

# Coral Gables Congregational Church (United Church of Christ), Inc.

**Project Title:** Community Arts Program (CAP) 2023 Summer Concert Series & Summer Master Classes

**Grant Number:** 24.c.pr.102.243

**Date Submitted:** Monday, May 30, 2022

**Request Amount:** \$25,000.00

## A. Cover Page Page 1 of 12

### Guidelines

Please read the current Guidelines prior to starting the application: [2023-2024 Specific Cultural Project Grant Guidelines](#)

### Application Type

**Proposal Type:** Discipline-Based


**Funding Category:** Level 2

**Discipline:** Music

**Proposal Title:** Community Arts Program (CAP) 2023 Summer Concert Series & Summer Master Classes

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

### Applicant Information

- a. Organization Name: Coral Gables Congregational Church (United Church of Christ), Inc. 
- b. DBA: Community Arts Program
- c. FEID: 59-0637827
- d. Phone number: 305.448.7421
- e. Principal Address: 3010 De Soto Boulevard Coral Gables, 33134-6317
- f. Mailing Address: 3010 De Soto Boulevard Coral Gables, 33134-6317
- g. Website: [www.gablesucc.org](http://www.gablesucc.org); [www.communityartsprogram.org](http://www.communityartsprogram.org)
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: MiamiDade
- k. UEI: UMQLTBMYLTK8
- l. Fiscal Year End Date: 08/31

#### 1. Grant Contact \*

**First Name**

Mark

**Last Name**

Hart

**Phone** 786.423.3071

**Email** MarkH@CommunityArtsProgram.org

#### 2. Additional Contact \*

**First Name**

Mark

**Last Name**

Hart

**Phone** 786.423.3071

**Email** MarkH@CommunityArtsProgram.org

#### 3. Authorized Official \*

**First Name**

Mark

**Last Name**

**Hart**

**Phone** 786.423.3071

**Email** MarkH@CommunityArtsProgram.org

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

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

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**Organization - Nonprofit**

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

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**Community Service Organization**

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

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**Music**

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## C. Eligibility Page 3 of 12

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

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

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

- Yes (required for eligibility)
- No

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

- Yes (required for eligibility)
- No

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

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

## D. Quality of Offerings Page 4 of 12

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

**Mission Statement of the Community Arts Program (CAP):** To serve a diverse community by providing educational and culturally-enriching experiences through the transforming power of the arts.

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

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

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The proposed project is the Community Arts Program (CAP) 2023 Summer Concert Series & Summer Master Classes. In 2023, the Concert Series enters its 38<sup>th</sup> season. The Summer Master Classes enters its 19<sup>th</sup> season.

#### CAP 2023 SUMMER CONCERT SERIES

The Summer Concert Series has become a South Florida classic—presented during the down-time summer months of many S. FL arts organizations—staged within the historic Coral Gables Congregational Church. Reasonably-priced tickets (beginning at \$35 general to \$50 patron and free tickets to upwards of 500 children, youth, and their families) provide an accessible cultural outing for many. Every other Thursday evening, the Series offers a total of six exceptional world-class jazz and classical concerts. NOTE: The CAP Summer Concert Series offers a total of six concerts. Four concert dates below (July 6, July 20, August 3, and August 17) are the only concert dates included in this funding request, as they occur between the July 1, 2023 to June 30, 2024 parameter of this grant's guidelines.

CONCERT DATE	PERFORMING ARTIST
June 8, 2023	Christian McBride, jazz bassist
June 22, 2023	Mark Kosower, classical cellist
July 6, 2023	Emmet Cohen, jazz pianist
July 20, 2023	Shannon Powell, jazz drummer
August 3, 2023	Sinta Quartet, classical saxophone
August 17, 2023	Samara Joy, jazz vocalist

#### CAP 2023 SUMMER MASTER CLASSES

Community Arts Program (CAP) Summer Master Classes—on five post-concert Friday mornings—engage children and adults of all ages to sessions with Summer Concert Series artists, who in turn provide one-on-one coaching and insights into musical preparation and performance. Attendees apply to perform or audit master classes. Each class is FREE and open to the public. Upwards of 600 children and youth (8-22 years of age) attend throughout the summer. 2023 Summer Master Classes dates and proposed teachers follow. NOTE: The CAP Summer Master Classes offers a total of five master classes. Four master class dates below (July 7, July 21, August 4, and August 18) are the only master class dates included in this funding request, as they occur between the July 1, 2023 to June 30, 2024 parameter of this grant's guidelines.

<b>MASTER CLASS DATE</b>	<b>TEACHING ARTIST</b>
June 23, 2023	Mark Kosower
July 7, 2023	Emmet Cohen
July 21, 2023	Shannon Powell
August 4, 2023	Sinta Quartet
August 18, 2023	Samara Joy

This funding request encompasses eight events: four concerts and four master classes.

### **2.1. Project 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.

The goals of the CAP 2023 Summer Concert Series and Summer Master Classes are:

1. Create a roster of highest-caliber artists that appeal to a broad demographic;
2. Create avenues that afford students and the financially-challenged an opportunity to expand their cultural awareness;
3. Create win/win business partnerships that bolster tickets sales and make it possible to meet goals one and two.

