

# Spanish Lyric Theatre, Inc.

**Project Title:** General Program Support

**Grant Number:** 23.c.ps.141.601

## A. Cover Page Page 1 of 12

### Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 General Program Support Grant Guidelines

### Application Type

**Proposal Type:** Discipline-Based


**Funding Category:** Level 1

**Discipline:** Community Theatre

**Proposal Title:** General Program Support

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

### Applicant Information

- a. **Organization Name:** Spanish Lyric Theatre, Inc. 
- b. **DBA:** SLT Productions
- c. **FEID:** 23-7009336
- d. **Phone number:** 813.690.4983
- e. **Principal Address:** 7005 N. 15th Street Tampa, 33610
- f. **Mailing Address:** 7005 N. 15th Street Tampa, 33610
- g. **Website:** [www.spanishlyrictheatre.com](http://www.spanishlyrictheatre.com)
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 027052914
- l. **Fiscal Year End Date:** 06/30

### 1. Grant Contact \*

**First Name**

Cyndee

**Last Name**

Dornblaser

**Phone** 813.690.4983

**Email** [cyncyn35@gmail.com](mailto:cyncyn35@gmail.com)

### 2. Additional Contact \*

**First Name**

Cyndee

**Last Name**

Dornblaser

**Phone** 813.690.4983

**Email** [cyncyn35@gmail.com](mailto:cyncyn35@gmail.com)

### 3. Authorized Official \*

**First Name**

Cyndee

**Last Name**

Dornblaser

**Phone** 813.690.4983

**Email** cyncyn35@gmail.com

**4. National Endowment for the Arts Descriptors****4.1 Applicant Status**

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Organization - Nonprofit

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**4.2 Institution Type**

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Performing Group - Community

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**4.3 Applicant Discipline**

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Theatre

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## C. Eligibility Page 3 of 12

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

Yes (required for eligibility)

No

**6. Project start date: 7/1/2022 - Project End Date: 6/30/2023 \***

Yes (required for eligibility)

No

**7. What is the legal status of your organization?**

Florida Public Entity

Florida Nonprofit, Tax-Exempt

**8. How many years of completed programming does your organization have?**

Less than 1 year (not eligible)

1-2 years (required for eligibility for GPS and SCP)

3 or more years (required minimum to request more than \$50,000 in GPS)

## D. Quality of Offerings Page 4 of 12

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

Spanish Lyric Theatre is the premiere presenter of bilingual (Spanish and English) theatre throughout the Tampa Bay area. As the oldest community theatre and the only bilingual theatre in Tampa, Spanish Lyric Theatre is committed to excellence in all of its programs, bringing together theatre professionals and local volunteers to create and preserve Hispanic/Latino culture, deepening Latino heritage by way of the performing arts as a means to transcend language and cultural barriers and to provide professional, quality experiences in Hispanic and American musical theatre.

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

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

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Grant monies received will be used to pay for outside artists, directors, choreographers, musicians and technical support for our 2022/2023 season.

#### 10.1 Programming Goals (2000 characters)

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

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

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

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1. Provide both Spanish & English audiences throughout Hillsborough County, with local affordable, quality productions to include Zarzuela's, Hispanic programming & American musical theatre.
  2. Provide local artists, musicians, technicians, directors & choreographers with opportunities in Spanish & English productions and compensate them fairly.
  3. Continue to educate, preserve, celebrate & contribute to the rich cultural, musical & theatrical arts heritage of the local community.
  4. Increase marketing & advertising by using every means necessary to promote shows.
  5. Attract new & especially younger audiences to these art forms as a means of preserving & continuing the significant contributions of musical theatre to all cultures.
  6. Increase fiscal stability of the company.

#### 10.2 Programming Objectives (2000 characters)

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

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

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

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**Objective 1:** Increase attendance by 5% by producing a minimum of three productions for our 2022-2023 season. To aid in this process we will:

- Keep ticket prices affordable.
- Diversify our cast with new faces to bring in new audiences.
- Continue partnerships & look for new partners to diversify and reach new audience members.
- Continue aggressive social media marketing plan.

**Objective 2:** Select local multi-ethnic casts, musicians, technicians, directors & choreographers & compensate them as needed.

- Promote these talented individuals with participation in both Spanish & English productions.
- Continue to pay our Zarzuela performers a small wage dependent on their role in each production (\$75-\$250 per show).
- Continue to pay directors, musicians and technicians a fair wage.

