

Choral Masterworks Festival, Inc.

Project Title: The Master Chorale of Tampa Bay 2023-2024 Season

Grant Number: 24.c.ps.102.471

Date Submitted: Wednesday, June 1, 2022

Request Amount: \$40,000.00

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 1

Discipline: Music

Proposal Title: The Master Chorale of Tampa Bay 2023-2024 Season

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: Choral Masterworks Festival, Inc. 
- b. DBA: The Master Chorale of Tampa Bay
- c. FEID: 59-2877120
- d. Phone number: 813.355.9079
- e. Principal Address: 3755 USF Holly Drive Tampa, 33620-0001
- f. Mailing Address: 30382 USF Holly Drive Tampa, 33620-3038
- g. Website: <https://www.masterchorale.com>
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County:Hillsborough
- k. UEI: T22JYJWVAKL8
- l. Fiscal Year End Date: 06/30

1. Grant Contact *

First Name

Kara

Last Name

Dwyer

Phone 813.974.7726

Email kara@masterchorale.com

2. Additional Contact *

First Name

Tom

Last Name

Barker

Phone 813.974.7726

Email tom@masterchorale.com

3. Authorized Official *

First Name

Kara

Last Name

Dwyer

Phone 813.974.7726

Email kara@masterchorale.com

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Performing Group - Community

4.3. Applicant Discipline

Music

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) *

The Master Chorale of Tampa Bay (MC) is committed to advancing the art of choral music by performing great works of the past, commissioning and performing new literature and sharing the joy and power of choral music with new and existing audiences and singers.

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.

MC thrills, delights, and inspires the Tampa Bay community through live performances of choral-orchestral masterworks, community engagement events, and robust educational outreach programs. MC's 45th season will continue that tradition of excellence including powerful collaborative performances with The Florida Orchestra (TFO) and more.

A highly-select, auditioned ensemble of singers from Tampa Bay, MC has been praised by music critics as "one of the country's finest choirs," "an amazing instrument," and a "cultural treasure." MC has internationally distributed recordings and commissions from renowned contemporary choral composers and provides free membership for all students and individuals facing financial hardship.

Songs are a vehicle for expression and a haven for emotion, and research shows that singing together has "a powerfully positive impact on people across generations, as well as on the communities in which they live" (The Chorus Impact Study: Singing for a Lifetime, 2019). Singing has shown to have health benefits and can also bridge barriers such as language and religion, among others, fostering an environment that naturally sets the stage to support diversity, equity, inclusion, and access both within MC and voiced through MC's programming.

July

- Summer Sing - Anyone is welcome to join MC for a day of singing, interactive lectures, and networking

August/September

- Auditions
- Free music education digital series distribution to schools state-wide

October

- Masterwork concert series with TFO, yet to be named (i.e. Mozart's *Requiem* or Beethoven's *Symphony No. 9*)
- Big Sing St. Pete: Free and open to the public group sing, partnered with TFO's Pops in the Park. Musical selections range from familiar rounds, spirituals, and Beatles songs to popular 20th century standards from the Great American Songbook, song-sheets provided.

- Tampa Bay Buccaneers National Anthem performance

November

- In-school music education presentations by MC's Education and Outreach Ensemble, primarily in Title I schools

December

- Festive MC-produced concert series with Lumina Youth Choirs
- Holiday performances with TFO, such as Handel's *Messiah*

February/March

- Music Education day-time concerts for 4th & 5th graders
- MC-produced concert series highlighting a community need. Repertoire will feature the world premiere of a new choral composition commissioned by MC.

May

- Masterworks concert series with TFO, to be named

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.

Programming Goals

- Advance the art of choral music by presenting performances of artistic excellence
- Present innovative educational and outreach programs that attract and serve new audiences for choral music, including young and neuro-diverse members of our community
- Commission and perform new works of choral music
- Stimulate the appreciation and enjoyment of choral music in the Tampa Bay region
- Build community partnerships and enhance existing community assets
- Be a community leader and educator in the area of choral music
- Advance community and cultural cohesiveness

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"

Objectives

1. Engage diverse communities through new and existing community partnerships
2. Reach new audiences for choral music through the sharing of cultural activities with approximately 23+ opportunities for public participation
3. Partner with at least one major educational institution to provide an innovative, educational program of choral music for students
4. Partner with at least two other cultural organizations in the Tampa Bay area to present an inspiring season of choral music
5. Further the art of choral music by reaching a minimum of 15,000 Tampa Bay residents over the grant period
6. Premiere an original unpublished composition which has had no prior public performances

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.

1. Engage diverse communities...:

- Work with community partners to improve planning and promotion of events with the lens of DEAI
- Continue DEAI training for MC Board and Staff
- In-school music education programs in Title I schools serving highly diverse communities
- Present a concert highlighting a community need
- Measure diversity engagement with participant surveys and public school demographic data

2. Reach new audiences...:

- Work with community partners to promote and produce two free community sing events
- Work with local public schools and venues to present choral music education programs to at least 3k students in the Tampa Bay area
- Work with Classical WSMR public radio to broadcast at least one recorded concert, promote events
- Work with media partner Tampa Bay Times to promote events
- Measure new audience engagement through participant surveys and ticket data

3. Partner with at least two major educational institutions...:

- MC offered as a class for credit to USF students
- USF and other student engagement and participation in MC concerts and educational events
- Six in-school music education programs and two day-time music education concerts
- Work with local public school systems, the Florida Vocal Association (FVA), and the American Choral Director's Association FL Division (ACDA) to promote and distribute MC supplemental digital education materials state-wide

- Evaluate educational programs through teacher/student participant surveys
- 4. Partner with at least two other cultural organizations in the Tampa Bay area...:**
- Contract with TFO for three+ major concert series
 - Contract with Lumina Youth Choirs for one concert together
 - Evaluate concert productions through audience surveys and published concert reviews by local arts critics
- 5. Further the art of choral music by reaching a minimum of 15k Tampa Bay residents over the grant period:**
- Plan and present
 - Three+ major concert series with TFO, nine concerts in three cities
 - Two+ MC-produced concert events/series
 - Six in-school music education presentations (six schools, two counties)
 - Two day-time music education concerts for students
 - Two free community sing events
 - Measure reach by monitoring attendance, tickets purchased, and digital reach data provided by online platforms
- 6. Premiere an original unpublished composition...:**
- Contract with a nationally known composer to premiere an original choral work

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.

