staff, printing and distribution of marketing materials, concessions, and the expenses for audience members of tickets, parking, dining, etc.

South Florida actively markets itself as a cultural destination; Dance NOW!'s Proscenium Performances with high profile guest artists, contribute to the vibrancy of the local arts calendar, increasing the overall cultural value and attracting national and international tourists while serving full-time and seasonal residents alike.

The Community Performances are specifically created to reach economically and socially diverse audiences by bringing the arts into people's backyards, impacting surrounding businesses and participating facilities.

The Educational Outreach has a long-range economic impact. By exposing young people to the arts as well as training youth for careers in dance and dance related fields; the investment comes to fruition when these children become artists, arts audiences and patrons, themselves.

Dance NOW!'s greatest economic impact is in the Little Haiti Cultural Complex neighborhood. Little Haiti is an area that is 65% Black/African American with a median household income of about \$19,000. Single-mother households constitute over 20% of households and over 44% of the population was born outside of the U.S. DNM's residency at LHCC over the past eleven years has offered dance education and performance events in a neighborhood where such activities were few and far between. The ongoing activities draw new audiences and encourage economically diverse populations to come together in a neighborhood which is only now recovering from a reputation as being unsafe and flourishing with many recurring cultural activities and new development investments such as the Magic City Innovation District Plans. The foot traffic created by these events positively impacts the surrounding businesses and the growth of community.

In return, the broad range of activities included in this project impacts Dance NOW! by creating ongoing work for its artists, teachers, technicians and staff, by creating a platform for artistic development and mentoring, by generating new revenue sources, by creating new collaborations within the community and by expanding the company's base of operation.

## 15. Marketing and Promotion

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

- Collaborations
- Direct Mail
- Email Marketing
- Newsletter
- Newspaper
- Radio
- Organic Social Media
- Paid Social Media
- Other

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

How are you marketing and promoting your organizations offerings?

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Marketing campaigns, headed by Robert Rosenberg, P.R. and Marketing Director, in conjunction with recently elected Board member and M.B.A. in Marketing, Algeria Bridges, promote positive connections with the press, and encourage coverage focusing attention on the high artistic quality and community building activities of the company, target special interest stories with Press for each event and disseminate a comprehensive institutional marketing via press and social media.

Projected goals for each major project include a minimum of 2 feature print or internet stories, 2 smaller print/internet items, at least 1 TV/radio interview, 7 major calendar items, 6 partner promotions, and show-specific discounted advertising contracts. Press, marketing and paid advertising target venue area publications and community calendars utilizing the draw of each performance's theme, augmenting marketing efforts to reach the local and tourist community and including an extensive viral campaign.

Marketing includes: a comprehensive press release program designed by Rosenberg; listing in DNM's website and on each venue's calendar of events, website and publications; production and distribution of 7,500 cards and 100 posters per event; print, radio and internet advertising on media including Miami Herald, El Nuevo Herald, KCC Productions, WLRN and WDNA, Sun Sentinel, Around Town Magazine, Culture Owl, New Times, MiamiArtZine; collaborations and partner promotions with arts/educational institutions and organizations such as New World School of the Arts, Miami Dance Futures, Bass Museum, Ballet Flamenco La Rosa, Miami Dance Hub, Arts Ballet Theatre, Florida Dance Education Organization; major performing arts presenters including the Arsht Center, South Miami Dade Cultural Arts Center and Miami Light Project provide e-blasts reaching over 750,000 names from combined sources including DNM, New Times and KCC Productions with patrons from Miami-Dade to Palm Beach Counties and features on area and national dance and music blogs.