**Objective 3:** Broaden Audience and Membership Base.

- Promote productions to various civic clubs, cultural organizations, local chambers, Hispanic restaurants, travel clubs & senior communities throughout Hillsborough County and beyond.
- Continue our partnerships Theatre Tampa Bay & the Tampa Bay Alliance for Community Theatre to reach new audience members.
- Through our recent memberships with Ybor Chamber and Hispanic Chamber of Commerce Tampa Bay, offer discounts to association members to broaden audience base.
- Continue aggressive social media campaigns.

**Objective 4:** Expand Outreach & Educational Programming.

- Produce our original "Re-Viva Ybor" Educational program which is accessible through the Hillsborough Arts Council's ArtsTampaBay ArtsEd site.
- Increase our Master Class offerings.

**Objective 5:** Increase Fiscal Stability with the addition of a new board members; increased fundraisers, new partnerships; & expanded social media/website presence.

- Expand our Business Professional Advisory Board whose purpose is to help with fundraising and fiscal support.
- Continue to add new members to SLT's Board of Directors.
- Continue to collaborate with local community and professional theatre groups on joint marketing and advertising efforts and look for ways to share resources such as costumes, sets, rehearsal space, directors, technicians, etc.
- Broaden our membership and audience base by developing events, and promotions that raise awareness of Spanish Lyric Theatre.
- Continue to expand our online presence through an aggressive social media campaign, which includes Facebook, Instagram and Youtube.

### 10.3 Programming Activities (2000 characters)

Please list the project or program activities.

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

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

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SLT will present a diverse season of programming to include a minimum of three performances each contributing to our overall objectives.

1. Zarzuelas are an integral part of our history and we are the only group in Tampa to have performed 70 Zarzuela's since 1959. Presented in Spanish, SLT provides live interpretation in English for audience members. Zarzuela's being considered for 2022-23 are:

- Mario la O
- La Revoltosa
- Cecilia Valdez

2. Our Mainstage productions appeal to a wide variety of audiences and feature Broadway-style productions. SLT has been performing Broadway musicals in English since the 1970's and these shows target diverse audiences both in attendees as well as performers and allows local audiences the opportunity to attend quality performances at affordable prices. Our 2022-23 Mainstage shows being considered include:

- In the Heights (July 2022)
- Ybor City, the Musical
- On Your Feet
- Caroline or Change
- Kinky Boots
- Something Rotten
- Working
- Smokey Joes Café

3. Our Heritage Concert Series is aimed at the preservation, presentation and promotion of music that is hardly known and grossly ignored by much of the theatrical world. This original programming is aimed at preserving the music heard in Ybor City at the dawn of the 20th century. These shows have a large following amongst our seniors and Hispanic patrons as well as introduces younger audiences to the Golden Age of Ybor City. Our 2022-23 Heritage Concerts being considered include:

- Asi Cantaba Espana
- Café Cuple
- Asi Cantaba Cuba

4. Our Broadway Cabaret Series features 10-12 local artists, performing in a Cabaret setting. These shows are one night only performances featuring a variety of themes, from Andrew Lloyd Webber, Sondheim, Best of the Tony's and many more. These performances have broadened our audience base with senior groups as well as younger audiences. Additionally these shows can easily be done virtually to homebound and senior living communities.

#### **10.4 Partnerships & Collaborations**

Describe any partnerships and/or collaborations with organizations directly related to General

Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

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- SLT has partnered with HCC Office of Equity and Diversity and the HCC Hispanic & Latino Advisory Committee to produce Hispanic Heritage concerts on their campuses.
- HCC Ybor provides us with a free classroom to host our masterclasses and in return we provide them with 2 free participant admissions and 2 free observer admissions.
- American Legion Post 248 provides us free rehearsal space and in return we coordinate a big band/dance event each year that features an 18-piece big band who donates their time. SLT develops marketing materials and social media event information and coordinates volunteers to staff the event. They also host our Spanish Dance Classes.
- Hampton Inn and Suites in Ybor City provides us with special rates for our out of town guests and, also promotes our show with in lobby rack cards.
- American House Zephyrhills – bus tours/dinner/show partnership.
- Allegro Hyde Park – bus tours/dinner/show partnership.
- Arbor Terrace Citrus Park - Monthly community performances.
- Through the Tampa Bay Alliance for Community Theatre, of which SLT is a founding member, we have been able to create new relationships with other local theatre groups in the form of sharing resources, costumes, props, and sets. This open dialogue between the groups had also helped us determine seasons and avoid duplication of the same shows being performed. SLT also provides free advertising to members in our playbills.
- Press partners include La Gaceta, Centro Tampa, Creative Loafing, WTSP and WFLA. These partnerships us SLT secure discounted advertising rates along with interviews to promote our performances.