The Master Chorale (MC) has standing collaborative agreements with:

- University of South Florida (USF)
 - MC is Artist-in-Residence at the USF College of the Arts School of Music
 - USF provides rehearsal space in-kind to MC
 - MC provides unique choral conducting graduate assistantships to one-two USF students each year, when available
 - MC offers admin internships to USF students
 - USF students sing regularly with MC, gaining access to high-quality professionally produced, large choral/orchestral ensemble repertoire and performance opportunities
 - Academic Credit: Students are able to obtain academic ensemble credit for participating in MC
- The Florida Orchestra (TFO, largest professional symphony in the state of Florida)
 - MC is the Principal Chorus for TFO and performs regularly on their Masterworks and Pops series in addition to occasional film video game concerts such as "Home Alone In Concert" and "Final Fantasy"
 - MC and TFO maintain multi-year agreements and collaborate on community outreach events and marketing

The Master Chorale partners with:

- WEDU & WUSF TV & Radio ads & broadcasts

- Tampa Bay Times
- Lumina Youth Choirs, Performance collaborations
- USF Music Education department
 - Involve Music Education students in school outreach programs
 - MC encourages member participation in USF Music Education research projects
- Local Public School Systems
 - Hillsborough County Public Schools (3rd largest in FL, 7th in the U.S.)
 - Pinellas County Public Schools (8th largest in FL, 27th in the U.S.)
 - Offering over 3,000 Title I students (annually) free access to in-school music education interactive presentations and day-time, free-to-student high quality choral concerts presented in professional concert venues.
- Tampa General Hospital
 - Evaluating and assisting in event plans in regard to limiting the spread of communicable diseases such as COVID-19
- Florida Vocal Assoc. & ACDA (American Choral Conductors Assoc., FL Division)
 - Connecting FL music educators with MC digital programs (potential reach: 4,269 schools in 76 school districts)

Major venues for MC's day-time Youth Initiative Elementary Concerts:

- Palladium Theater - hosts the day-time concert for Pinellas County
- Tampa Theatre - hosts the day-time concert for Hillsborough County

NEW Community Partners:

- FCIC, Florida Center for Inclusive Communities
- CARD, Center for Autism and Related Disabilities at USF

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?

10

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

23

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

19,934

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

4,090

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

4,866

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?

150

6.2. Number of Florida artists directly involved?

135

Total number of individuals who will be engaged?

29040

7. How many individuals will benefit through media?

400,000

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.

Hillsborough County:

- Population of 1.47M

- Median household income \$58,884
- 47.7% White Alone
- 29.7% Hispanic or Latino
- 18.0% Black or African American Alone

Hillsborough County Public Schools 2020–2021 Academic Year:

- The third largest school district in Florida and the 7th largest in the United States (Data from Hillsborough County Public Schools <https://www.sdhc.k12.fl.us/docs/00/00/25/32/SE0016B.pdf>):
 - 32.9% White
 - 37.1% Hispanic or Latino
 - 21% Black
 - 59% Economically Disadvantaged
 - 224,000 students PreK - 12; 274 school sites

Pinellas County:

- Population 975k
- Median household income \$54,090
- 73.6% White Alone
- 10.2% Hispanic or Latino
- 11.1% Black or African American Alone

Pinellas County Public Schools Student Demographics 2019-20

- The 8th largest district in Florida and 27th largest in the United States (Data from Pinellas County Public Schools website <https://www.pcsb.org/Page/650>):
 - 54.1% White
 - 18.9% Black
 - 17.7% Hispanic
 - 101,427 Total number of students PreK - 12

Pasco County:

- Population of 554k
- median household income \$52,828
- 72.7% White Alone
- 16.5% Hispanic or Latino
- 6.7% Black or African American Alone

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.

MC's performance audience is estimated to be:

- 60% White Alone
- 15% Hispanic or Latino

- 13% Black or African American Alone

These percentages are estimates based on concert audience survey data gathered within the last two years with an average survey return rate of 20%.

MC's in-school Music Education Programs have focused on Title I schools identified by need in partnership

with Music Supervisors (average actual schools reached):

- 18% White Alone
- 49% Hispanic or Latino
- 24% Black or African American Alone

MC's Digital Music Education Series is designed to match Florida Music Education Standards and reached 384k primary through secondary students across ten counties state-wide. MC partners with local school districts, the Florida Vocal Association, and the American Choral Conductors Association Florida Division to increase awareness among music teachers and encourage use of these free supplemental lessons for beginning through advanced levels of musicianship. MC is in the process of tracking the demographic data of schools utilizing the digital content. The music education series has the potential to reach 4,269 schools in 76 school districts in Florida which could easily exceed the digital reach listed of 400,000 which includes current school participation levels. MC is open to providing digital content including educational materials to individuals and schools outside of Florida as well.

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

- Hillsborough
- Pinellas

12. What counties does your organization serve?

- Highlands
- Hillsborough
- Manatee
- Pasco
- Pinellas
- Polk

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.