DNM's marketing is integrally connected to social media using viral marketing on Facebook, Twitter and Instagram both free and purchased, reaching over 500,000 members through company networks; targeted Facebook advertising reaching over 750,000 demographically

**appropriate users; DNM's educational programs promote events through in-school networks and extend free and discounted tickets to participating students and those in need.**

**Collaborations with the Greater Miami Convention and Visitor's Bureau and DNM's Hotel Concierge Liaison Programs are specifically geared toward reaching tourist populations. Former VP of Cultural Tourism, George Neary, serves on DNM's Advisory Board and is active in creating new relationships for the company including through his chairmanship of the Miami Beach Sister Cities Committee and the Miami Beach Chamber of Commerce.**

**Media Collaborators/Sponsors/Partners include WLRN and WDNA radio and MiamiArtZine. These sponsors provide press release blasts, branded support, e-flyers, internet and radio advertising, online previews, articles, reviews, event banners, ticket giveaways and listings. Artburst.com provides previews and reviews of the company's performances. DNM's relationship with GMCVB provides outlets for promotion, reaching an estimated 200,000 subscribers, Miami ArtZine reaches over 100,000 online subscribers in 90 countries combined with over 1 million hits per year.**

**DNM recognizes sponsors in Press Releases, on its website and season brochures for a full year, on all printed and electronic marketing collateral, in concert program book and announced at events.**

**Please see attached Marketing Detail and SWOT Analysis for complete information**

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

**1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. In addition to your facility, what specific step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community? (3500 characters)**

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at [dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility](https://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.

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All primary venues to be used are fully ADA-compliant and accessible – the Little Haiti Cultural Complex, the Miami Theater Center, Broward Center for the Performing Arts, the Duncan Theater, The Miami Beach Botanical Garden, the Ancient Spanish Monastery, the North Beach Bandshell and all participating public schools. Diego Salterini is the public contact and accessibility coordinator for anyone requesting accommodations and all information and marketing materials are accessible online and through email upon request providing for large-print sizing and accessibility symbols are placed on all marketing materials.

Most if not all the venues have the following:

- Ground-level/no-step entry, ramped access, and elevators.
- Integrated and dispersed wheelchair seating in assembly areas.
- Wheelchair-accessible box office, stage/backstage, meeting, and dressing rooms.
- Accessible studio, classroom, and work spaces.
- Wheelchair-accessible restrooms and water fountains.
- Directional signage for accessible entrances, restrooms, and other facilities.

### 2. Policies and Procedures

Yes

No

### 3. Staff Person for Accessibility Compliance

Yes

No

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



#### 4. Section 504 Self Evaluation

- Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.
- Yes, the applicant completed the Abbreviated Accessibility Checklist.
- No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

4.1. If yes, when was the evaluation completed? 4/1/2022

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

- Yes
- No

5.1. If yes include here. (500 characters)

#### 6. Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all? (2000 characters)

Beyond conducting all activities in ADA compliant venues, the essence of DNM seasonal programming is designed following its mission to create, promote and present contemporary dance of the highest caliber accessible to diverse audiences locally, nationally and internationally. The company creates a multi-faceted season which includes traditional proscenium concerts with highly discounted/free ticking availability, site-specific events and community performance in neighborhood venues, free in-school educational programs and full scholarships to its annual summer intensive, all assuring that its programming reaches economically, culturally and geographically diverse audiences and participants. In addition DNM participates in Miami Dade County's Golden Ticket and Culture Shock programs providing access to youth and seniors and DNM has a policy that no one should ever be turned away at the door for lack of funds.

#### 7. Describe the Diversity of your staff, volunteers, and board members. (1000 characters)

Dance NOW! is a diverse organization in all level of its personnel. Board and Artistic Staff include Caucasians, Asians and Blacks as well as mixed race and White Hispanics. The overall company make up is 70% women and 30% men with 15% foreign born and includes members of multiple religions as well as the LGBTQ community.

# G. Track Record Page 7 of 12

## **1. Organization History (2000 characters)**

Briefly describe your organization's history including founding dates and significant changes in management, location, mission, etc. Also, include major accomplishments and program growth, adaptation to external factors and significant relationships and partnerships.

