# South Florida Art Center, Inc.

**Project Title:** Oolite Arts General Program Support 2023

**Grant Number:** 24.c.ps.105.708

**Date Submitted:** Tuesday, July 5, 2022

**Request Amount:** \$150,000.00

# 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 3** 

**Discipline: Visual Arts** 

**Proposal Title: Oolite Arts General Program Support 2023** 

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

### **Applicant Information**

a. Organization Name: South Florida Art Center, Inc. §

b. DBA: Oolite Artsc. FEID: 59-2423867

d. Phone number: 305.674.8278

e. Principal Address: 924 Lincoln Road, Suite 205 Miami Beach, 33139-2602

f. Mailing Address: 924 Lincoln Road, Suite 205 Miami Beach, 33139-2602

g. Website: www.oolitearts.org

h. Organization Type: Nonprofit Organization

i. Organization Category: Other

j. County:MiamiDade

k. UEI: MFVQKT9FCJH8

I. Fiscal Year End Date: 09/30

#### 1. Grant Contact \*

**First Name** 

**Anais** 

**Last Name** 

Alvarez

Phone 305.674.8278

Email aalvarez@oolitearts.org

#### 2. Additional Contact \*

**First Name** 

Aaron

**Last Name** 

Feinberg

Phone 305.674.8278

Email afeinberg@oolitearts.org

#### 3. Authorized Official \*

4.1. Applicant Status			
Organization - Nonpr	ofit		
4.2. Institution Type			
Arts Center			
4.3. Applicant Discipl	ine		
Visual Arts			

**First Name** 

**Last Name** 

305.674.8278

dennis@oolitearts.org

Dennis

Scholl

Phone

Email

# C. Eligibility Page 3 of 12

1. What is the legal status of your organization?
OFlorida 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)
ONo
3. Project start date: 7/1/2023 - Project End Date: 6/30/2024 *
Yes (required for eligibility)
ONo
4. How many years of completed programming does your organization have?
OLess than 1 year (not eligible)
O1-2 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 mission of Oolite Arts is to support artists and advance the knowledge and practice of contemporary visual arts and culture in South Florida. Oolite Arts creates opportunities for experimentation and innovation and encourages the exchange of ideas across cultures through residencies, exhibitions, public programs, education and outreach.

#### 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.

Oolite is requesting funding towards FY 2023-24 general operations in Miami Beach and the City of Miami, which include:

- 14 funded, year-long studio art residencies
- 6 Cinematic Arts Residencies with \$50,000 in project funding
- 3 Home + Away Residencies, sending 30+ artists to top residency program across the US

Open studios during exhibition openings (4/year)

4 curated exhibitions per year in 924 Lincoln Road gallery (free admission, open daily), English / Spanish bilingual printed materials, free public opening events, collateral events such as performances and lectures

6 curated exhibitions per year at two Windows@Walgreens locations (67th & Collins and 73rd & Collins in Miami Beach, on view 24/7 at street level) with opening events

- 2 curated project exhibitions in 928 Lincoln Road (free admission, open daily)
- 1 catalog per year showcasing the artistic practice of a resident artist

2 site-specific installations per year at Mount Sinai Hospital Skolnick Surgical Tower on the 175 ft x 12 ft lobby wall; artists are selected by Programming Sr. Manager Amanda Bradley

Art Films series (4/year) at O Cinema South Beach: screening and Q + A with director, actor, subject of film

6 Talks Miami visiting curator lectures, top curators from US institutions give free public lectures on contemporary art, followed by studio visits with Oolite residents and local artists

250 affordable art courses offered for youth and adults in English and Spanish at Oolite's 924 Lincoln Road studios (figure drawing, painting, printmaking, video editing) taught by local artists, including Oolite residents and alumni.

Video Art Box at St. Mary's Cathedral School in Little Haiti (2 hrs. twice/week, school year)

4-week summer Teen Artist Residency serving 20 participants

Skills (7/year) professional development workshops that provide artists and filmmakers with the tools to promote their work in an expanding marketplace and develop best practices to communicate clearly to broader audiences

Approximately 10,000 visitors/year benefit from Oolite's free and low-cost programming (plus 65,000 who encounter street-level exhibitions).

#### 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.

GOAL #1: Support South Florida artists through residency programs, exhibition opportunities, professional development, and production

GOAL #2: Advance knowledge and culture of contemporary art in South Florida

GOAL #3: Encourage the exchange of ideas across cultures

#### 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"

OBJECTIVE #1: Offer studio residencies to 14 South Florida artists at Oolite's Lincoln Road facility in Miami Beach. Send at least 10 Miami-based artists to attend some of the most prestigious residency programs in the country and abroad through the Home and Away program, which provides visibility and broadens artists' networks. Provide resources and production support for two or more Cinematic Arts residents to create micro-budget feature films and aid them to enter local, national and international film festivals. Provide direct support to 40+ artists and art teachers through The Ellies, which fund art projects and travel opportunities.