Restrictions on gatherings beginning in 2020 suddenly forced innovation, creative evolution, and posed an enormous challenge to the status quo. We were reminded that choir is not only about singing and performing, it's also about teaching and learning, community, and cultural exploration. A tech savvy staff adapted programming to a digital platform which allowed a continuation of regular rehearsal activities, uncovered opportunities to reach new audiences,

and provided a critical sense of connection during a time of significant isolation and stress. Some of these digital tools and lessons have found a permanent place in our ongoing programming.

DIGITAL CONTENT:

- Online auditions & recorded rehearsals (increasing access)
- Eight high-quality virtual choir performance videos (recorded from homes) that will continue to be available for free.
 - Virtual choirs included, among others:
 - "Star Spangled Banner" produced for all of the Tampa Bay Buccaneers' season home games and featured heavily in the Tampa Bay Times in efforts to "get out the vote" prior to the November 2020 election
 - A joint comedic and joyful production of "White Christmas" with The Master Chorale of South Florida (based in Ft. Lauderdale) which captured the attention of organizations with national and international reach like ChoirBuzz, MPR Choral Stream, Chorus America, and local news media
- Expanded reach of music education programming with the creation of six new supplemental digital music education lessons that is intended to be a growing element of MC's educational outreach program

DIGITAL PROGRAMMING:

- Facilitated effective communication with MC supporters
- Expanded MC's audience
- Removed some barriers for access
- Virtual engagement through Zoom and others provided:
 - Increased opportunities to connect with composers and guest conductors
- Made live-streaming and video recording performances a priority for the future

DIGITAL MUSIC EDUCATION SERIES HIGHLIGHTS:

- Six new video lessons for primary through secondary choral music curriculum
- Currently reaching over 383k students in 10 Florida counties from Tampa Bay to Miami, Orlando, Jacksonville and places between
- Potential Statewide Reach - 4,269 schools in 76 school districts
- Accessible for free by any Florida educator or Florida student with an internet connection
- Aligned with Florida Music Education Standards
- Ready to plug and play with accompanying assessments that teachers can input into whichever platform they use with their students.
- Includes participation from Master Chorale artists and Lumina Youth Choir guest singers

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.

MC's impact on the Tampa Bay community comes from the performance of great choral music, the approx. 150 singers themselves and the economic prosperity generated as part of a thriving artistic community. Choral music provides a neutral meeting ground and is particularly conducive to bridging differences, be they socioeconomic, ethnic, educational, heritage or generational.

MC has enriched the lives of singers and thrilled audiences by performing beautiful classical choral masterworks. The promise of hearing a treasured work continues to be a significant motivation of ticket purchases. Heralded by music critics as "one of the country's finest choirs," MC continues its role as the Principal Chorus of The Florida Orchestra and Artist-In-Residence at the USF School of Music.

Adults who sing are remarkably good citizens, and choral singers exhibit significantly higher levels of civic involvement. Chorus America's current study (Assessing the Audience Impact of Choral Music Concerts, 2015, Chorus America) findings for adult singers include:

- Choral singers are 3 times more likely to be officers or committee members of local community organizations
- 96% of choral singers who are eligible voters said they vote regularly in national and local elections compared to only 70% of the general public
- Choral singers donate 2.5 times more money to local philanthropic organizations than the general public
- Choral singers are 2 times more likely to attend local theater, opera and orchestra performances as well as visit local museums, art galleries and music festivals
- 78% of choral singers say they volunteer "at least sometimes" with local community organizations, while only 50% of the general public says the same

From MC's annual singer survey:

- 65% of MC singers volunteer for other organizations weekly, with 18% spending 4-10+ hours/week and 36% spending 1-3 hours/week. Some MC singers also serve regularly as voting precinct clerks as well as other related volunteer positions.

Economic Prosperity Generated

MC contributes to the quality of life; drives tourism; and supports business development, relocation, and employee recruitment. The COVID pandemic cancelations resulted in a significant reduction in 2020-21 fiscal year expenses to \$185,567. In a typical year, MC has expenditures of \$260k+. The 2020-21 MC expenses generated \$439k+ in expenditures by its audience members (Arts & Economic Prosperity: Economic Impact of the Nonprofit Arts & Culture Industry, Calculator, 2015, Chorus America) which in turn:

- Supported 11 FT equivalent jobs
- Generated over: \$22,801 in local government revenues; \$247,789 paid to local residents

Education & Outreach

MC's Music Education program is designed to inspire, educate and engage students state-wide with a digital series and local in-school presentations and day-time student concerts. Aligned with Florida's Music Education Standards, the digital program covers primary through secondary level topics and in-school and day-time concerts serve Elementary Title I schools. Educational programs offer a unique, hands-on approach to music education and choral performance free to the students. Partners include the Florida Vocal Association, Hillsborough and Pinellas County Public Schools, and the historic Tampa Theatre in Tampa, and the Palladium Theater in St. Petersburg.

MC's Education/Outreach Ensemble visits schools for dynamic presentations including music theory fundamentals, vocal pedagogy and interactive exercises with the artists. In-school presentations and day-time performances include "guided tours" of each piece, and students have the chance to sing along with the artists.

MC's digital music education series is free and accessible by any educator or student with an internet connection. MC believes that providing these sorts of irreplaceable experiences for students is an investment in the community and future generations of musicians.

15. Marketing and Promotion

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

- Brochures
- Collaborations
- Direct Mail
- Email Marketing
- 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?