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**DNM, founded in 2000 by Artistic Directors Hannah Baumgarten and Diego Salterini, is a beacon of homegrown, world-class art; a brand that is honored, presented, and recognized nationally and internationally.**

**The artistic work of the company is based on a two-decades long investigation and fusion of ballet, modern, and jazz dance, now recognized around the world as contemporary dance. The company serves as a model for collaboration and entrepreneurship headed by two individuals from different continents who intersected and made Miami their home, creating an organization that now leads the South Florida dance community.**

**DNM presents several major projects annually, including original work from the Artistic Directors, created individually and collaboratively as well as the Masterpiece in Motion series honoring the rich legacy of dance through the reconstruction of historic works of ballet and modern dance from the 20th and 21st Century. Dance NOW! also presents branded, immersive, site-specific performances that take place in museums, galleries and architectural sites called the Ekphrasis Project, bringing together different art forms. Dance NOW! has collaborated with over 200 artists and organizations nationally and internationally and the company leads the South Florida dance community with initiatives such as the Daniel Lewis Dance Sampler and New Voices (featuring choreographers from the national arena and exposing Florida audiences to the newest trends in contemporary dance).**

**Dance NOW! has been presented and met with accolades in 16 states and on 3 continents, from Portugal to Brazil, Mexico, Honduras and Italy, while maintaining a commitment to present a full season of dance in South Florida.**

**DNM has reached over 35,000 children in South Florida alone through its in-school residencies, the World Dance Summer Intensive, and performances throughout the community and from its home at the Little Haiti Cultural Complex. The Dance NOW! Youth Ensemble, founded in 2019 in collaboration with Miami Arts Charter, provides performance, mentoring and scholarship opportunities to some of the regions most talented students.**

**During the COVID-19 crisis, Dance NOW! led the dance community with the release of the Covid(eos), a series of dance video shorts, relevant to the moment and providing new content for its audiences while continuing its artistic mission.**

## **2. Fiscal Condition and Sustainability (2000 characters)**

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

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During the economic crisis caused by the pandemic, DNM, through intuitive budget adjustment, was able to virtually eliminate its accumulated debt while also increasing the number of contracted weeks for its artists. The company demonstrated great agility and foresight and is facing its third decade from a very strong standing point.

The DNM 2023/24 season follows the steady organizational growth of the company and maintains its high profile in the community and beyond. To sustain budgets, Dance NOW! continues to seek new funding streams as well as secure its traditional sources: admissions, grants, foundations, bookings, corporate and private donations. The company's annual fundraising Gala specifically supports its educational activities and the Board of Directors implements four additional fundraising campaigns annually. In the past four seasons Dance NOW! garnered new funding sources including Funding Arts Broward, Miami-Dade County's Cultural Development Grants, the Sara Solomon Charitable Fund, the Cornelia T Bailey Foundation, the Miami Foundation, the Knight Foundation, The Kirk Foundtaion and the Foundation for New Educational Initiatives; all raising the overall company budget as well as its recognition at the national funding level.

DNM's Board strategies for financial stabilization continue to work toward establishing part-time administrative staff positions and recruitment of major community players with strong affiliations to business and the arts.

DNM annually renews its five-year artistic plan to expand the company's repertory and activities, making the organization more marketable and competitive at the national and international level.

The stability provided by the residency at LHCC and the rental waivers at several major venues allow Dance NOW! to expand its activities and maintain its performance seasons without greatly increasing expenses and provide leverage for future funding, thereby growing the overall company budget and organizational structure; as the company's budget increases, DNM becomes eligible to apply for grants with higher financial caps at the State and Local level.

The company continues to develop both national and international touring, important for recognition and revenue and the Directors attend development workshops in order to increase fundraising capacity.

### **3. Program Evaluation (2000 characters)**

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

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The Dance Now! 2023/24 Season will be evaluated based on the following criteria:

- Completion of work and production in relationship to budget and time
- Success of marketing campaigns
- Artistic merit
- Attendance
- Audience growth
- Audience response through surveys, email list growth, letters and donations

- **Media/critical response**
- **Impact of projects on organizational growth**

The methods used to evaluate the programming will be:

- **Budget income/expense analysis and evaluation**
- **Press reviews**
- **Board evaluation**
- **Post performance Q&A sessions**
- **Future bookings for performances and outreach**
- **Participating artists' self-evaluation**
- **Ticket sales**
- **Overall attendance**
- **Comparison between prior and current events/years**
- **Survey analysis**
- **Online response (email sign up and donations)**

The findings will be used to:

- **Better structure future budgets, rehearsal and production timelines**
- **Improve the artistic collaborative process**
- **Improve the organizational collaborative process**
- **Grow as individual artists and as an artistic organization**
- **Learn about the marketability of the work created to better structure future marketing campaigns**
- **Maintain current audiences and create new target audiences**
- **Maintain and improve ongoing relationships with institutions and collaborators**
- **Garner new board members and funders**

In addition, DNM Board of Directors participate in an annual Board retreat to evaluate and discuss the organization's successes and failures as reflected in the above evaluation methods. These Board retreats are conducted in the absence of the two Artistic Directors to allow more open discussions and the results and suggestions for future seasons are compiled and presented at the first board meeting. At that time new strategies are developed particularly in the areas of fundraising, marketing and board development.

### **3.1. Describe the expected outcomes of the project. How will you determine the success of the project? (2000 characters)**

This project follows the mandate of the company's mission and the expected outcomes are to create, promote and produce contemporary dance of the highest caliber and through performance, arts education, community leadership and innovative programming, nurture new talents, foster artistic collaborations and make the art of dance accessible to diverse audiences locally, nationally and internationally.

Achievement of these outcomes will be determined through the evaluation methods mentioned above. While each Board meeting includes a specific recap and initial evaluation of specific activities and performances, once a year, in a Board retreat setting, each season is evaluated in its entirety and strategies are developed to either stay or steer the course based on the findings.

**4. Completed Fiscal Year End Date (m/d/yyyy) \* 6/30/2021****5. Operating Budget Summary**

<b>Expenses</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
<b>1. Personnel: Administrative</b>	<b>\$65,845</b>	<b>\$79,455</b>	<b>\$85,000</b>
<b>2. Personnel: Programmatic</b>	<b>\$79,983</b>	<b>\$85,000</b>	<b>\$85,000</b>
<b>3. Personnel: Technical/Production</b>	<b>\$25,688</b>	<b>\$34,150</b>	<b>\$35,000</b>
<b>4. Outside Fees and Services: Programmatic</b>	<b>\$20,000</b>	<b>\$19,300</b>	<b>\$25,000</b>
<b>5. Outside Fees and Services: Other</b>	<b>\$10,000</b>	<b>\$15,000</b>	<b>\$15,000</b>
<b>6. Space Rental, Rent or Mortgage</b>	<b>\$15,000</b>	<b>\$18,000</b>	<b>\$21,000</b>
<b>7. Travel</b>	<b>\$21,387</b>	<b>\$11,500</b>	<b>\$20,000</b>
<b>8. Marketing</b>	<b>\$29,500</b>	<b>\$32,500</b>	<b>\$34,000</b>
<b>9. Remaining Operating Expenses</b>	<b>\$65,000</b>	<b>\$60,000</b>	<b>\$71,500</b>
<b>A. Total Cash Expenses</b>	<b>\$332,403</b>	<b>\$354,905</b>	<b>\$391,500</b>
<b>B. In-kind Contributions</b>	<b>\$70,000</b>	<b>\$70,000</b>	<b>\$70,000</b>
<b>C. Total Operating Expenses</b>	<b>\$402,403</b>	<b>\$424,905</b>	<b>\$461,500</b>
<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
<b>10. Revenue: Admissions</b>	<b>\$13,501</b>	<b>\$17,800</b>	<b>\$20,000</b>
<b>11. Revenue: Contracted Services</b>	<b>\$32,558</b>	<b>\$30,450</b>	<b>\$30,000</b>

12. Revenue: Other		\$920	\$1,000
13. Private Support: Corporate	\$5,100	\$3,027	\$5,500
14. Private Support: Foundation	\$76,500	\$60,000	\$60,000
15. Private Support: Other	\$53,880	\$48,500	\$55,000
16. Government Support: Federal		\$15,000	\$15,000
17. Government Support: State/Regional	\$14,404	\$24,860	\$40,000
18. Government Support: Local/County	\$135,607	\$141,248	\$160,000
19. Applicant Cash		\$13,100	
D. Total Cash Income	\$331,550	\$354,905	\$386,500
B. In-kind Contributions	\$70,000	\$70,000	\$70,000
E. Total Operating Income	\$401,550	\$424,905	\$456,500

## 6. Additional Operating Budget Information (1000 characters)

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

The small short fall of \$853 reported in FY 2020/21 is due to the fact that half of the Miami beach Cultural Presenter grant (\$8055) arrived 2 month after DNM's Fiscal Year end of June 30. If the grant would have arrived on time, DNM's budget would have reported a surplus of \$7202.