## 11. Project/Program Evaluation

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

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Our goals have remained constant throughout the years and help guide us in our programming.

- Programming ideas come from a variety of sources, including local directors, performers, board members, audience surveys, research & even social media comments. We are always looking for new ideas and content that aligns with our mission statement and goals.
- Future productions are vetted by the Artistic committee consisting of the Interim Artistic Director, Producing Artistic Director, Treasurer and two other board members selected annually.
  - The committee uses a number of factors, including rights availability, cost to produce, and availability of directors & local performers.
  - This “shortlist” is presented to the Board for preliminary approval and then we publicly announce it and ask the community for their input (or vote).
  - Based on those results, the Artistic committee ranks them and submits them to the Board for final approval.

Methods/Feedback



- Attendance figures, audience and artists responses, audience surveys, and Facebook comments are elements that are used in the evaluation of all performances. Students, teachers, parents and local community attendees provide feedback through evaluations given out at all of programs.

#### Timing

- SLT's Board of Directors meets monthly to review programming conducted, and budgets and approves all future programming, including educational and outreach programs, venue's, use of local directors and choreographers and any other organizational needs.

### **11.1 Artist Projects only**

Describe the expected outcomes of the project. How will you determine the success of the project?

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## E. Impact - Reach Page 5 of 12

### Instructions

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

#### 12. What is the estimated number of events related to this proposal?

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5

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

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18

#### 14. How many Adults will participate in the proposed events?

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2,000

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

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800

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

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150

#### 17. 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.

### 17.1 Number of artists directly involved?

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90

### 17.2 Number of Florida artists directly involved?

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85

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

3040

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

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500

### 19. 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.

**19.1 Race Ethnicity: (Choose all that apply) \***  Black or African American

Hispanic or Latino

White

**19.2 Age Ranges (Choose all that apply): \***  Young Adults (18-24 years)

Adults (25-64 years)

Older Adults (65+ years)

**19.3 Underserved/Distinct Groups: \***  Individuals below the Poverty Line

Individuals with Limited English Proficiency

### 20. Describe the demographics of your service area.

SLT’s primary market is the entire Hillsborough County area and the basis for our programming. The county population is approx. 1.5 M people. The ethnic composition is:

- White - 48%
- Hispanic - 29.2%
- African American - 15.6%
- Other - 7.2%

The median income is \$58,884

- Poverty level is 13.5%

For every ticket purchased, guests are asked for their zip code & household income, & language

preferences. This info tells us that 65% of our ticket sales are from Hillsborough County residents with a median income of \$65K. (The other 35% are from out of county, Pinellas, Pasco, Polk, & Lake). An approximate percentage of the cultural makeup of our audience as well as our performers is shown below by production:

### **La Verbena de La Paloma**

by audience:

- Hispanic - 85%
- White - 12%
- African American - 3%
- Other - 0%
- Students 18 and under - 2%
- Ages 19-64 - 30%
- 65+ 58%

by cast:

- Hispanic - 90%
- White - 8%
- African American - 1%
- Other - 1%
- Students 18 and under - 5%
- Ages 19-64 - 90%
- 65+ 5%

### **Ybor City Cinderella**

by audience:

- Hispanic - 58%
- White - 40%
- African American - 2%
- Other - 0%
- Students 18 and under - 10%
- Ages 19-64 - 53%
- 65+ 37%

by cast:

- Hispanic - 51%
- White - 47%
- African American - 1%
- Other - 1%
- Students 18 and under - 15%
- Ages 19-64 - 79%
- 65+ 5%

### **Brooklyn, the Musical**

by audience:

- Hispanic - 30%
- White - 69%
- African American - 1%
- Other - 0%

- Students 18 and under - 15%
- Ages 19-64 - 55%
- 65+ 30%

by cast:

- Hispanic - 15%
- White - 50%
- African American - 25%
- Other - 10%
- Students 18 and under - 0%
- Ages 19-64 - 100%
- 65+ 0%

## 21. Additional impact/participation numbers information (optional)

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

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We use this demographic information to select programming for our audience; to ensure ticket prices remain affordable and to develop our marketing strategy for the season, which includes:

- continued social media ads, & branding to expand our audience.
- involvement in local bi-lingual chambers.
- continued use of mailed postcards to target specific demographics.
- utilization of voter records to reach specific demographics.
- continue to provide free tickets to low-income families through various social agencies.