Recognizing that in order to build audiences and expand reach, focused attention and funding must be allocated to supporting these efforts. MC is currently searching for a Marketing and Communications Manager whose primary role will be to coordinate public relations and messaging for the purpose of engaging with a broader audience. This individual will refine and develop all aspects of MCTB's marketing collateral, branding, sales, and communication efforts.

MC's traditional marketing strategies include:

1. Direct Mail & Internet

- Letters/emails to Activities Directors at assisted living communities
- Postcard mailings to members, patrons, donors, music educators, area churches, and more
- Shared mailing list usage with The Florida Orchestra
- Use of e-marketing (Constant Contact) to manage newsletters, announcements, information on upcoming concerts, etc.
- Social Marketing - Blog, YouTube, Facebook, Twitter, LinkedIn, and Instagram
- Live-streaming, posting concerts online whenever possible

2. Publicity

- Press releases sent to local newspapers and magazines
- Personal contact with key newspaper writers
- Radio talk show appearances

- USF publications & electronic media
- Event info in free digital community event calendars such as Arts Tampa Bay, WUSF, City of St. Pete Events, Chorus America, and others

3. Paid & In-Kind Advertising

- Community calendar listings
- Solicitation of in-kind and/or sponsored ad placement
- Tampa Bay Times, sponsor
- WUSF public radio and other local radio stations
- WEDU PBS tv
- Flyers inserted in select concert programs of The Florida Orchestra
- Brochure and postcard mailings to MC patrons, donors and members
- Google Adwords grant

New & Existing Partnerships paired with Innovative Programming:

- MC-produced concert series spotlighting a community need
- Family/Sensory-Friendly educational concert enhancements partnered with the Florida Center for Inclusive Communities and the Center for Autism and Related Disabilities at USF

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

MC is committed to providing a pleasurable performance experience for every member of our audience as well as providing an accessible building for every guest, volunteer, singer and staff member. The performing arts and faith-based venues utilized for performances of MC are accessible to multiple and diverse user groups. As a minimum operations policy, all venues utilized by MC must be in compliance with ADA requirements, be reachable by public transportation, and provide assisted listening devices for amplified sound.

MC's website is continually updated using WAVE (web accessibility evaluation tool) with the purpose of improving the site's accessibility. This free online tool scans webpages and provides useful data about the page's accessibility. MC's email communication is also subjected to a similar evaluation and update process.

MC welcomes any singer who passes the MC audition process, including those facing financial hardship, those utilizing wheelchairs and other devices to enable mobility/hearing and individuals who have low to no vision. The addition of online auditions has improved accessibility for individuals who may have difficulty with transportation or experience anxiety in a traditional audition setting. Great effort is made to make sure that each musically eligible singer can participate to the fullest extent possible.

For self-produced concert series, in addition to the minimum requirements stated above, concert programs will be available in electronic and large print formats, and sign language interpreters can be provided upon reasonable timely request. For virtual content, closed-captioning will be added whenever possible.

Advertising materials (print and digital) include accessibility images and our website includes the same accessibility images plus accessibility information on our concerts, events, and audition pages.

MC has begun a long-range strategic planning process that will update and build on current strategic plans for the next 5 years. Part of MC's strategic planning intentions include DEAI training for Board and Staff members and the creation of a Diversity, Equity, Access, and Inclusion (DEAI) committee. MC's Board Chair and Managing Director completed Chorus America's Access, Diversity, Equity, Inclusion Learning Lab in October, 2021. The DEAI committee will be charged with annually reviewing all policies and activities within MC to

provide feedback and suggestions for positive change within the organization, including accessibility for staff, Board, volunteers and audience members. The DEAI committee is to be launched with the assistance of a DEAI expert and comprised of Board members, staff, volunteers, and subject matter experts from the community.

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?

Kara Dwyer

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? 4/1/2020

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

- Yes
- No

5.1. If yes include here. (500 characters)

MC celebrates its diversity through inclusion of all people regardless of race, color, religion, gender, sexual orientation, gender identity or expression, age, mental or physical disability, genetic information, marital status, or ethnicity.

MC is committed to a nondiscriminatory approach and provides equal opportunity for employment and advancement in the organization. MC respects and values diverse life experiences and heritages and strives to ensure that all voices are valued and heard. MC is committed to maintaining an inclusive environment with equitable treatment for all.

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

MC is committed to seeking positive change to improve MC's diversity, equity, access, and inclusion that will be an ongoing charge to ensure that MC programming can be enjoyed by the many diverse user groups. MC provides free and reduced admission to economically disadvantaged senior citizens and students, and is taking steps to add elements to MC programs for families with children and individuals who experience sensory sensitivities.

MC's traditional repertoire is largely choral masterworks of the western European tradition such as Handel's *Messiah* and Mozart's *Requiem*. However, MC also presents a variety of concerts and events in easily accessible venues with programming designed to appeal to a variety of individuals. This has proven to be an effective means to reach new members and audiences as well as inspire our existing community of choral music lovers.

MC is committed to purposefully seeking diversity in repertoire and engaging diverse composers/conductors to interact with our members and audiences. MC has a history of bringing guest composers and conductors to lead rehearsals on their music and present workshops to MC members and audience members about their particular area of expertise. Recently MC engaged four such experts lead and teach MC members on topics including spirituals as a musical genre, non-idiomatic choral music of Black composers, American folk singing, and the composition of socially conscious choral works that explore authentic human emotions and experiences. MC also commissioned "This, Too, Shall Pass" from Haitian-American composer, Sydney Guillaume.

Historical context and lyrics for repertoire programmed is frequently offered during concerts and printed in the program. Translations are also provided for languages other than English. Digital content contains closed captions whenever possible.