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

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

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

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

The specific measurable objectives of the proposed project are:

1. Stage a total of six concerts (classical and jazz) and five master classes—four concerts and four master classes occur between and are eligible for funding within the July 1, 2023-June 30, 2024 parameters of this grant's guidelines—with artists requested across a wide demographic as per audience surveys conducted in June through August 2022, quantified for audience satisfaction through surveys at each concert event, and that are accessible by all;
2. Increase the number of complimentary tickets to the financially-challenged and the underserved to 28% of total ticketing (to 592 individuals—75% children and 25% percent adults—a 7% increase over 2019 pre-COVID figures);
3. Engage 18 top-notch Miami restaurants (up from 13 in 2019) that, in exchange for target-market awareness, provide an assortment of pre-concert patron reception foods that—based on 2019 concert data—increases patron ticket sales by an average of 9.5% or \$2,625.

### 2.3. Project Activities (2000 characters)

Please list the project or program activities.

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

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

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The activities that meet the objectives of the proposed project are:

1. Six Thursday evening concerts—four of these concerts occur between and are eligible for funding within the July 1, 2023-June 30, 2024 parameters of this grant's guidelines—offering renowned artists presenting music rooted in classical and jazz music genres;
2. Five Friday morning Summer Master Classes—four of these master classes occur between and are eligible for funding within the July 1, 2023-June 30, 2024 parameters of this grant's guidelines—offered to children and youth (ages 8-18) and adults, taught by a cadre of artists appearing on the Summer Concert Series;
3. Reasonably-priced concert and FREE Summer Master Classes admission rates;
4. Free concert tickets and master classes increasing numbers of children and youth;
5. An extensive and targeted marketing strategy to pique interest throughout the diverse cross-sections of Miami-Dade County;
6. A fully ADA-compliant project venue with trained, in-kind volunteer staff.

### 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.

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The most effective means of audience development are through partnerships with other organizations. These formal relationships include and provide the following:

- *The Beacon Council and Business Development District Members:* Member e-linkage, sponsorship leads and co-marketing opportunities that help to more deeply diversify our reach into the broader community;
- *Greater Miami Convention and Visitors' Bureau:* Postings and event listings within various cultural guides and cyber areas that reach an increasing number of not only tourists, but recent arrivals to the area;
- *NAACP (Miami-Dade):* Linkage to its web and e-addresses for the marketing of the Summer Concert Series;
- *New World Symphony, Adrienne Arsht Center, and University of Miami Frost School of Music:* A reciprocal exchange of e-linkage for the dissemination of concert information through additional viral marketing;
- *Miami-Dade (M-D) County Office of Parks and Recreation:* Assistance with Concert Series site postings and dissemination of brochures;
- *M-D County Public Schools Office of Academics and Transformation, and Home Education Program:* Lists of students to target for Young Musicians' Summer Master Classes and free Summer Concert Series tickets.

## E. Impact - Reach Page 5 of 12

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

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

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8

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

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8

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

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1,474

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

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0

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

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900

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

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

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

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## 6.2. Number of Florida artists directly involved?

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9

## Total number of individuals who will be engaged?

2390

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

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0

## 8. Proposed Beneficiaries of Project

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

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

No specific racial/ethnic group

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

No specific age group.

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

No specific underserved/distinct group

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

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

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For the information in this section, the applicant accessed the most recent demographics data available from the Census Bureau’s 2020 American Community Survey (ACS) sent each year to a portion of the U.S. population.

From data released in September 2021, the following outlines the Community Arts Program (CAP) service area comprised of Palm Beach, Broward, Miami-Dade, and Monroe Counties. For each of the service area, the below includes population, ethnic composition, age, households, median household income, and education.

Note: 9% of the Community Arts Program (CAP) audience is from Palm Beach County; 28% is from Broward County; 55% is Miami-Dade County; 8% is from Monroe County. (Based on 2019 pre-COVID numbers.)

### PALM BEACH COUNTY

Population

1,496,770

<b>Ethnic Composition</b>	Hispanic or Latino = 23%
	Black or African American = 20%
	White = 75%
	Asian = 3%
	American Indian & Alaska Native = 1%
	Native Hawaiian & Pacific Islander = 0.1%
	Two or More Races = 2%
<b>Age</b>	<5 Years = 6%
	<18 Years = 22%
	65+ Years = 19%
<b>Households</b>	554,905
<b>Median Household Income</b>	\$63,299
<b>Education</b>	High School Graduate or Higher = 89%
	Bachelor's Degree or Higher = 36%

**BROWARD COUNTY**

<b>Population</b>	1,952,778
<b>Ethnic Composition</b>	Hispanic or Latino = 31%
	Black or African American = 30%
	White = 63%
	Asian = 4%
	American Indian & Alaska Native = 0.4%
	Native Hawaiian & Pacific Islander = 0.1%
	Two or More Races = 2%
<b>Age</b>	<5 Years = 6%
	<18 Years = 21%
	65+ Years = 17%
<b>Households</b>	690,050
<b>Median Household Income</b>	\$59,547
<b>Education</b>	High School Graduate or Higher = 89%
	Bachelor's Degree or Higher = 32%