OBJECTIVE #2: Present at least 12 curated exhibitions at Oolite Arts' Lincoln Road venue, Windows at Walgreens locations, and at a large-scale lobby installation at Mt. Sinai Hospital that prepares artists for public art commissions. Exhibitions feature work by current residents, alumni, local artists and artists with national reputations. Produce one artist monograph per year highlighting the work and artistic practice of a resident artist, which will be placed in museum bookstores across the country. At least 10,000 residents and visitors will view exhibitions.

OBJECTIVE #3: Offer a series of virtual and hybrid programming to reach audiences within and outside of South Florida including art classes, exhibition walkthroughs, Talks lectures, professional development workshops, panel discussions and more. Offer education programs in partnership with a school in Little Haiti, where Oolite will build a new facility in 2023. Provide mentorship opportunities and portfolio building to young artists through the Skills: Teen Artist Residency program during the summer. Offer 250+ art courses and workshops taught in English and Spanish by 10 local teaching artists, including Watercolor, Color Theory and Practice, Basic Drawing, Abstract Painting and Multimedia Printmaking.

#### 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.

14 artists will be offered Studio Residencies at 924 Lincoln Road (free ADA-compliant studios with 24-hour access, project support, professional development and exhibitions.)

One filmmaker will be awarded a Cinematic Arts Residency with \$50,000 in production funds, 20 teens will participate in a summer Teen Residency, and 14 artists will be selected for Home + Away residencies at Anderson Ranch or Atlantic Center for the Arts. Artists will be selected by a panel of art professionals.

Oolite will present 12 curated exhibitions at the 924 and 928 Lincoln Road galleries, Windows @ Walgreens locations, and at Mt. Sinai Medical Center in Miami Beach. During Miami Art Week (December 2023), a group exhibition will feature residents alongside artists with international reputations. From January-April 2024, one resident artist will be featured in a solo exhibition. Opportunities are also available at two Windows @ Walgreens block-long street-level vitrine galleries seen by 65,000 residents and tourists/year, and a large-scale lobby installation at Mt. Sinai Hospital that prepares artists for public art commissions. Over 90% of exhibitions feature BIPOC (Black, Indigenous, and people of color) artists. Staff manages PR, printed materials, and collateral events such as openings, artist lectures and panel discussions.

The Talks visiting curator lecture series will bring curators from important national institutions to Miami for public conversations and studio visits with local artists. Art Films (presented with O Cinema) will feature films by and about artists. 250 affordable art courses for youth and adults in English and Spanish will be offered at 924 Lincoln Road (figure drawing, painting, printmaking, video editing). Video Art Box, an after-school filmmaking program, will continue at St. Mary's Cathedral School in Little Haiti. Skills (7/year) professional development workshops will provide artists and filmmakers with the tools to promote their 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.

Strategic collaborations allow Oolite to share audiences, advance its mission, and maximize the impact of its programs on artists and the community. Partnerships have been built over the years by staff through peer-to-peer relationships with local and national organizations that share aspects of Oolite's mission. Staff builds these relationships and secures opportunities for residents by traveling to conferences, top film festivals, exhibitions, and other artist residencies nationally. Partners are selected based on their artistic excellence and potential to positively impact the careers of Oolite resident artists.

O Cinema: O Cinema is a nonprofit independent cinema in Miami Beach, showcasing first-run independent, foreign, art, and family films. Oolite and O Cinema partner on the Art Films program, where O Cinema hosts film screenings by and about artists, followed by a Q and A with the film's director or featured artist. O Cinema co-founder Kareem Tabsch is an advisor for the Cinematic Arts Residency.

Locust Projects: Locust Projects is a nonprofit exhibition space located in Miami's Design District that is dedicated to providing contemporary visual artists the freedom to experiment with new ideas without the pressures of gallery sales or limitations of conventional exhibition spaces. Onlite and Locust Projects partner to present lectures by renowned curators that are free and open to the public. The curators conduct studio visits with Onlite residents and other local artists.

Walgreens: The two Windows @ Walgreens project spaces in Miami Beach are provided by Walgreens, in partnership with Oolite, presenting rotating exhibitions of work by Oolite alumni in block-long vitrine spaces that are visible from the street 24/7. These project spaces support Oolite's mission to advance the knowledge and practice of contemporary visual arts and culture in South Florida by bringing new work by local artists in unexpected places.

# 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?
250
2. What is the estimated number of opportunities for public participation for the events?
1,250
3. How many Adults will participate in the proposed events?
50,000
4. How many K-12 students will participate in the proposed events through their school?
60
5. How many individuals under the age of 18 will participate in the proposed events outside of their school?
55

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

6.1. Number of artists directly involved?
142
6.2. Number of Florida artists directly involved?
130
Total number of individuals who will be engaged? 50257
7. How many individuals will benefit through media?
35,000
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.

figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in

providing artistic services enter 0.