MC's supplemental music education video material can be used by teachers and students anywhere with an internet connection. Large successful symphony choruses typically only exist in large metropolitan areas and students who live in rural areas rarely have the opportunity to experience the joy and power of choral music performed by such an ensemble. MC is pleased to present a new resource for music teachers that will supplement their curriculum and advance the choral art-form for growing musicians and future patrons of the arts.

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

MC is highly diverse in respect to socioeconomic, various lifestyles, experiences, and interests. MC prides itself in the special environment created by a shared love of artistic excellence where everyone can audition for the opportunity to join MC's roster, even people who are blind.

MC's staff, Board, and volunteers (all MC singers are volunteers) live in Tampa Bay and the surrounding Gulf Coast communities. MC's members are both amateur and professional musicians ranging in ages from 16 - 90 (no specific age-limit), and have a large variety of backgrounds (MC does not track political beliefs or sexual orientation info).

MC's biggest diversity challenge is in aspects of racial and ethnic diversity, which is common for symphonic choral organizations nationwide.

Volunteers:

- 83% White Alone
- 5% Hispanic/Latino
- 7% Black or African American Alone

Staff:

- 84% White Alone
- 8% Hispanic/Latino
- 8% Black or African American Alone

Board:

- 100% White Alone

MC is actively seeking new board members, has made diversity a priority for strategic planning, and is actively reaching out to professional organizations that serve diverse populations that are under represented within MC.

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.

- 1979: Founded by Dr. Robert Summer
- 1988: Incorporated as a 501(c)(3)
- 1986: Designated as Principal Chorus of TFO
- 1999: Appointed Artist in Residence, USF School of Music. USF is also the primary location for MC's rehearsals and administrative offices.
- 2022: Brett Karlin current Artistic Dir. stepping down; National search in progress

Since 1979, MC has produced at least one major choral-orchestral work annually, including many rare and challenging masterworks such as:

- Bach's *Passion According to St. Matthew*
- Beethoven's *Missa Solemnis*
- Mendelssohn's *Elijah*
- Prokofiev's *Alexander Nevsky*
- Bach's *Mass in B Minor*
- Fanshawe's *African Sanctus*
- Mahler's symphonies number 2, 3 and 8 (#8 was performed with the Atlanta Symphony Orchestra and Chorus and others under the direction of Robert Shaw with an internationally distributed recording on the Telarc label).

Choral Commission Highlights:

- Eric Whitacre *Lux Aurumque*
- Paul Basler *Missa Kenya*
- Eleanor Daley *Listen to the Sunrise*
- Libby Larsen *Whitman's America*
- Stephan Paulus *Sing Unto God*
- Alice Parker *The Rock and the River*
- René Clausen *Jubilate Deo*
- Dale Warland *The Voices*
- Jake Runestad *We Can Mend the Sky*
- Sydney Guillaume *This, Too, Shall Pass*

More Highlights:

2011

- Sang with the celebrated Italian tenor, Andrea Bocelli at the Amalie Arena in Tampa

2012

- Recorded two works by Frederick Delius with TFO on the Naxos label reaching #1 Best Selling Opera/Vocal recording on Amazon and #2 on iTunes

2013

- Performed Beethoven's Symphony No. 9 in Miami with what many critics believe is the greatest American orchestra of the last century, The Cleveland Orchestra

2016

- Released the "Light of the Midnight Sun" recording reaching #6 on the Top 10 selling classical albums on iTunes
- Annual National Anthem performances with the Tampa Bay Buccaneers
- Music education programs expanded to include elementary with partnerships with the local public school systems and venues

2019

- 40th Anniv. Season
- Performed the popular *Lux Aurumque* under the composer Eric Whitacre's direction, 20 years after MC commissioned the piece

2021

- Successfully returned to in-person concerts and events after 18 months of COVID closures and virtual activities

Former Artistic Directors:

- James K. Bass
- Richard Zielinski
- Jo-Michael Scheibe
- Robert Summer

MC has performed under such outstanding conductors as Michael Francis, Jahja Ling, Robert Shaw, John Nelson, Julius Rudel, Sir Colin Davis, and Sir David Willcocks.

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.

MC is a vibrant and steadfast arts contributor in Florida and has proven its ability to raise funds and balance its books for more than 43 years. MC utilizes and regularly reviews a strategic plan and depends on a dedicated professional staff and strategically placed board members with professional business experience to sustain proposal activities and address organizational capacity challenges.

MC has a modest endowment that is managed by the Community Foundation of Tampa Bay which provides a vehicle for planned giving efforts including a growing Legacy Society. MC was the recipient of a generous legacy gift during 07-08, which is invested in an interest-bearing Certificate of Deposit. MC also has a line of credit available through the Bank of Tampa, used to pay for music and expenses in advance of programming, and has secured two CARES Act PPP

loans (100% has been forgiven) and an EIDL loan from the SBA which has enabled MC to successfully navigate challenging COVID cancellations. MC's cash position is actually stronger now than it was two years ago.

MC earns income annually from ticket sales, guest artist fees (TFO performances and fees from other organizations), and CD sales. MC maintains a diversified annual fund development plan and receives grants and donations from government sources, foundations, corporate sponsors and individual donors.

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?

MC regularly gathers, analyzes, and reports data (attendance/ticket figures, membership numbers) and feedback about programs to the staff and Board for planning purposes. This information is used to help plan where things need to change, improve or stay the same.

MC's primary concern is the artistic quality of performances. While this is subjective and difficult to measure, it helps greatly that local media professionally reviews most MC performances. MC also surveys its singers and audience members on its musical quality and their experience with MC.

Annual singer surveys seek a wide variety of feedback from MC members including motivations to sing, demographics, education, volunteerism, audition process evaluation, programming evaluation, driving distance, tour planning, and suggestions for improvement in all areas of the organization. This feedback allows the Board and staff ample information for a regular internal organizational evaluation process including measurement of diversity.