**MIAMI-DADE COUNTY**

<b>Population</b>	2,699,428
<b>Ethnic Composition</b>	Hispanic or Latino = 68.5%
	Black or African American = 15.8%
	White = 13.2%
	Asian = 1.5%
	American Indian & Alaska Native = 0.1%
	Native Hawaiian & Pacific Islander = 0.0%
	Two or More Races = 0.06%
<b>Age</b>	<5 Years = 6%
	<18 Years = 20%
	65+ Years = 17%
<b>Households</b>	883,372
<b>Median Household Income</b>	\$59,547
<b>Education</b>	High School Graduate or Higher = 89%
	Bachelor's Degree or Higher = 32%

**MONROE COUNTY**

<b>Population</b>	74,228
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<b>Ethnic Composition</b>	Hispanic or Latino = 25%
	Black or African American = 7%
	White = 89%
	Asian = 1.5%
	American Indian & Alaska Native = 0.5%
	Native Hawaiian & Pacific Islander = 0.1%
	Two or More Races = 1.8%
<b>Age</b>	<5 Years = 5%
	<18 Years = 15%
	65+ Years = 24%
<b>Households</b>	53,892
<b>Median Household Income</b>	\$70,033
<b>Education</b>	High School Graduate or Higher = 91%
	Bachelor's Degree or Higher = 34%

**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.

The Community Arts Program (CAP) total client base comprises the following percentages: 57.3% Hispanic, 21.5% White, 18.2% Black, 1.4% Asian, .02% Hawaiian and Pacific Islander, .18% Other, and 1.40% two or more races.

Community Arts Program (CAP) is unique in that its programming provides a total experience to encompasses children and youth to adults. CAP plays a significant role in providing free summer concerts and master classes attendance to a total average of 900 children and families who cannot afford the experience. An additional 78% of scholarships are received across an average of 200 children and youth (ages 5-18) enrolled in after-school CAP music classes and performing ensembles throughout remainder of the year.

The Community Arts Program (CAP) after-school programming expanded in fiscal year 2021-2022 to include a 10% minimum of all enrolled to be children and youth with disabilities (e.g., Down syndrome and those on the autism spectrum). For this, CAP also pairs CAP teaching staff with specialized therapists to provide most successful and appropriate action plans and assistance. The project of this application, with concerts and master classes, provides a dovetail into the summer for real world experiences to many children and youth who, otherwise, have little means or opportunity to see, hear, and interact with a caliber of artistry that highly inspires and motivates cultural interest and learning. Likewise, CAP summers provide that same experience and impact for adults of all ages and means.

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

Miami-Dade

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

- Broward
- Miami-Dade
- Monroe
- Palm Beach

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

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

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From the point when the COVID-19 pandemic became a grave public threat in March 2020, the Community Arts Program (CAP) transitioned to virtual, online programming. This transition included the after-school CAP Conservatory for the Arts and CAP Miami Jazz Institute twice weekly, music education curricula through the remaining FY2019-2020 CAP education year ending in May 2020. Online success continued with FY2020-2021 CAP education curricula, beginning August 2020. All was done through Zoom and a specially designed *CAPapp*®. From these, instructors accessed curriculum, screen-shared materials, tracked students' progress, and launched assignments to students' in-boxes.

FY2021-2022 CAP Conservatory for the Arts and CAP Miami Jazz Institute twice weekly, after-school music education curricula transitioned back on-ground successfully - with masking and stringent cleaning protocols. However, CAP online was, and still will be, accessed to maintain the engagement of children during times of quarantine, and for children and youth who remain immunocompromised. For CAP, after-school Conservatory for the Arts and Miami Jazz Institute curricula, virtual and on-ground, is available to all children and youth - no matter their circumstance or ability. Tuition is needs-based (\$0-\$50 weekly), predicated upon family income referenced against the *Federal Poverty Level Guidelines*.

2020 and 2021 Community Arts Program (CAP) Summer Concert Series events transitioned to online programming and became the CAP VIRTUAL Summer Concert Series. A Series of six, virtual events streamed across the CAP website (*CAPcast*® portal) and social media platforms (Facebook, Instagram TV, and YouTube) over six, consecutive Thursday evenings - July through August. Virtual Summer Concert Series events were made available worldwide free of charge; online donations were accepted. CAP Summer Concert Series events returned solely on-ground in summer 2022, with on-ground ticket prices returning to the \$35-\$50 range.

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

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

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

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

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The Community Arts Program (CAP) believes that cultural programming continues to be vital in economic recovery and health. To this end, CAP benefits its community through robust programming accessible to all sectors of its demographic - with partnerships to bolster businesses that, in turn, bring economic impact as described below.

**Local Economic Impact: This Proposal**

The result of a high-quality product is increased discretionary spending (e.g., dining and accommodations) by audiences, thereby creating economic fortitude. With that, the Community Arts Program sparks attendees' discretionary spending within our community. Examples of this include:

- Partnerships with local restaurants, which provide pre-concert samplings of their food, have increased restaurants' revenue by 10% and our ticket revenue by 9.5% (based on Pre-COVID 2019 figures).

- Figures reported to the Tourist Development Council reflect an average of 128 hotel rooms booked as the result of Summer Concert Series activities (based on Pre-COVID 2019 figures).

In addition, for the activities within this proposal, we choose local vendors for intermission concessions, backline and printing needs, and South Florida artists to fill out headline musicians' requests. Each of these also adds to Florida's economic strength.