Oolite Arts is located in Miami Beach, which has 86,116 residents (56% Hispanic / Latino, 38% White, 3% Black). 54% of Miami Beach residents speak Spanish and 30% are native English speakers. Oolite Arts serves Miami-Dade County, which has a population of 2.76 million. The county's population is 75.96% White,16.33% Black or African American, of which with 71.57% identify as Hispanic / Latino. 74.3% of the people in Miami-Dade County, FL speak a non-English language, and 77.5% are U.S. citizens.

Oolite's resident and exhibiting artists, visitors, and education program attendees reflect this diversity. 65% of art class students are Hispanic, 30% are over 59 years old, and 37% earn less than \$30,000/year. Current artists in residence are 50% women, 80% Black or Latinx. Of 2021 Ellies Awards winners, 40% are Hispanic, 26% are Black, 27% are Caucasian and 7% Other (South Asia and Middle East); 50% are women. 80% of current Studio and Cinematic Artists in Residence are BIPOC. 90% of recent exhibitions featured work by artists of color and/or LGBTQ+ artists. Residency applications are available in English, Spanish and Haitian Creole.

Since Oolite began offering online art classes in April of 2020 due to COVID-19, 50% are returning students, 30% are new local students, and 20% are from different parts of the U.S., including Chicago, New York City, Seattle, and Washington, D.C. The after-school program at St. Mary's Cathedral School serves 20 students between the ages of 10-13 (50% male and 50% female, 82% Haitian and 18% Hispanic). Since COVID-19, Oolite has presented more online programs. A recent Facebook Live event, Skills: How to Price Your Work, reached 2.8k people and received 455 post engagement (likes, comments, shares). The majority were from Florida (78.2%), followed by NY (6.29%), California (2.82%), England (1.26%).

# 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.

During FY 2021-22, 14 artists received no-cost art studios with 24-hour access at Oolite's Lincoln Road facility. Several multi-year Cinematic Arts residencies were awarded to Miami-based filmmakers to produce a new feature work. Oolite will support the production and dissemination of these resident artists' works in exhibitions and film festivals in Miami Beach and beyond. 2020 Cinematic Arts resident Edson Jean's film premiered at the 2021 Miami Film Festival and screened at SXSW, BAMcinemaFest, Atlanta Film Festival and others.

Oolite provides free access to contemporary art at four venues in Miami Beach, which are open 365 days a year free of charge. Pedestrian traffic at the two Windows at Walgreens locations (block-long window vitrine installations viewed from the sidewalk) is approximately 65,000 per year. Oolite presents six curated exhibitions/year at its 924 and 928 Lincoln Road spaces, which feature engaging new work by resident artists as well as local and nationally recognized artists. Eight off-site exhibitions/year are held at two Walgreens storefronts and at the Mt. Sinai Surgical Center, where artists create installations that are visible 24/7. Talks visiting curator lectures, copresented with Locust Projects, reach approximately 100 in-person attendees six times a year, with additional online participation. In FY 20-21, Oolite offered 397 tuition-based courses in English and Spanish, which served 2,039 participants (in-person and virtual combined).

11. In what counties will the project/program actually take place?✓ Miami-Dade12. What counties does your organization serve?

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.

- Exhibitions are accessible free of charge to the general public. Many are accessible online via virtual walk-throughs.
- A series of art classes in painting, drawing and watercolor are offered virtually via Zoom to anyone in the world with a computer and internet connection.
- The 8-week summer residency for teens is offered virtually.
- Talks visiting curator lectures are offered via Facebook Live and professionally-recorded and captioned videos of the lectures are available on a dedicated website that contains all previous lectures: https://talks.miami/ (Also on a Talks Vimeo account).
- The Video Art Box after-school program conducted in partnership with St. Mary's Cathedral School is offered via Google Meet.
- Skills professional development workshops are offered virtually and available on our YouTube channel and website's Media Channel.
- Art Films was offered online since the beginning of the pandemic via Vimeo, and shifted to inperson as of April 2022.
- All info sessions for The Ellies, the Public Service Announcement contests and our residency open calls have been offered virtually since the beginning of the pandemic, and continue to be offered as a mix of virtual and in-person events.

### 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.

The Americans for the Arts Economic Indicator Calculator forecasts that Oolite's economic impact in Miami Dade County accounts for \$5,494,800 in expenditures from both our organization and our audience, resulting in \$291,397 of revenue for the state government.