Audience surveys are conducted whenever possible. These surveys take the form of both paper and digital surveys. During a self-produced concert, an audience member receives a paper survey inside their program which can be returned following the performance. For events that involve advanced registrations, a digital survey is automatically emailed to each participant after the event. These surveys seek basic demographic and event experience feedback such as enjoyment of the presentation/venue, residential zip code, referral information (how did they hear about us), level of education, whether they are new or returning audience members, if they would attend again/invite others, and an opportunity to provide open ended comments.

Sample results:

- 90%+ regularly indicate that our concerts are "Excellent," and 10%/less indicate "Good," with additional options of "Fair" and "Poor"
- More than 52% of the respondents regularly report having a 2-4 year college education, and 38% a Masters degree or higher
- 30-40% are usually new audience members
- 85%+ are usually full-time residents in the Tampa Bay area

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

OBJECTIVE 1. Engage diverse communities through new and existing community partnerships.

Expected Outcomes:

- **At least two new Board members will be Black and/or Hispanic/Latino who can assist in connecting and developing at least one new community partnership.**
- **Increase ethnic and racial diversity of audience attendees and volunteers as compared to 2022-2023.**

OBJECTIVE 2. Reach new audiences for choral music through the sharing of cultural activities with approx. 24+ opportunities for public participation.

Expected Outcomes:

- **At least 20% of audience attending MC events will be first-time attendees.**
- **At least 24 concerts and events will be presented with the opportunity for public participation**
- **Increase ethnic and racial diversity of audience attendees as compared to 2022-2023.**

OBJECTIVE 3. Partner with at least one major educational institution to provide an innovative, educational program of choral music for students.

Expected Outcomes:

- **MC will engage more USF students taking MC for academic credit and participating in MC concerts and educational programs as compared to 2022-2023**
- **At least 3,000 elementary students will participate in MC's day-time music education concerts and in-school presentations and schools from at least 10 Florida counties will utilize MC's digital music education materials**
- **Teachers and participants will report high levels of appreciation and satisfaction**

OBJECTIVE 4. Partner with at least two other cultural organizations in the Tampa Bay area to present an inspiring season of choral music.

Expected Outcomes:

- **TFO and Lumina Youth Choirs will collaborate with MC on multiple concert series throughout the 2023-2024 season**
- **Local arts critics and audience participants will report high levels of satisfaction**

OBJECTIVE 5. Further the art of choral music by reaching a minimum of 15,000 Tampa Bay residents over the grant period.

Expected Outcome:

- **At least 15,000 attendees will be counted during the grant period**

OBJECTIVE 6. Premiere an original unpublished composition which has had no prior public performances.

Expected Outcome:

- **Advance the choral art-form by financially supporting and promoting new choral music by a contemporary composer**

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

| Expenses | Previous Fiscal Year | Current Fiscal Year | Next Fiscal Year |
|---|-----------------------------|----------------------------|-------------------------|
| 1. Personnel: Administrative | \$78,846 | \$82,445 | \$102,445 |
| 2. Personnel: Programmatic | | | |
| 3. Personnel: Technical/Production | | | |
| 4. Outside Fees and Services: Programmatic | \$73,726 | \$90,729 | \$106,935 |
| 5. Outside Fees and Services: Other | \$3,992 | \$15,583 | \$10,325 |
| 6. Space Rental, Rent or Mortgage | | \$7,345 | \$15,545 |
| 7. Travel | \$1,356 | \$5,000 | \$11,900 |
| 8. Marketing | \$5,023 | \$18,084 | \$15,210 |
| 9. Remaining Operating Expenses | \$22,623 | \$60,253 | \$53,550 |
| A. Total Cash Expenses | \$185,566 | \$279,439 | \$315,910 |
| B. In-kind Contributions | \$19,320 | \$25,000 | \$22,000 |
| C. Total Operating Expenses | \$204,886 | \$304,439 | \$337,910 |
| Income | Previous Fiscal Year | Current Fiscal Year | Next Fiscal Year |
| 10. Revenue: Admissions | \$5,775 | \$11,900 | \$18,900 |
| 11. Revenue: Contracted Services | \$5,000 | \$37,505 | \$37,300 |
| 12. Revenue: Other | \$7,435 | \$19,860 | \$18,360 |

| | | | |
|--|-----------|-----------|-----------|
| 13. Private Support: Corporate | \$8,650 | \$13,000 | \$24,500 |
| 14. Private Support: Foundation | \$6,914 | \$10,000 | \$16,000 |
| 15. Private Support: Other | \$103,757 | \$121,300 | \$133,350 |
| 16. Government Support: Federal | \$13,980 | \$13,980 | |
| 17. Government Support: State/Regional | \$26,703 | \$43,368 | \$45,000 |
| 18. Government Support: Local/County | \$15,030 | \$16,858 | \$22,500 |
| 19. Applicant Cash | | | |
| D. Total Cash Income | \$193,244 | \$287,771 | \$315,910 |
| B. In-kind Contributions | \$19,320 | \$25,000 | \$22,000 |
| E. Total Operating Income | \$212,564 | \$312,771 | \$337,910 |

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."