#### Local Economic Impact: The Community Arts Program as a Whole

For an estimate of the Community Arts Program's overall total economic impact, it employs use of the *Arts & Economic Prosperity V (AEP5) Calculator*, a tool made available by Americans for the Arts. The following approximations are founded on research findings from 341 diverse communities and regions across the country, representing all 50 states and the District of Columbia. The following is based on the Community Arts Program's overall projected expenditures of \$437,550 and projected number of 3,500 audience members throughout the next fiscal year (ending 8/31/2023).

Total Expenditures = \$558,540

FTE Jobs = 18

Household Income = \$433,059

Local Government Revenue = \$23,941

**Total Expenditures** =The total dollars spent by the Community Arts Program and its audience. (The average dollars spent per person by arts event attendees in similarly populated communities.)

**FTE Jobs** =The total number of full-time equivalent (FTE) jobs in Miami-Dade County that are supported by the expenditures made by the Community Arts Program and/or its audiences.

**Household Income** =The total dollars paid to community residents as a result of the expenditures made by the Community Arts Program and/or its audiences.

**Local Government Revenue** =The total dollars received by Miami-Dade County governments (e.g., license fees, taxes) as a result of the expenditures made by the Community Arts Program and/or its audiences.

## 15. Marketing and Promotion

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

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

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

How are you marketing and promoting your organizations offerings?

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Ten strategies form an integrated plan over multiple platforms that build audience and expand Community Arts Program (CAP) reach. As a whole, this ensures regional, state, national, and international reach. To bolster this, the CommunityArtsProgram.org website employs search engine optimization and interfaces with social media (Facebook, Instagram, Twitter, and YouTube).

1. ***Cross Promoting*** with University of Miami Frost School of Music, Adrienne Arsht Center, New World Symphony and brochure exchanges with numerous cultural organizations; the Beacon Council, Greater Miami Convention Center and Visitors Bureau, Business Development District Members, M-D NAACP, Coral Gables Chamber of Commerce, and private individuals & businesses;
2. ***Cyber & Social Media Listings*** that include CommunityArtsProgram.org, CoralGables.com, GablesHomePage.com, MiamiandBeaches.com, JazzBluesFlorida.com, SouthFloridaClassicalReview.com, and MiamiArtZine.com. Social media cyber marketing includes Facebook (Facebook.com/CommunityArtsProgram), Instagram (Instagram.com/CommunityArtsProgram), Twitter (Twitter.com/CommArtsProgram); and YouTube (YouTube.com/CommunityArtsProgram);
3. ***Electronic Mail Blasts*** through e-mail partnerships (blasts launched from participants' e-databases) with WLRN 91.3 FM, WDNA 88.9 FM, Adrienne Arsht Center, New World Symphony, University of Miami Frost School of Music and blasts launched from the Community Arts Program e-database of 3,700 email address for viral marketing through MailChimp;
4. ***Direct Mail Brochures*** posted to 17,000 households listed in our concert data base + 33,000 through a purchased, targeted mailing list (Based on 2022 numbers);
5. ***Press Releases through eReleases and PR Newswire*** encompass all media and include 5,000 cyber sources;
6. ***Print, Online Ads & Feature Stories*** that appear in *Coral Gables Cultural Calendar, In the Gables Magazine, El Nuevo Herald, Diario Las Americas, Miami Herald and Neighbors, Miami New Times, South Florida Sun-Sentinel, El Sentinel, South Florida Classical Review and The Greater Miami and the Beaches Calendar of Events*;
7. Radio WDNA 88.9 FM, WLRN 91.3 FM, and WZAB 880 AM, with advertising generated through spots, PSAs, on-air interviews, and calendar listings;
8. Television Coral Gables TV and local PBS affiliates WLRN-TV 17 and WPBT 2, with advertising through PSAs, on-air interviews, and calendar listings;
9. Strategic Placement of Flyers in partnership with Miami-Dade business establishments and Miami-Dade Chamber of Commerce, the local NAACP chapter, consulates, the Beacon Council, the Business Development District Members and Greater Miami Convention and Visitors Bureau, music teachers' studios, and various summer music programs at Florida Memorial University, University of Miami, and Miami-Dade College; and
10. Consultations with Florida music educators, Office of Academics and Transformation, Home Education Program and private music teachers.

(See Support Material #2 for a *Detailed Marketing Plan and Timeline* that outlines the overall marketing position, objectives, strategies, and timeline.)

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

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

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at [dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility](https://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility). We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

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**ACCESSIBILITY, LANGUAGE, SIGHT, and LISTENING SERVICES are available at all Summer Concert Series concerts and Summer Master Classes.**

The following support the above.

- 1. Ongoing training to our staff of 43 volunteers provides sensitive and competent assistance to challenged and seasoned members of the community.**
- 2. Designated areas for special seating are available and well-marked. To make this process as smooth as possible, participants are encouraged to request special assistance at the time of securing tickets. This heads-up approach is beneficial for even greater efficiency when engaging our bi-lingual volunteers who, collectively, are versed in English, French, Creole, Spanish, Portuguese, and sign language.**
- 3. Braille Signage is throughout the facility.**
- 4. A total of 10 assisted-listening devices (five are typically needed) are made available to the aurally-impaired.**
- 5. Coral Gables Congregational Church is equipped with two ADA-compliant entrance ramps and seven ADA-compliant bathrooms. These accessibility improvements were made possible, in part, through a Miami-Dade County Department of Cultural Affairs capital development grant.**

Our goal is to always present an extravagant welcome to each member of our community. In addition to within our facility, accessibility symbols and welcoming language are used in all marketing materials as well as the following statement: *To request materials in accessible format, and/or any disability accommodation, please contact 305.448.7421, ext. 120 or [Info@CommunityArtsProgram.org](mailto:Info@CommunityArtsProgram.org) five days in advance to initiate your request. TTY users may also call 711 (Florida Relay Service).*

(See Support Material #5 for examples of the aforementioned ADA logos and text on marketing materials.)