Approximately 10,000 members of the public will participate in public programs put on by Oolite Arts throughout the greater Miami-Dade region and its home on Lincoln Road in FY 22/23. Additionally, approximately 65,000 visitors will view work produced by Oolite Arts commissioned artists at public exhibition spaces at Walgreens and Mount Sinai Hospital. Oolite Arts produces exhibitions of contemporary art and related programs on a regular basis that are all on view to the public 365 days a year, 24 hours/day at some of Miami Beach's most iconic locations, including Lincoln Road and Collins Avenue.

Most of Oolite's programs are free of charge. The organization's education and outreach programs serve 1,200 residents and tourists per year at our Miami Beach location and throughout the community and now online too. We regularly conduct free tours of our exhibitions and our resident artists present their work to them, providing a unique opportunity to meet and engage directly with the artists or curator. Art classes for teens and adults are held in English and Spanish, through our Community Art Classes programs.

Over 400 artists applied for The Ellies awards, 203 for the studio residency, 52 for the Cinematic Arts Residency, 67 for the Save the Bay PSA contest, 61 for Home + Away at Anderson Ranch, and 46 for the Teen Artist Residency. Project funding awarded to Studio and Cinematic Arts Residents totaling upwards of \$200,000 allows artists to create new work in the community, working with local professionals and craftspeople to grow the local art economy. Furthermore, The Ellies Awards inject over \$500,000 per year of project funding into the art community. The Shares program builds a new cohort of local collectors, each of whom pays \$500 for nine pieces of unique artwork commissioned from locally and nationally-known artists.

Partnerships with Locust Projects (Talks) and O Cinema (Art Films) help us reach and share new audiences. Oolite creates short documentary profiles of resident artists at work, which air on South Florida's local PBS affiliate. "Imagined Landscapes," a short documentary about Anastasia Samoylova's practice, created by Oolite in partnership with the University of Miami's film program, received a Suncoast Regional Emmy Award in 2018, two Studio Shorts garnered nominations in 2019, "Jen Clay: A Texture of Anxiety" won a Suncoast Emmy in 2020 and "Sasha Wortzel: Mining the Gaps," a short documentary about the artist's practice, won a 2022 Suncoast Regional Emmy Award.

#### 15. Marketing and Promotion

15.1. How are your marketing and promoting your organizations offerings? *
☑ Brochures
☑ Pay Per Click (PPC) Advertising
✓ Organic 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?

Oolite's communications and marketing team meets weekly to plan social media, advertisements, e-blasts, press releases, and direct mail campaigns. Targeted e-blasts and monthly newsletters are sent to a contact list of 12,960 with an open rate of 29% (higher than the national average). The mailing list is segmented by email preferences, ensuring that communications are targeted and reach the right audience. Daily social media posts reach nearly 22,000 followers on Facebook, Instagram, Twitter and LinkedIn (up from 20,000 last year).

Public relations are overseen by Pinzur Communications, a South Florida-based boutique agency specializing in travel hospitality lifestyle. They handle press releases and press communications, and present quarterly reports to the organization. Oolite Arts appeared in 190 articles in 2020, 33% of which represented national media coverage. Program staff use SurveyMonkey to distribute anonymous exit surveys to artists in residence, and post-course surveys to art classes attendees. The residency program manager collects feedback from studio residents on an ongoing basis, which reaches the VP of Programs and President and CEO. Artists who receive studio visits through the Talks program share feedback and continue to document the impact those studio visits have on their careers. The gallery assistant collects messages from visitors and shares them with artists and staff. Direct feedback is also collected through direct messages on social media and via marketing campaigns.

Oolite Arts appeared in 190 articles in the past year (up 58% from last year), 33% of which represented national media coverage. A staff content producer and coordinator in the communications department produces video content including highlights and soundbites from events, profiles of resident artists, and curator and artist interviews.

The art classes are promoted to the community through flyers and brochures, which are distributed to nearby art stores and cultural organizations and public libraries. In addition, Oolite places targeted Facebook, Instagram and Google ads and sends monthly e-blasts to the art classes contact list. While our art classes are attended by mostly locals, since we started offering virtual courses, we have reached a broader audience outside of South Florida.

Oolite publishes events and exhibition information in a series of online public calendars, including the GMCVB, WLRN, the Miami Herald, Artforum and Lincoln Road's Business Improvement District. The New Tropic and Cultural Crusades social media platform occasionally shares our art classes workshops and events, resulting in a marked increase in attendance. The Talks series media partner, Cultured, helps promote the program to its extensive list of subscribers.

This year, we began organizing Filmmakers Connect, which are meetups for local filmmakers to network and learn about film opportunities and programs at Oolite and within the community.

# 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.

Oolite Arts is committed to making its website, programs, and facilities accessible to all our visitors.

Facility: The main entrance doors can be opened automatically using an activation push button. Gender-neutral wheelchair-accessible restrooms are available. The exhibition space and the administrative offices located on the second floor are accessible by elevator, which has Braille markers.