The significant jump in line item 17 between column B and C is due to the fact the fortunate decision by the Florida's State Government to fully fund the grant category DNM could apply for.

## 7. 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

**8. Hours \***

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

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

- Yes
- No

**10. Rural Economic Development Initiative (REDI) and Underserved Waiver**

- Yes
- No

# H. Budget Page 8 of 12

## 1. Proposal Budget Expenses:

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

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (these are earned or contributed funds supplied by your organization)
- c. In-kind (the value of donated goods and services)
- d. Save each individual line within the budget.
- e. To update budget totals, save each page.

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

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

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

### 1.1. Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	2 Administrators	\$45,000	\$45,000	\$20,000	\$110,000
<b>Totals:</b>		<b>\$45,000</b>	<b>\$45,000</b>	<b>\$20,000</b>	<b>\$110,000</b>

### 1.2. Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	10 Dancers/Artists	\$10,258	\$74,767	\$0	\$85,025
<b>Totals:</b>		<b>\$10,258</b>	<b>\$74,767</b>	<b>\$0</b>	<b>\$85,025</b>

### 1.3. Personnel: Technical/Production \*



#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Technical Personnel and services for self produced productions	\$0	\$35,000	\$0	\$35,000
<b>Totals:</b>		<b>\$0</b>	<b>\$35,000</b>	<b>\$0</b>	<b>\$35,000</b>

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

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Guest choreographers, repetiteur, music composers, costume and set designers	\$0	\$30,000	\$5,000	\$35,000
<b>Totals:</b>		<b>\$0</b>	<b>\$30,000</b>	<b>\$5,000</b>	<b>\$35,000</b>

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

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Legal services, accounting, Photo, Video, Physical Therapy	\$0	\$15,000	\$20,000	\$35,000
<b>Totals:</b>		<b>\$0</b>	<b>\$15,000</b>	<b>\$20,000</b>	<b>\$35,000</b>

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

#	Description	Cash Match	In-Kind Match	Total
1	Theater and Studio Rentals	\$21,000	\$10,000	\$31,000
<b>Totals:</b>		<b>\$21,000</b>	<b>\$10,000</b>	<b>\$31,000</b>

#### 1.7. Travel (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	National and International Touring	\$20,000	\$0	\$20,000
<b>Totals:</b>		<b>\$20,000</b>	<b>\$0</b>	<b>\$20,000</b>

#### 1.8. Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing, Web Design, Advertising, Promotions and Public Relations	\$0	\$40,000	\$10,000	\$50,000
<b>Totals:</b>		<b>\$0</b>	<b>\$40,000</b>	<b>\$10,000</b>	<b>\$50,000</b>

**1.9. Remaining Proposal Expenses \***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Office, utilities, Banking, Insurance, Supplies and Materials, Housing and Per Diem, Overhead	\$0	\$49,000	\$5,000	\$54,000
<b>Totals:</b>		<b>\$0</b>	<b>\$49,000</b>	<b>\$5,000</b>	<b>\$54,000</b>

**1.10. Amount of Grant Funding Requested:**

\$55,258

**1.11. Cash Match:**

\$329,767

**1.12. In-Kind Match:**

\$70,000

**1.13. Match Amount:**

\$399,767

**1.14. Total Project Cost:**

\$455,025

**2. 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.

**2.1. Revenue: Admissions \***

#	Description	Cash Match	Total
1	Perfomances	\$25,000	\$25,000
<b>Totals:</b>		<b>\$0</b>	<b>\$25,000</b>

## 2.2. Revenue: Contracted Services \*

#	Description	Cash Match	Total
1	Bookings	\$25,000	\$25,000
<b>Totals:</b>		<b>\$0</b>	<b>\$25,000</b>

## 2.3. Revenue: Other \*

### 2.4. Private Support: Corporate \*

#	Description	Cash Match	Total
1	Greater Miami & Convention Visitors Bureau	\$2,500	\$2,500
2	Miami Beach Chamber of Commerce	\$3,000	\$3,000
<b>Totals:</b>		<b>\$0</b>	<b>\$5,500</b>