### **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?**

Mark Hart

#### **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? 2/1/2022**

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

Yes

No

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

The Community Arts Program (CAP) embraces diversity, equity, and inclusion as organizational principles that intentionally make space for positive outcomes to flourish. Honest, internal dialogue encourages staff and board members to reflect, listen to, and learn from each other's experiences. Staff training and board meetings focus on core ethics, examine internal biases, and then adopt practices that promote diversity, equity, and inclusion of all - no matter differences in ethnicity, race, gender identity, sexual orientation, ability status, socioeconomic status, geography, religion, and/or age.

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

To widen the access and reach to programming, comp tickets to the Community Arts Program Summer Concert Series and FREE Summer Master Classes remain available to students. Upwards of 500 children and youth receive free Summer Concert Series tickets over the entire summer (i.e., ~ 83 total children and youth with free tickets per concert). Upwards of 600 children and youth attend free Summer Master Classes over the entire summer.

Additionally, an average of 150 comp tickets to the Summer Concert Series events and invitations to free Summer Master Classes are given to the Miami Rescue Mission, Inc. - with busing provided. These give positive experiences that enhance the Mission's rehabilitation efforts to offer life-changing opportunities for those who suffer from life-controlling problems such as homelessness, chemical abuse or addiction, medical and mental issues, illiteracy, and lack of adequate job skills.

Comp Summer Concert Series tickets and free Summer Master Classes—to students, families, and others challenged by circumstance and opportunity—help to make educational and cultural enrichment more accessible. The overall education and outreach impact is more children, youth, and adults served by affordable and life-enhancing cultural and educational experiences, all of which strengthen our community as a whole.



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

The Community Arts Program (CAP) actively engages those who have been recommended and/or have indicated a desire to become involved with the Community Arts Program. As staff, volunteers, and governing body members are identified; CAP's focus is to maintain a diverse mix within the organization. Through outreach efforts, with board members' affiliates and their affiliates, we further develop a "chain" that elicits interest from larger segments of the population that represent our diverse community. Within employment postings, we encourage applications from and seek those who have diverse backgrounds. As such, the organization's current make-up includes a varying, vibrant fabric that represents African-American, Hispanic, White, Native American, Island, and cultures across Europe. This mix also includes a diversity of gender identity, sexual orientation, ability status, socioeconomic status, religion, and age.

# G. Track Record Page 7 of 12

## 1. Organization History (2000 characters)

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

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George Merrick, the architect and developer of Coral Gables, honored his father in 1923 with what became the oldest established building and organization in Coral Gables, FL: Coral Gables Congregational Church.

In 1985, a Summer Concert Series—initially composed primarily of up-and-coming local artists—began at the Church. In 2003, Mark Hart became Executive and Artistic Director of the Community Arts Program (CAP), based at Church. Mark would oversee the Summer Concert Series and a new, after-school Conservatory for the Arts.

Today, the Summer Concert Series brings to Miami-Dade (M-D) County a yearly roster of prestigious classical and jazz artists from around the world, with affordable world-class experiences for people from S. Florida and beyond. CAP Summer Concert artists also teach CAP Summer Master Classes, and offer a unique opportunity for children and adults to engage and learn.

The CAP Conservatory for the Arts offers needs-based, sliding-scale tuition for music curricula to all children (ages 5-18), no matter what their circumstance or ability. Twice weekly (Sept-May), enrolled students attend classes in the Church's education facilities. Students receive one-on-one instruction on any chosen instrument, comprehensive music theory classes, and participation in five performance ensembles. This expanded to include, with a Knight Arts Challenge grant, a CAP Miami Jazz Institute to introduce M-D County children to the "Great American Art Form", other contemporary music, and participation in a CAP Jazz PREP Band and CAP ALL-STAR Jazz Ensemble.

*CAP Records*® provides CAP students a recording label, valuable growth in studio musicianship, and marketing. It also gives an added recording label to established artists of distinction to release works.

Throughout COVID, CAP migrated all programming successfully online, and built an online *CAPapp*® that continues to hold CAP students' progress analytics and online teaching tools for CAP Teaching Artists. Summers 2020 and 2021 broadcast twelve CAP Summer Concert Series concerts solely through the CAP website and social media.

Among significant relationships/partnerships in CAP's endeavors are the M-D County Public School System, Breakthrough Miami, and the Greater Miami Convention and Visitors' Bureau. Each substantially helps to recruit students and market CAP activities locally and globally.

(See Support Material #7 for unabbreviated history.)

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

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

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**BREAKDOWN: Project's Fiscal Condition (based on \$142,733 cash revenue needed)**

- 45% of the project's cash revenue is fully anticipated, based on pledges and grant review/recommendations received (i.e., *Private Support Corporate / Private Support: Other / Government Support: County*).
- 37% of the project's cash revenue is pending (i.e., *Admissions / Revenue: Other / Private Support: Foundation / Government Support: Regional*). Based on the organization's 37-year history, these are consistently met or exceeded by 5%.