Daniel Weitendorf (Facilities Manager) oversees Oolite's ADA 504 compliance, and responds to complaints with guidance from the President and CEO. Accommodations can be requested through the website https://oolitearts.org/accessibility/ or at the gallery.

Digital Accessibility: The ADA-compliant website employs best practices as advised by Miami Lighthouse for the Blind. We are constantly working to ensure all of our images and multimedia

	are accessible through alternative text and captions. Video captioning has been added to videos produced by Oolite. Our e-newsletter provides information on how to request special accommodations for events.
2.	. Policies and Procedures
	Yes
	ONo
3.	. Staff Person for Accessibility Compliance
	Yes
	ONo

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.

OYes, the applicant completed the Abbreviated Accessibility Checklist.

ONo, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

4.1. If yes, when was the evaluation completed? 5/1/2022

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

Yes

ONo

#### 5.1. If yes include here. (500 characters)

It is the policy of Oolite Arts to promote and assure equal employment opportunity for all current and prospective employees without regard to race, color, religion, sex, age, disability, marital status, sexual orientation, pregnancy, genetic information, gender identity, gender expression, national origin, citizenship status, veteran status, actual or perceived status as a victim of domestic violence, dating violence, or stalking, and any other legally protected status entitled to protection under federal, state, or local anti-discrimination laws.

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

Oolite has long offered art classes in both Spanish and English. When the pandemic started we started producing video walkthroughs of the exhibitions at 924 Gallery, which we have continued. Since the beginning of the pandemic, Oolite has been offering many programs virtually, and some including art classes will continue to be offered both virtually and in person. While most of our audience is regional, our online programming has allowed us to reach people throughout the nation and beyond. Our youth programming reaches middle school and high school students in Miami through virtual programs and curated boxes containing art supplies and materials are delivered to their homes, so they can continue the program online. The ADA-compliant website employs best practices as advised by Miami Lighthouse for the Blind. We are constantly working to ensure all our images and multimedia are accessible through alternative text and captions. Our most recent videos produced at Oolite Arts include captions.

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

**Board members:** 

57% female, 43 % male, 57% White, 29% Hispanic, 14% Black

# Staff:

57% female, 43% male, 45% White, 39% Hispanic, 8% Black, 8% Asian, 14% LGTBQ

# 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.

Oolite Arts (known until 2019 as ArtCenter/South Florida) celebrated its grand opening in the spring of 1984 and is credited as being one of the catalysts for the revitalization of Lincoln Road and the surrounding area. Oolite has hosted 1,000+ studio artists in residence since 1984. 14 artists per year are awarded free workspace residencies at 924 Lincoln Road. Cinematic Arts Residencies award Miami filmmakers \$50,000 to fund new micro-budget narrative films, and a teen residency is offered every summer. Alumni have gone on to exhibit in major museums and art galleries and film festivals, start creative businesses and art nonprofits, become professors and receive public commissions.

11,000 visitors/year benefit from Oolite's free and low-cost programming (plus 65,000 who encounter street-level exhibitions). Two exhibition spaces in the 924 & 928 Lincoln Road pedestrian mall open daily from 12 - 5 p.m. Six exhibitions per year are curated at two Windows @ Walgreens locations on Collins Avenue in Miami Beach, and site-specific installations are curated for Mount Sinai Medical Center's Skolnick Surgical Tower lobby.

Oolite presents Talks, an annual curator lecture series followed by studio visits with local artists, in collaboration with Locust Projects. The Education Department employs 10 teaching artists and offers 390+ courses in English and Spanish to 2,250+ students. SKILLS brings professional development presenters and opportunities to artists. The Ellies awards offer \$500,000 annually in total support for projects by Miami-Dade County artists.

Dennis Scholl, previously Vice President for the Arts at the Knight Foundation, has been President and CEO since 2017. Since then, Oolite has increased direct support to local artists and acquired land to create a new home in Miami (75 NW 72nd St.). The architectural firm Barozzi Veiga has designed the new facility, slated to open in 2024.

#### 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.

Oolite secures funding through federal, state, city, and county grants, as well as Board contributions. Public funders include the National Endowment for the Arts; the State of Florida Division of Cultural Affairs; Miami-Dade County Department of Cultural Affairs; The Children's Trust; and Miami Beach Cultural Arts Council. In addition, the organization receives support from foundations including the John S. and James L. Knight Foundation, the Lynn and Louis

Wolfson II Family Foundation, AI & Jane Nahmad Family Foundation, and the Jorge M. Pérez Family Foundation; corporate sponsorships including Walgreens and Mount Sinai Medical Center; board member contributions; private donors; memberships; and the community as a whole. Currently, memberships are available at \$45/year for individuals and \$25/year for seniors and students.