Typical Season (annually):

- Self-produce 1+ concert series
- 3+ contracted series with TFO
- Income/expenses fluctuate based on this balance
- Budgets are cash basis

Last Completed FY 20-21:

- All-virtual season due to COVID cancellations
- Careful cost control, reduction of expenses and income
- Increase in Federal Grant support

Current FY 21-22:

- Return to most in-person activities, concerts
- Digital Music Education series
- Staff/Production expansion (Bookkeeper, Videography)
- Operations increase

- Bank of Tampa line of credit paid off, SBA loan only long-term debt

Next FY 22-23:

- Staff expansion
 - Marketing & Communications Manager
 - Re-hire Ed./Outreach Conductor for return to in-person education activities
- New Artistic Director search/hire, increased travel expenses
- Increase production/operations with return to a full season of in-person events

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.

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 | Admin Personnel | \$20,000 | \$70,700 | \$0 | \$90,700 |
| 2 | Payroll Expenses | \$0 | \$11,745 | \$0 | \$11,745 |
| Totals: | | \$20,000 | \$82,445 | \$0 | \$102,445 |

1.2. Personnel: Programmatic *

1.3. Personnel: Technical/Production *

1.4. Outside Fees and Services: Programmatic *

| # | Description | Grant Funds | Cash Match | In-Kind Match | Total |
|----------------|---------------------------|-----------------|------------------|----------------|------------------|
| 1 | Contract Conducting Staff | \$15,000 | \$52,000 | \$0 | \$67,000 |
| Totals: | | \$20,000 | \$100,700 | \$2,000 | \$122,700 |

| # | Description | Grant Funds | Cash Match | In-Kind Match | Total |
|----------------|---|-----------------|------------------|----------------|------------------|
| 2 | Contract Musicians | \$5,000 | \$32,500 | \$0 | \$37,500 |
| 3 | Recording/Videography | \$0 | \$5,300 | \$2,000 | \$7,300 |
| 4 | Piano Tuning/Moving | \$0 | \$2,900 | \$0 | \$2,900 |
| 5 | Licensing (Digital Distribution, ASCAP) | \$0 | \$3,000 | \$0 | \$3,000 |
| 6 | Choral Composition Commission | \$0 | \$5,000 | \$0 | \$5,000 |
| Totals: | | \$20,000 | \$100,700 | \$2,000 | \$122,700 |

1.5. Outside Fees and Services: Other *

| # | Description | Grant Funds | Cash Match | In-Kind Match | Total |
|----------------|--|-------------|-----------------|----------------|-----------------|
| 1 | Bookkeeping/Accounting | \$0 | \$9,325 | \$0 | \$9,325 |
| 2 | Administrative Contract Staff | \$0 | \$3,000 | \$0 | \$3,000 |
| 3 | Medical Consultation (Event procedures/planning) | \$0 | \$0 | \$5,000 | \$5,000 |
| Totals: | | \$0 | \$12,325 | \$5,000 | \$17,325 |

1.6. Space Rental (match only) *

| # | Description | Cash Match | In-Kind Match | Total |
|----------------|-----------------------------------|-----------------|----------------|-----------------|
| 1 | MC-Produced Concert Venues | \$6,365 | \$0 | \$6,365 |
| 2 | Outreach/Education Concert Venues | \$2,735 | \$0 | \$2,735 |
| 3 | Office | \$8,652 | \$0 | \$8,652 |
| 4 | Rehearsal Space (Donated) | \$0 | \$2,000 | \$2,000 |
| Totals: | | \$17,752 | \$2,000 | \$19,752 |

1.7. Travel (match only) *

| # | Description | Cash Match | In-Kind Match | Total |
|---------|--|------------|---------------|---------|
| 1 | Chorus America Conference (Staff Travel) | \$4,000 | \$0 | \$4,000 |
| 2 | Employee Mileage Reimbursement | \$1,400 | \$0 | \$1,400 |
| 3 | Guest Conductor/Composer Travel | \$1,500 | \$0 | \$1,500 |
| Totals: | | \$6,900 | \$0 | \$6,900 |

1.8. Marketing *

| # | Description | Grant Funds | Cash Match | In-Kind Match | Total |
|---------|---|-------------|------------|---------------|----------|
| 1 | Media Advertising (Radio/TV/Print) | \$0 | \$1,500 | \$12,500 | \$14,000 |
| 2 | Internet Advertising | \$0 | \$2,160 | \$0 | \$2,160 |
| 3 | Print Materials (Brochures, Concert Programs) | \$0 | \$9,300 | \$0 | \$9,300 |
| 4 | Marketing Postage | \$0 | \$3,000 | \$0 | \$3,000 |
| 5 | Graphic & Web Design | \$0 | \$1,300 | \$500 | \$1,800 |
| Totals: | | \$0 | \$17,260 | \$13,000 | \$30,260 |

1.9. Remaining Proposal Expenses *

| # | Description | Grant Funds | Cash Match | In-Kind Match | Total |
|---------|--|-------------|------------|---------------|----------|
| 1 | Chorus Supplies (Music, Attire, Folders, etc.) | \$0 | \$20,300 | \$0 | \$20,300 |
| 2 | Equipment Leases & Repairs | \$0 | \$2,000 | \$0 | \$2,000 |
| 3 | Insurance (Gen. Liability/D&O) | \$0 | \$2,200 | \$0 | \$2,200 |
| Totals: | | \$0 | \$55,350 | \$0 | \$55,350 |

| # | Description | Grant Funds | Cash Match | In-Kind Match | Total |
|----------------|----------------------------|-------------|-----------------|---------------|-----------------|
| 4 | Education Program Supplies | \$0 | \$1,500 | \$0 | \$1,500 |
| 5 | Overhead | \$0 | \$29,350 | \$0 | \$29,350 |
| Totals: | | \$0 | \$55,350 | \$0 | \$55,350 |

1.10. Amount of Grant Funding Requested:

\$40,000

1.11. Cash Match:

\$292,732

1.12. In-Kind Match:

\$22,000

1.13. Match Amount:

\$314,732

1.14. Total Project Cost:

\$354,732

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 | MC-Produced Concerts | \$42,000 | \$42,000 |
| Totals: | | \$0 | \$42,000 |