**NOTE:**

- 18% of the project's cash revenue is remaining and is requested through this Florida Department of State Division of Arts & Culture grant request of \$25,000.
- Any portion of the requested State amount not funded will be, if necessary, recouped through additional private and/or corporate donations.
- (All in-kind contributions are secured.)

**POST-GRANT PERIOD SUSTAINABILITY OF PROPOSAL ACTIVITIES**

The Community Arts Program (CAP) carries no debt and has always remained watchful within its overall fiscal planning and condition. Throughout the Previous Fiscal Year, the Community Arts Program rose to the challenges of COVID-19 with budget adjustments and virtual programming that allowed CAP to continue uninterrupted, maintain top-of-mind awareness, and remain fiscally healthy. Each current action builds the success for the project within this application, and its post-grant period sustainability. (See the *Additional Operating Budget Information* section of this application.)

As in the past—and increasingly more evident now—building contingency within fiscal planning remains paramount for creating and planning future growth and sustainability. A Community Arts Program (CAP) Endowment Fund was established nine years ago through private donations. In FY2020-2021, CAP received a generous \$1M endowment gift from a private estate that brought the CAP Endowment Fund to \$1.1M. The CAP Endowment Fund is not reflected in the operating budget of this proposal as no monies from the invested Endowment are currently taken, but remain for active managing and for maximizing Endowment growth.

**3. Project Evaluation (2000 characters)**

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

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The project's evaluation of goals and measurable objectives hinges upon the following seven, key measurement tools.

1. *Critical reviews* by press;
2. *Public reactions* by way of verbal and written comments in a written survey (an inquiry into demographics, psychographics, marketing source, and artist preferences). This survey continues to have a 94% average rate of completion and return. Data from surveys form improvement strategies based from a "collective customer voice." (See sample *Concert Survey* included within Support Material #6.);
3. *Social Media Engagement* is re-shaping the face of data collection in terms of instantaneous feedback and two-way reciprocal exchange (client <-> provider). Comments posted on social media and analytics from numbers of "Likes," "Views," "Shares," etc. form an aggregate customer opinion reviewed and then weighted within the organization's action plans;
4. *Excel and Access database tracking systems* that measure ticket distribution, demographics, and attendance;

5. *Follow-up meetings* which involve strategic outside sources that include private and government cultural and educational officials, community leaders, and students (particularly students ages 8-18) who represent the project's diverse population;
6. *Post-concert follow-up* meetings engaging the Advisory Board and administrative staff of the Community Arts Program;
7. *"Flash-film footage"* captures immediate audience feedback during intermissions and following concerts. This filmed evaluation documents facial and vocal nuances that reveal more than words—within any language—found in written surveys.

Data are collected by staff and volunteers at various points before (i.e., at point-of-ticket sale and pick-up), during (i.e., audience survey and reaction), and after the project (i.e., press reviews and post-meetings). Evaluations target the efficacy of artists and the organization, and the satisfaction of those who attend. The collected data are used to indicate most favorable programming, overall reaction, future programming preferences of those who attend, overall diversity of reach, and most effective marketing strategies.

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

The project's expected outcomes and determination of success is described through a concise listing of the following, four action items and corresponding achievements. (Action items = Activities needed to ensure the project's success. Achievements = Measurable Objectives.)

#### Action Item 1

Create project's awareness through a large number (i.e., over 130) of media platforms.

#### Achievement 1

Press releases to a minimum of 132 media, with at least a 15% return of media engagement.

#### Action Item 2

Measure public reaction.

#### Achievement 2

A 94% average rate of survey completion with an 85%-90% rate of positive majority reaction.

#### Action Item 3

Increase social media engagement as it re-shapes the face of measuring success in terms of instantaneous feedback and two-way reciprocal exchange (client <-> provider) by way of "Likes," "Views," "Shares," etc. to form an aggregate customer opinion.

#### Achievement 3

Post an average of 10 social media comments and videos per event across each social media platform—Facebook, Instagram, Twitter, and YouTube—for a 1,000+ aggregate of social media engagement.

#### Action Item 4

Maintain or exceed audience numbers and ticket sale dollars.

**Achievement 4**

Meet an average of 2,400 attendees, and ticket sales within the range of—or that exceed—\$40,000-\$43,000.