The Board Finance Committee (Board Chair, Vice Chair, President & CEO, and Chief Financial Officer) meet bi-monthly. The President & CEO and department heads must review all expenses before issuing payments. Check requests must be used for all expenditures, two signatures are required for all outgoing checks, and financial duties are segregated. Budgets looking as many as five years into the future are produced internally and shared with the Finance Committee. As the next fiscal year nears, a line by line budget is produced by the Senior Team and presented to the Finance Committee at least twice before the Finance Committee recommends its approval by the Board. The Board has the opportunity to scrutinize the budget before its approval. Departmental budgets are tracked monthly. An external agency conducts annual audits, which are presented to the Board for approval. The Investment Committee, led by board Chair Kim Kovel and three volunteer advisors, manages Oolite's endowment fund. They do so in a way that protects Oolite's assets and will allow Oolite to provide public services in perpetuity.

#### 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?

Program staff use SurveyMonkey to distribute anonymous exit surveys to artists in residence, and post-course surveys to art classes attendees. The residency program manager collects feedback from studio residents on an ongoing basis, which reaches the VP of Programs and President and CEO. Artists who receive studio visits through the Talks program share feedback and continue to document the impact those studio visits have on their careers. The gallery assistant collects messages from visitors and shares them with artists and staff.

Education Department surveys reflect that the student base is mostly white and Hispanic, which reflects the ethnic breakdown of Miami Beach (52% Hispanic, 39% Caucasian, 4% Black). 70% of the students are 45+ years old. Surveys demonstrate satisfaction with the programs and the instructors.

Studio residency program exit surveys show the opportunity to collaborate within a community of practitioners was inspiring to studio residents and advanced the discussion around contemporary art. Studio residents communicated that one of the most valuable outcomes of their residencies was the curator studio visits and exhibition opportunities. This has a demonstrable impact on residents' careers that Oolite values and will strive to continue.

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

Oolite leadership staff review surveys and adapt programs according to audience and artist input. Surveys distributed at the end of the winter classes (Painting, Printmaking, Drawing, Filmmaking) held in-person at the Lincoln Road facility show more students prefer in-person

to online art courses, but there are enough students who prefer online courses that they will continue to be offered as long as there is demand. To improve courses, in-person attendees suggested that Oolite increase classroom size in order to host more students and suggested holding classes in a space with natural lighting.

Studio residency program exit surveys conducted in 2021 showed that artists benefited greatly from being part of the artist community at Oolite. Residency highlights included the studios themselves, connecting with other artists, exhibition and publication opportunities, Home + Away Residencies, and project funding. Challenges included the difficulty of networking during COVID and commuting to Miami Beach. Studio residents communicated that one of the most valuable outcomes of their residencies was the curator studio visits and exhibition opportunities. This has a demonstrable impact on residents' careers that Oolite values and will strive to continue.

Surveys related to Cinematic Arts programming demonstrate that screenings were more popular than Q & A or info sessions, and that half of respondents had applied to the Cinematic Arts Residency. Successful marketing reached attendees via Oolite Arts' website, newsletter, social media, word of mouth, and our partners at O Cinema. Save the Bay PSA survey respondents reported spending a minimum of 20, and up to 140 hours on their films. They reported high levels of satisfaction working with Oolite staff, and great appreciation for the financial and production support that was offered for their projects. Filmmakers suggested that there was room for improvement in the press outreach, seeking contacts with "press with more reach..."

### 4. Completed Fiscal Year End Date (m/d/yyyy) \* 9/30/2021

#### 5. Operating Budget Summary

	Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	\$770,961	\$778,500	\$865,000
2.	Personnel: Programmatic	\$691,524	\$765,000	\$835,000
3.	Personnel: Technical/Production	\$87,554	\$90,000	\$95,000
4.	Outside Fees and Services: Programmatic	\$1,186,365	\$1,575,000	\$1,591,800
5.	Outside Fees and Services: Other	\$381,816	\$400,000	\$351,000
6.	Space Rental, Rent or Mortgage	\$65,500	\$75,000	\$80,000

7.	Travel	\$30,287	\$45,000	\$60,000
8.	Marketing	\$98,589	\$165,000	\$185,000
9.	Remaining Operating Expenses	\$385,643	\$566,047	\$518,000
A.	Total Cash Expenses	\$3,698,239	\$4,459,547	\$4,580,800
В.	In-kind Contributions			
C.	Total Operating Expenses	\$3,698,239	\$4,459,547	\$4,580,800
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions			
11.	Revenue: Contracted Services	\$72,917	\$70,000	\$70,000
12.	Revenue: Other	\$3,839,485	\$3,152,302	\$3,868,645
13.	Private Support: Corporate	\$32,501	\$34,500	\$34,500
14.	Private Support: Foundation	\$140,000	\$800,000	\$120,000
15.	Private Support: Other	\$48,742	\$48,500	\$53,000
16.	Government Support: Federal	\$25,000	\$20,000	\$30,000
17.	Government Support: State/Regional	\$46,402	\$80,937	\$150,000
18.	Government Support: Local/County	\$278,275	\$253,308	\$254,655
19.	Applicant Cash			
D.	Total Cash Income	\$4,483,322	\$4,459,547	\$4,580,800
В.	In-kind Contributions			