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

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county.

Hillsborough

## 23. What counties does your organization serve?

Select the counties in which your organization provides services. For example, if your organization is located in Alachua County and you provide resources and services in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. This might include groups that visit your facility from other counties.

Hillsborough

## 24. Describe your virtual programming - (Maximum characters 3500.)

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

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SLT has provided limited virtual programming during the pandemic in the form of virtual concerts. This programming was accessible to anyone who had a computer and could logon to our Youtube channel. We asked for a small donation fee of \$5.00.

As a community theatre, our funding is limited and at this time we don't possess the quality of equipment, nor the staff to produce high quality virtual programming that is accessible to the hearing or visually impaired.

Although we may consider continuing virtual programming for our home-bound and senior living community residents, we believe that most audience members want in-person performances.

## **25. Proposal Impact - (Maximum characters 3500.)**

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

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

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For 62 years SLT has embedded itself into the community as the only bi-lingual theatre company. As the only local company producing Zarzuela's, SLT provides local opera singers with opportunities they don't normally have. Although SLT is a community theatre, we do provide a small stipend to these singers to help support them. Without this support, we would not be able to produce Zarzuela's nor offer performers this opportunity.

Our Broadway productions, bring many different faces to our stages as well as diverse audience members. Many of our Spanish speaking performers have been a part of our English productions which has helped them learn English & vice versa with our English performers appearing in Spanish productions.

Our recent economic impact is \$153,889, FTE Jobs 6.

- Our economic impact over the past 62 years can be seen throughout the area with much of our performances being centered around the Ybor City Historic District which is where we started.
  - We continue to perform in many of the historic social/mutual aid clubs, which has helped their memberships grow and renew interest in their clubs with both young and old.
- We produce our Mainstage shows at HCC's Ybor Campus Mainstage Theatre.
  - We work with their campus president on ticket prices for the students & utilize their performing arts students in many of our productions.
  - We hire HCC's theatre technicians for lighting and set design.
- Our Sunday matinees are geared towards travel groups and seniors. We work with local restaurants and senior communities to provide an affordable lunch to these groups prior to the show.
- We provide discounted tickets for veteran & seniors.
- Audience members can bring a canned good & receive \$5.00 off their ticket. Canned goods are

donated to area food banks.

- We have provided ticket subsidies for over 20 years to low-income residents within the County.
- We market Ybor hotels, businesses & restaurants for advertising in our programs & as well as for show sponsorships and encourage audience members to support these local businesses

#### EDUCATION

- We conduct a Spanish dance workshop at a local dance studio.
- We conduct a workshop for ages 15-25 interested in auditioning techniques.
- We host a Masterclass each year with Broadway performer/instructor.

#### ARTS ADVOCACY

- Board members reach out to local commissioners, & state legislators to discuss SLT, the arts and continued funding needs.
- We communicate to audience members before every show the need for state funding & ask them to email their local & state officials.
- We thank Hillsborough County Commissioners for grant funding & provide free tickets to shows.
- We post grant awards on our social media & call to actions as well.

## 26. Marketing and Promotion

### 26.1 How are you marketing and promoting your organizations offerings? \*

Brochures

- Collaborations
- Direct Mail
- Email Marketing
- Newsletter
- Organic Social Media
- Paid Social Media
- Television

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

How are you marketing and promoting your organizations offerings?

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SLT uses a diverse marketing plan that includes, print, email, TV and a heavy social media presence.

- Our most effective marketing vehicle is Facebook (which is linked to Instagram and Twitter) and includes active involvement by cast and crew.
- Hot links to purchase tickets from Facebook ads now account for close to 75% of all ticket sales.
  - Facebook Example: Man of LaMancha: spent \$550 for 42,355 impressions 54% women; 46% men; 15% 65+; 10% 55-64; 18% 25-34.
- Constant Contact eblasts to 2500 subscribers, 1-3 times per month.
- Google ads.
- Eventbrite.