**4. Completed Fiscal Year End Date (m/d/yyyy) \* 8/31/2021**

**5. Operating Budget Summary**

<b>Expenses</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
<b>1. Personnel: Administrative</b>	<b>\$107,950</b>	<b>\$107,950</b>	<b>\$107,950</b>
<b>2. Personnel: Programmatic</b>	<b>\$138,100</b>	<b>\$145,751</b>	<b>\$147,200</b>
<b>3. Personnel: Technical/Production</b>	<b>\$10,400</b>	<b>\$5,200</b>	<b>\$5,400</b>
<b>4. Outside Fees and Services: Programmatic</b>	<b>\$8,000</b>	<b>\$45,000</b>	<b>\$47,000</b>
<b>5. Outside Fees and Services: Other</b>			
<b>6. Space Rental, Rent or Mortgage</b>			
<b>7. Travel</b>	<b>\$850</b>	<b>\$875</b>	<b>\$900</b>
<b>8. Marketing</b>	<b>\$7,000</b>	<b>\$27,300</b>	<b>\$30,900</b>
<b>9. Remaining Operating Expenses</b>	<b>\$23,320</b>	<b>\$10,850</b>	<b>\$10,950</b>
<b>A. Total Cash Expenses</b>	<b>\$295,620</b>	<b>\$342,926</b>	<b>\$350,300</b>
<b>B. In-kind Contributions</b>	<b>\$69,675</b>	<b>\$85,731</b>	<b>\$87,250</b>
<b>C. Total Operating Expenses</b>	<b>\$365,295</b>	<b>\$428,657</b>	<b>\$437,550</b>
<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
<b>10. Revenue: Admissions</b>		<b>\$40,000</b>	<b>\$43,000</b>
<b>11. Revenue: Contracted Services</b>			

12. Revenue: Other	\$51,600	\$49,200	\$57,650
13. Private Support: Corporate			
14. Private Support: Foundation	\$68,230	\$84,500	\$86,200
15. Private Support: Other	\$12,185	\$16,800	\$28,750
16. Government Support: Federal	\$42,504		
17. Government Support: State/Regional	\$25,000	\$25,000	\$25,000
18. Government Support: Local/County	\$96,101	\$110,506	\$109,700
19. Applicant Cash		\$16,920	
D. Total Cash Income	\$295,620	\$342,926	\$350,300
B. In-kind Contributions	\$69,675	\$85,731	\$87,250
E. Total Operating Income	\$365,295	\$428,657	\$437,550

## 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 Previous Fiscal Year (in COVID) was unprecedented. The Previous Fiscal Year budget is lower, with an 11% cash expense and revenue rise in the Current Fiscal Year, as programming returned to "normal".

Current Fiscal Year and Next Fiscal Year show Admissions revenue (verses no Previous Fiscal Year Admission revenue due to donation-based virtual events). Current and Next Fiscal Year's Marketing expense increases show media again fully engaged, "post-pandemic."

## 7. Paid Staff

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

- Organization has one full-time paid management staff member
- Organization has more than one full-time paid management staff member

**8. Hours \***

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

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

- Yes
- No

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

- Yes
- No

# H. Budget Page 8 of 12

## 1. Proposal Budget Expenses:

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

The expense section contains three columns:

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

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

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

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

### 1.1. Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive & Artistic Director	\$4,000	\$45,000	\$0	\$49,000
<b>Totals:</b>		<b>\$4,000</b>	<b>\$45,000</b>	<b>\$0</b>	<b>\$49,000</b>

### 1.2. Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Volunteers	\$0	\$0	\$10,000	\$10,000
<b>Totals:</b>		<b>\$0</b>	<b>\$0</b>	<b>\$10,000</b>	<b>\$10,000</b>

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

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Sound & Lighting Technician	\$0	\$3,500	\$0	\$3,500
<b>Totals:</b>		<b>\$0</b>	<b>\$3,500</b>	<b>\$0</b>	<b>\$3,500</b>

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



#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	13 Performing Artists (includes artist and back-up band or accompanist over four concerts) and four Master Classes Teaching Artists	\$10,000	\$34,000	\$0	\$44,000
<b>Totals:</b>		<b>\$10,000</b>	<b>\$34,000</b>	<b>\$0</b>	<b>\$44,000</b>

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

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artists' Accommodations (13 artists for two nights @ \$185 per night)	\$0	\$0	\$4,800	\$4,800
<b>Totals:</b>		<b>\$0</b>	<b>\$0</b>	<b>\$4,800</b>	<b>\$4,800</b>

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

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

**1.8. Marketing \***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Website & Social Media	\$0	\$3,100	\$5,000	\$8,100
2	Print Ads	\$0	\$4,500	\$3,300	\$7,800
3	Radio Spots	\$8,000	\$11,000	\$9,500	\$28,500
4	Direct Mail Flyer Design & Printing	\$3,000	\$3,000	\$0	\$6,000
5	MailChimp Viral E-Marketing Platform	\$0	\$333	\$0	\$333
6	Television	\$0	\$5,000	\$2,467	\$7,467
<b>Totals:</b>		<b>\$11,000</b>	<b>\$26,933</b>	<b>\$20,267</b>	<b>\$58,200</b>

**1.9. Remaining Proposal Expenses \***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Backline Rentals	\$0	\$2,300	\$0	\$2,300
2	Postage	\$0	\$6,000	\$0	\$6,000
<b>Totals:</b>		<b>\$0</b>	<b>\$8,300</b>	<b>\$0</b>	<b>\$8,300</b>

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

\$25,000

**1.11. Cash Match:**

\$117,733

**1.12. In-Kind Match:**

\$35,067

**1.13. Match Amount:**

\$152,800

**1.14. Total Project Cost:**

\$177,800

**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 \***

#	Description	Cash Match	Total	
1	Concert Admissions	\$43,000	\$43,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$43,000</b>	<b>\$43,000</b>

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

**2.3. Revenue: Other \***

#	Description	Cash Match	Total	
1	Artists' Merch Sales	\$1,500	\$1,500	
<b>Totals:</b>		<b>\$0</b>	<b>\$1,500</b>	<b>\$1,500</b>