2.2. Revenue: Contracted Services *

| # | Description | Cash Match | Total |
|----------------|-----------------------------|------------|-----------------|
| 1 | Contracted Performance Fees | \$37,300 | \$37,300 |
| Totals: | | \$0 | \$37,300 |

2.3. Revenue: Other *

| # | Description | Cash Match | Total |
|----------------|---|------------|-----------------|
| 1 | Choir Music/Attire/Folders Reimbursed by Singers | \$17,000 | \$17,000 |
| 2 | Program Ad Sales | \$3,000 | \$3,000 |
| 3 | Recording Sales (CDs, Digital Downloads) | \$360 | \$360 |
| Totals: | | \$0 | \$20,360 |

2.4. Private Support: Corporate *

| # | Description | Cash Match | Total |
|----------------|--|------------|-----------------|
| 1 | Music Outreach/Education Program Sponsors | \$5,500 | \$5,500 |
| 2 | General Program Donations | \$7,500 | \$7,500 |
| Totals: | | \$0 | \$13,000 |

2.5. Private Support: Foundation *

| # | Description | Cash Match | Total |
|----------------|---------------------------------|------------|-----------------|
| 1 | Music Outreach/Education Grants | \$3,000 | \$3,000 |
| 2 | General Program Grants | \$15,000 | \$15,000 |
| Totals: | | \$0 | \$18,000 |

2.6. Private Support: Other *

| # | Description | Cash Match | Total |
|----------------|--------------------------|------------|------------------|
| 1 | Board/Singer Support | \$87,872 | \$87,872 |
| 2 | Other Individual Support | \$51,700 | \$51,700 |
| Totals: | | \$0 | \$139,572 |

2.7. Government Support: Federal *

2.8. Government Support: Regional *

2.9. Government Support: Local/County *

| # | Description | Cash Match | Total |
|----------------|---|------------|-----------------|
| 1 | Arts Council of Hillsborough County | \$10,000 | \$10,000 |
| 2 | City of St. Petersburg Arts & Culture Grant | \$12,500 | \$12,500 |
| Totals: | | \$0 | \$22,500 |

2.10. Applicant Cash *

2.11. Total Project Income:

\$354,732

2.12. Proposal Budget at a Glance

| Line | Item | Expenses | Income | % |
|------|------------------------------|------------------|------------------|-------------|
| A. | Request Amount | \$40,000 | \$40,000 | 11% |
| B. | Cash Match | \$292,732 | \$292,732 | 83% |
| | Total Cash | \$332,732 | \$332,732 | 94% |
| C. | In-Kind | \$22,000 | \$22,000 | 6% |
| | Total Proposal Budget | \$354,732 | \$354,732 | 100% |

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.

Proposal Budget 2023-2024:

- **Conservative growth projection including in-person "normal" line-up of concert series, full schedule of community engagement and music education program events**
- **In-Kind support decrease is due to a change in office rent which is no longer being donated to MC (a change made necessary by massive pandemic budget cuts at USF)**

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 (1).pdf | 33 [KB] | 5/31/2022 4:49:16 PM | View file |

1.2. Federal 990 Form (most recently completed)

| File Name | File Size | Uploaded On | View (opens in new window) |
|------------------|-----------|----------------------|----------------------------|
| 2019 990 (1).pdf | 903 [KB] | 5/31/2022 4:51:29 PM | View file |

2. Support materials (required)*

| File | Title | Description | Size | Type | View (opens in new window) |
|--|--|---|----------------------|-------------|---|
| Work Sample Links.pdf | Work Sample and Excerpt List | Audio and video sample links with descriptions | 1266 [KB] | | View file |
| A New Season of Harmony - Creative Pinellas.pdf | A New Season of Harmony Article | Article by Kurt Loft about MC's 2021-2022 season, published by Creative Pinellas | 899 [KB] | | View file |
| Enthralling, creative night of Mozart's Requiem and so much more by Kurt Loft.pdf | Concert Review Afterthoughts Mozart Requiem | Blog by Kurt Loft, Published by The Florida Orchestra "Enthralling, creative night of Mozart's Requiem and so much more" | 2863 [KB] | | View file |
| Music Education Video Series Info.pdf | Music Education Video Series Info | Learn more about our music education video series for primary through secondary grade levels. | 1784 [KB] | | View file |
| Letters of support 22.pdf | Letters of Support | | 1789 [KB] | | View file |
| Board Contact List - Board List Used for Grant Applications.pdf | Board List 2022 | Board List | 69 [KB] | | View file |
| Faure Requiem Program reduced size.pdf | Faure Requiem Concert Program | Program Book sample with funder credit | 2059 [KB] | | View file |
| Emarketing Sample with Accessibility Symbols and Funder Credit 22.pdf | Emarketing Sample | Emarketing Sample with Accessibility Symbols and Funder Credit | 909 [KB] | | View file |
| Organizational Chart 2021-2022.pdf | Organizational Chart 2021-2022 | Current Organizational Chart | 10 [KB] | | View file |

| File | Title | Description | Size | Type | View (opens in new window) |
|-------------|--------------|--------------------|-------------|-------------|---|
|-------------|--------------|--------------------|-------------|-------------|---|

| | | | | | |
|--|---|--|---------------------|--|------------------|
| Mission Vision Scope Core Values 22.pdf | Mission Vision Scope Core Values | | 185 [KB] | | View file |
|--|---|--|---------------------|--|------------------|

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 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 Choral Masterworks Festival, 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)

Kara Dwyer