- Direct mail of show cards to subscribers, local businesses, senior groups and travel clubs.
- Mailed postcards to target specific demographics through use of voters records.
- Local saturation of cards and flyers throughout the county.
- Pre-show videos.
- YouTube.
- Shows are included in the Arts in Tampa Bay & other local media calendars.
- We reach out to local TV stations with PSAs and have been featured on Channel 8 and Channel 10 as well as featured in Centro Tampa news, Broadway World and Creative Loafing.
- We supply Hispanic performers to associations and community events to help increase ticket sales for upcoming productions.
- We have reached out to Stageworks, a local professional theatre company, who has developed a Hispanic initiative in their programming and have done cross-marketing with them and advertise our productions in their playbills.
- Our membership in both Theatre Tampa Bay and the Tampa Bay Alliance affords us opportunities to promote our shows and auditions throughout the County on their website calendar.
- We reach out to other community theatre's to advertise in their programs to increase ticket sales.
- As members of the Ybor Chamber and The Hispanic Chamber of Commerce of Tampa Bay we provide discounted tickets to members.
- For every ticket sold through our online ticketing agency, it allows us to obtain patron information for future marketing and audience expansion.
- Our masterclasses are marketed through social media and by distributing flyers to local schools reaching some 40,000 recipients. These classes fill up quite fast and have helped increase our visibility to younger members for both ticket sales and future auditions.



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

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

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

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### Programming/Services:

Originally established as a Spanish speaking company, SLT has historically been a theatre with many different faces, genders, languages & abilities. This can still be seen today in our programming which reaches a diverse audience & affords local artists, directors, musicians, etc. opportunities to be involved with quality productions that are accessible to everyone. Recent shows have included non-traditional casting, including special needs and wheelchair bound performers.

### Facilities:

- SLT performs at HCC Ybor Mainstage Theatre which is ADA compliant, includes wheelchair accessibility & an assisted listening system.

### Programs/Marketing materials

- All of our materials contain accessibility symbols.

### Online Media:

- Our website can be viewed in both English & Spanish. It is also accessible to the hearing & visually impaired. Online seating charts show where handicap accessible seating is located & ADA/Hearing impaired symbols are included.

**Individual or Solo Artists: Skip questions 2-5 and move on to section H.**

## 28. Policies and Procedures

Yes

No

## 29. Staff Person for Accessibility Compliance

Yes

No

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

Cyndee A Dornblaser

**30. 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.

**30.1 If yes, when was the evaluation completed?** 6/1/2020

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

- Yes
- No

**31.1 If yes include here:**

We value diversity at all levels, and we continually challenge ourselves to reflect this value in the selections of our productions, cast, and technical staffing. We endeavor to engage in progressive dialogue surrounding diversity and inclusion so as to encourage a more equitable, fair and inclusive environment for all.

Diversity includes but is not limited to race, ethnicity, sexual orientation, gender identify, socio-economic status, experience, ability and disability, age, religion, geography or national origin, ideology, perspective, and more.

SLT aims to cultivate a diverse, equitable, and inclusive culture in which people from underrepresented groups are included both on and off the stage.

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

- We use accessibility symbols in all of programs and media.
- Our venue HCC also provides an assisted listening system; and
- We hire interpreters for the hearing impaired.

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

SLT has no paid mgmt. staff & all Board member are volunteers. The daily mgmt. of the SLT is overseen by the Executive Board that includes:

- Cyndee Dornblaser - Producing Artistic Director. Cyndee has been with SLT for 30 years a dancer and choreographer & now oversees the daily operations of SLT & serves as the producing director. Her directing credits include Ybor City Cinderella, Marvelous Wonderettes, BeeHive & our recent virtual concerts.

- JL Rey - Interim Artistic Director. A native of Cuba, JL Rey has achieved prominence in all corners of the entertainment industry as an actor, director, teacher and audition coach. JL has performed & directed shows for SLT, Stageworks (Directed 4 Guys Named Jose & In the Time of Butterflies), & appeared as Kevin in American Stage's production of In the Heights.
- Brian Frey – VP of Development. 30 years of theatre experience. Former Production Manager w/Atlanta Lyric Theatre, former VP/GM for Atlanta's Theatre of Stars, former Producing Director for the Patel Conservatory.
- Michael Pruitt – VP President. Supports the efforts of the entire board and performs the duties of the president when they are unavailable.

Our Board has always been culturally diverse, consisting of professionals, retiree's and artists. We actively recruit new board members who fill specific needs within our organization, such as artistic, financial, and legal.