**2.4. Private Support: Corporate \***

#	Description	Cash Match	Total
1	Greater Miami Convention & Visitors Bureau	\$5,500	\$5,500
<b>Totals:</b>		<b>\$0</b>	<b>\$5,500</b>

**2.5. Private Support: Foundation \***

#	Description	Cash Match	Total
1	The Soria Family Foundation	\$2,500	\$2,500
<b>Totals:</b>		<b>\$0</b>	<b>\$2,500</b>

**2.6. Private Support: Other \***

#	Description	Cash Match	Total
1	Private Individual Donations	\$18,500	\$18,500
<b>Totals:</b>		<b>\$0</b>	<b>\$18,500</b>

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

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

#	Description	Cash Match	Total
1	City of Coral Gables	\$6,000	\$6,000
<b>Totals:</b>		<b>\$0</b>	<b>\$6,000</b>

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

#	Description	Cash Match	Total
1	Miami-Dade County Department of Cultural Affairs	\$40,733	\$40,733
<b>Totals:</b>		<b>\$0</b>	<b>\$40,733</b>

**2.10. Applicant Cash \***

**2.11. Total Project Income:**

\$177,800

**2.12. Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	14%
B.	Cash Match	\$117,733	\$117,733	66%
	Total Cash	\$142,733	\$142,733	80%
C.	In-Kind	\$35,067	\$35,067	20%
	Total Proposal Budget	\$177,800	\$177,800	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.

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# 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)
Substitute Form W-9.pdf	33 [KB]	5/26/2022 8:42:42 AM	<a href="#">View file</a>

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

File Name	File Size	Uploaded On	View (opens in new window)
P&L Statement CAP FY2020-21.pdf	863 [KB]	5/26/2022 9:12:16 AM	<a href="#">View file</a>

## 2. Support materials (required)\*

File	Title	Description	Size	Type	View (opens in new window)
1. Artists' Biographies - CAP 2023 Summer Concert Series.pdf	1. PROJECT'S ARTISTS' BIOGRAPHIES	CAP 2023 Summer Concert Series Performing Artists & Summer Master Classes Teaching Artists	3285 [KB]		View file
2. Detailed Marketing Plan & Timeline 2023-24.pdf	2. DETAILED MARKETING PLAN & TIMELINE	A comprehensive marketing plan and corresponding timeline for strategies marketing the CAP 2023 Summer Concert Series and Summer Master Classes.	1051 [KB]		View file
3. Letters of Support.pdf	3. LETTERS OF SUPPORT	Miami-Dade County Public Schools, National Public Radio WLRN-FM, Public Radio WDNA-FM, and Greater Miami Convention & Visitors Bureau: Each supports the cultural and educational value and accessibility offered by the Community Arts Program (CAP).	1226 [KB]		View file
4. Roster of Project's Past Artists.pdf	4. ROSTER OF PROJECT'S PAST ARTISTS	This roster lends evidence to the consistency of renowned artistic quality found within the CAP Summer Concert Series and Summer Master Classes.	806 [KB]		View file
5. Direct Mail (DM) & Cyber Ad Samples.pdf	5. DIRECT MAIL (DM) & CYBER AD SAMPLES	A direct marketing (DM) piece—produced each year—is distributed to 50,000 households (based on 2022 numbers) within the South Florida geography to pull an audience base that extends into the Tri-County areas of Broward, Miami-Dade and Monroe. The 2022 DM marketing piece you see here represents the “look and feel” to be produced for the 2023 Summer Concert Series DM marketing piece of this grant proposal. Attached also is the 2022 Summer Concert Series cyber marketing piece - blasted for the 2022 Summer Concert Series. DM and cyber will continue as part of the 2023 summer marketing strategy.	3500 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
6. Evaluation Tool - Concert Survey.jpeg	6. EVALUATION TOOL - CONCERT SURVEY	This is one of the project's evaluation tools used to garner (a) public reaction by way of written comments, (b) demographics and psycho-graphics, (c) the most effective marketing sources, and (d) artist preferences of our audience. Historically, this survey holds a 94% rate of completion and return (~423 from each concert event).	481 [KB]		View file
7. History + Article.pdf	7. HISTORY + ARTICLE	The attached gives a more detailed history of the entire Community Arts Program (CAP). This history includes the project of this grant as well as the after-school CAP Conservatory for the Arts, Miami Jazz Institute, and CAP Records® label. Additionally, an ArtBurst article from the 2021 Summer Concert Series—a pandemic, virtual year—is testament to CAP's ongoing commitment and quality that reaches local, state, and national audiences, and global visitors to South Florida.	1864 [KB]		View file
8. A COVID Silver Lining - Moving Back On-Ground.pdf	8. A COVID SILVER LINING – MOVING BACK ON-GROUND	The Community Arts Program (CAP) is happy to be back on-ground beginning with its 2022 Summer Concert Series. Also, as CAP looks to its 2023 Summer Concert Series (38th year)!	589 [KB]		View file
9. Sponsorship Package 2023.pdf	9. SPONSORSHIP PACKAGE	CAP offers private business owners sponsorship opportunities that boost awareness and drive locals and tourists into business establishments. The attached Sponsorship Package outlines benefits currently offered to businesses supporting the project of this grant application. NOTE: Sponsorships are based on cash, in-kind, or a combination of both.	1834 [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](https://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 Coral Gables Congregational Church (United Church of Christ), 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)

Mark Hart