### 2.5. Private Support: Foundation \*

#	Description	Cash Match	Total
1	Funding Arts Network, Funding Arts Broward, Citizens Interested in Arts, Miami Salon Group, Cornelia T Bailey Foundation, Sara Solomon Trust, Samara Fund, The Kirk Foundation	\$60,000	\$60,000
<b>Totals:</b>		<b>\$0</b>	<b>\$60,000</b>

### 2.6. Private Support: Other \*

#	Description	Cash Match	Total
1	Individual Donors	\$54,267	\$54,267
<b>Totals:</b>		<b>\$0</b>	<b>\$54,267</b>

**2.7. Government Support: Federal \***

**2.8. Government Support: Regional \***

**2.9. Government Support: Local/County \***

#	Description	Cash Match	Total
1	Miami_ Dade County Department of Cultural Affairs and City of Miami Beach Cultural Affairs Council	\$160,000	\$160,000
<b>Totals:</b>		<b>\$0</b>	<b>\$160,000</b>

**2.10. Applicant Cash \***

**2.11. Total Project Income:**

\$455,025

**2.12. Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$55,258	\$55,258	12%
B.	Cash Match	\$329,767	\$329,767	72%
	<b>Total Cash</b>	<b>\$385,025</b>	<b>\$385,025</b>	<b>84%</b>
C.	In-Kind	\$70,000	\$70,000	15%
	<b>Total Proposal Budget</b>	<b>\$455,025</b>	<b>\$455,025</b>	<b>99%</b>

**3. Additional Proposal Budget Information (optional) (1000 characters)**

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

# I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

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

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

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

## 1. Required Attachment List

Please upload your required attachments in the spaces provided.

### 1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
WFServlet.pdf	33 [KB]	4/14/2022 11:07:04 AM	<a href="#">View file</a>

### 1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
2020-2021 990.pdf	483 [KB]	4/14/2022 11:09:26 AM	<a href="#">View file</a>

## 2. Support materials (required)\*

<b>File</b>	<b>Title</b>	<b>Description</b>	<b>Size</b>	<b>Type</b>	<b>View (opens in new window)</b>
<b>DNM_Press_Binder_2022_small.pdf</b>	<b>Press Binder 2022</b>		<b>10367 [KB]</b>		<b>View file</b>
<b>DNM_Support_2_-_flyers_and_programs.pdf</b>	<b>Flyers and Programs</b>		<b>13405 [KB]</b>		<b>View file</b>
<b>DNM Video Support.pdf</b>	<b>Work Samples - Video Links</b>		<b>27 [KB]</b>		<b>View file</b>
<b>DNM_2022_marketing_and_SWOT.pdf</b>	<b>Marketing Plans and SWOT Analysis</b>	<b>Detailed marketing analysis and plans, plus organizational SWOT analysis</b>	<b>254 [KB]</b>		<b>View file</b>
<b>DNM_Board_Contact_202223_Jk0vf1q.pdf</b>	<b>Board of Directors and Advisory Board</b>		<b>129 [KB]</b>		<b>View file</b>
<b>DNM_Key_Artistic_personnel_202223.pdf</b>	<b>Key Artistic Personnel</b>		<b>61 [KB]</b>		<b>View file</b>
<b>DNM_Directors_and_Staff_202223.pdf</b>	<b>Artistic directors and Staff</b>		<b>36 [KB]</b>		<b>View file</b>
<b>DNM Sample Educational Support Letters.pdf</b>	<b>Education: In School Residencies Support Letters</b>		<b>6694 [KB]</b>		<b>View file</b>

2.1.

# J. Notification of International Travel Page 10 of 12

## Notification of International Travel

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

### 1. Notification of International Travel

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

# K. 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](http://dosgrants.com) following the close of your fiscal year.

### 1. 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

## 1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.036, Florida Administrative Code.

## 2. Review and Submit

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

### 2.1. Signature (Enter first and last name)

Diego Salterini