#### 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 excess revenue earned by Oolite in fiscal year 2021 is being used to sustain Oolite's ability to support both its resident and community artists. The surplus is due to gains from the endowment and thus is not something that Oolite can count on moving forward. The endowment and the annual draw for operating expenses along with government funding will be critical to the success of Oolite and the local artists in the future. Continued growth of the andowment is key to Oolita's strategic plan and is constantly being re-invested into the

expansion of existing programs along with many new programs.
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?
<b>●</b> Yes
ONo .
10. Rural Economic Development Initiative (REDI) and Underserved Waiver

**O**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	Administrative Personnel		\$0	\$865,000	\$0	\$865,000
		Totals:	\$0	\$865,000	\$0	\$865,000
1.2	. Personnel: Programmati	c *				
			Grant	Cash	In-Kind	
#	Description		Funds	Match	Match	Total
1	Artistic Personnel		\$35,000	\$800,000	\$0	\$835,000
		Totals:	\$35,000	\$800,000	\$0	\$835,000

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

#	Description	Grant Funds	Cash Match	In-Kind Match	
1	Facilities Personnel	\$0	\$95,000	\$(	
	Totals:	\$0	\$95,000	\$0	
1.4.	Outside Fees and Services: Prog	rammatic *			
#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Visiting Artists and Curators	\$30,000	\$30,000	\$0	\$60,000
2	Contracted Maintenance Labor	\$0	\$50,000	\$0	\$50,000
3	Shares Artistic Fees	\$0	\$20,300	\$0	\$20,300
4	Exhibition Artistic Fees	\$0	\$30,000	\$0	\$30,000
5	Home and Away	\$0	\$189,000	\$0	\$189,000
6	Direct Artist Support	\$0	\$75,000	\$0	\$75,000
7	Ellies	\$0	\$600,000	\$0	\$600,000
8	Artist Support for Micro-Budget Films	\$0	\$212,000	\$0	\$212,000
9	Wolfson Calls	\$0	\$65,900	\$0	\$65,900
10	Community Justice Project Partnership	\$0	\$38,100	\$0	\$38,100
11	Class Instructors and Materials	\$0	\$40,000	\$0	\$40,000
12	Education and Outreach	\$0	\$110,000	\$0	\$110,000
13	Ancillary Exhibition Expenses	\$0	\$51,500	\$0	\$51,500
14	AR/VR	\$0	\$50,000	\$0	\$50,000
	Totals:	\$30,000	\$1,561,800	\$0	\$1,591,800

# 1.5. Outside Fees and Services: Other \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Documentation	\$25,000	\$25,000	\$0	\$50,000
2	Public Relations	\$36,000	\$36,000	\$0	\$72,000
3	Graphic Design	\$24,000	\$48,000	\$0	\$72,000
4	Audit	\$0	\$30,000	\$0	\$30,000
5	Legal Services	\$0	\$30,000	\$0	\$30,000
6	Grant Writing	\$0	\$10,000	\$0	\$10,000
7	Archiving	\$0	\$5,000	\$0	\$5,000
8	IT Support	\$0	\$47,000	\$0	\$47,000
9	Miami Foundation	\$0	\$35,000	\$0	\$35,000
	Totals	: \$85,000	\$266,000	\$0	\$351,000
1.6.	Space Rental (match only) *				
#	Description	Cash	Match	In-Kind Match	Total
1	Talks Lecture Theater and Service	\$	20,000	\$0	\$20,000
2	ArtFilms Theater and Service	\$	10,000	\$0	\$10,000
3	City of Miami Programming	\$	50,000	\$0	\$50,000
	Total	ls: \$	80,000	\$0	\$80,000
1.7.	Travel (match only) *				
#	Description	Cash	Match	In-Kind Match	Total
1	Artistic	\$	40,000	\$0	\$40,000
	Total	ls: \$	60,000	\$0	\$60,000

#	Description		Cash N	Cash Match		Total
2	Administrative		\$2	\$20,000		\$20,000
		Totals:	\$6	0,000	\$0	\$60,000
1.8.	Marketing *					
			Grant	Cash	In-Kind	
#	Description		Funds	Match	Match	Total
1	Advertising		\$0	\$135,000	\$0	\$135,000
2	Printing		\$0	\$50,000	\$0	\$50,000
		Totals:	\$0	\$185,000	\$0	\$185,000
1.9.	Remaining Proposal E	xpenses *				
			Grant	Cash	In-Kind	
#	Description		Funds	Match	Match	Total
1	<b>Building Maintenance</b>		\$0	\$65,000	\$0	\$65,000
2	Insurance		\$0	\$61,000	\$0	\$61,000
3	Fundraising		\$0	\$50,000	\$0	\$50,000
4	Condominium Fees		\$0	\$76,000	\$0	\$76,000
5	Personnel Training		\$0	\$30,000	\$0	\$30,000
6	General Office		\$0	\$80,000	\$0	\$80,000
7	Oolite Collection		\$0	\$60,000	\$0	\$60,000
8	Other Operating Expenses		\$0	\$96,000	\$0	\$96,000
		Totals:	\$0	\$518,000	\$0	\$518,000

# 1.10. Amount of Grant Funding Requested:

\$150,000

### 1.11. Cash Match:

#### 1.12. In-Kind Match:

#### 1.13. Match Amount:

\$4,430,800

#### 1.14. Total Project Cost:

\$4,580,800

### 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 \*

#### 2.2. Revenue: Contracted Services \*

#	Description	Cash Match	Total	
1	Condominium Maintenance	\$40,000	\$40,000	
2	Mount Sinai	\$30,000	\$30,000	
	Totals:	\$0	\$70,000	\$70,0

#### 2.3. Revenue: Other \*

Descr	iption		Cash Match	Total
1 Class	Tuition		\$54,000	\$54,000
2 Publi	c Films		\$4,200	\$4,200
Inves	tment Income		\$3,840,445	\$3,840,445
		Totals:	\$0	\$3,898,645

### 2.4. Private Support: Corporate \*

#	Description	Cash Match	Total	
1	Walgreens	\$30,000	\$30,000	
2	Corporate Contributions	\$4,500	\$4,500	
	Totals:	\$0	\$34,500	\$34,500
2.5. F	Private Support: Foundation *			
#	Description	Cash Match	Total	
1	Jorge Perez Family Foundation	\$50,000	\$50,000	
2	Lynn and Louis Wolfson Family Foundation	\$70,000	\$70,000	
	Totals:	\$0	\$120,000	\$120,000
2.6. F	Private Support: Other *			
#	Description	Cash Match	Total	
1	Memberships	\$27,000	\$27,000	
2	Board Contributions	\$24,000	\$24,000	
3	Individual Contribtions	\$2,000	\$2,000	
	Totals:	\$0	\$53,000	\$53,000
2.7. 0	Sovernment Support: Federal *			
2.8. 0	Sovernment Support: Regional *			
2.9. 0	Sovernment Support: Local/County *			
#	Description	Cash Match	Total	
1	Miami-Dade County	\$228,015	\$228,015	
2	City of Miami Beach	\$26,640	\$26,640	
	Totals:	\$0	\$254,655	\$254,655

# 2.11. Total Project Income:

\$4,580,800

### 2.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
Α.	Request Amount	\$150,000	\$150,000	3%
В.	Cash Match	\$4,430,800	\$4,430,800	97%
	Total Cash	\$4,580,800	\$4,580,800	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$4,580,800	\$4,580,800	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.

N/A

# 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	Format/extension	Maximum
Type	FOITILALITEACETISTOTT	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)
Substitute w9 SFAC.pdf	33 [KB]	5/31/2022 5:46:26 PM	View file

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

File Name	File Size	Uploaded On	View (opens in new window)
Form 990_South Florida Artcenter_2019_Submitted.PDF	474 [KB]	5/31/2022 5:46:54 PM	View file

# 2. Support materials (required)\*

File	Title	Description	Size	Туре	View (opens in new window)
2022 Oolite Arts Video Work Samples.pdf	Oolite Arts Artist Videos	Videos about the artistic practice of Sasha Wortzel, Jen Clay and Edson Jean.	384 [KB]		View file
Letter from Oolite Arts President and CEO Dennis Scholl.pdf	Letter from Dennis Scholl, President and CEO of Oolite Arts	Letter to the panelists	66 [KB]		View file
Brochures_Oolite_Arts FY 21-22.pdf	Oolite Arts Program Brochures	Brochure for exhibition and art classes	1342 [KB]		View file
001 2022 Oolite artists in residence-3.pdf	Oolite Arts Resident Artists	Bio and headshots of each resident artist we serve through our residency programs	5129 [KB]		View file
2021-22 Recent Exhibitions.pdf	21-22 Exhibitions presented by Oolite Arts	Summary of exhibitions with description and images	4595 [KB]		View file
Board List on letterhead FY22-23.pdf	Oolite Arts Board list FY22	List of Oolite Arts board members	284 [KB]		View file

# 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 South Florida Art Center, 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)

**Dennis Scholl**