Our current board is made up of 11 members:

- 4 females
- 7 males
- 1 Black/African American
- 5 Hispanic/Latino
- 5 White
- 1 more than one ethnicity
- 2 w/disability

# G. Track Record Page 7 of 12

## 34. Fiscal Condition and Sustainability

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

For over 62 years SLT has always been able to pay its bills and artists. We maintain a small overhead that ensures availability of cash flow to cover programming needs and we have always been able to match any grant monies awarded to us. With the recent decrease in arts funding, we have looked at other sources to sustain our activities:

- One way to do that is by offering original programming like our Ybor City Cinderella musical and Hispanic language concerts.
- Since 2018, we have hosted quarterly fundraising socials, "Sunday Socials", which brings awareness to our theatre and increased private financial support. Each social average's \$3,000 in donations which is used to help pay for musicians and directors fees.

We have pursued local city and county grants.

- In 2020 were awarded \$11,100 from the Arts Council of Hillsborough County.
- In 2020 we were awarded approximately \$5,000 from the City of Tampa.
- In 2020, we were awarded our first ever grant from the Community Foundation of Tampa Bay.

We are pursuing more private support.

- In 2020, received \$2500 in support for the Gonzmart family aka Columbia Restaurant Group

We continue to expand our Board with a cross-section of local professionals, and artists which has helped increased our visibility.

- In addition, our cash and in-kind donations from Board members has increased to approximately \$8,000 +/- . These donations include: marketing/social media services, and costume donations.
- Several directors, choreographers and musicians are also providing pro-bono services.

We have joined Ybor City Chamber of Commerce and the Hispanic Chamber of Commerce Tampa Bay to increase visibility in the Hispanic community.

We partner with local theatre groups which affords us cross-marketing opportunities, access to borrowed costumes, props and sets.

**35. Completed Fiscal Year End Date (m/d/yyyy) \*** 6/30/2020

## 36. Operating Budget Summary

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Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
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1.	Personnel: Administrative			
2.	Personnel: Programmatic			
3.	Personnel: Technical/Production			
4.	Outside Fees and Services: Programmatic	\$6,720		\$15,000
5.	Outside Fees and Services: Other	\$889		\$10,000
6.	Space Rental, Rent or Mortgage	\$18,675	\$2,000	\$33,000
7.	Travel			
8.	Marketing	\$752	\$800	\$5,000
9.	Remaining Operating Expenses	\$14,965	\$7,786	\$22,000
<b>A.</b>	<b>Total Cash Expenses</b>	<b>\$42,001</b>	<b>\$10,586</b>	<b>\$85,000</b>
<b>B.</b>	<b>In-kind Contributions</b>	<b>\$7,950</b>	<b>\$1,500</b>	<b>\$8,000</b>
<b>C.</b>	<b>Total Operating Expenses</b>	<b>\$49,951</b>	<b>\$12,086</b>	<b>\$93,000</b>
	<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
10.	Revenue: Admissions	\$17,005	\$228	\$55,000
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$2,625		
13.	Private Support: Corporate	\$9,855	\$5,925	\$10,000
14.	Private Support: Foundation			
15.	Private Support: Other	\$8,264		
16.	Government Support: Federal			

17. Government Support: State/Regional	\$1,152	\$4,608	\$5,000
18. Government Support: Local/County	\$8,897	\$10,593	\$10,000
19. Applicant Cash	\$5,238	\$4,396	\$2,500
<b>D. Total Cash Income</b>	<b>\$53,036</b>	<b>\$25,750</b>	<b>\$82,500</b>
<b>B. In-kind Contributions</b>	<b>\$7,950</b>	<b>\$1,500</b>	<b>\$8,000</b>
<b>E. Total Operating Income</b>	<b>\$60,986</b>	<b>\$27,250</b>	<b>\$90,500</b>

### 37. Additional Operating Budget Information - (Maximum characters 500.)

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

- Our fiscal year runs 7/1- 6/30.
- Our 2020 season (last completed season) was cut short 5 months early which prohibited us from performing our final season 2-week production of In the Heights, which we had projected an estimated revenue of \$30k
- Our 2020-2021 season was almost non-existent due to COVID. We did several virtual concerts, three pop-up concerts and a partnership with the Straz (Bridges of Rhythm concert on the Riverwalk), all of which were free or a donation of \$5.00 (virtual concerts).
- Our 2021-2022 will include productions of varying sizes culminating with a 2-week performance of In the Heights in July 2022.

### 38. 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

### 39. Hours \*

Organization is open full-time

Organization is open part-time

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

Yes

No

# H. Track\_Record Page 8 of 12

## 41. Rural Economic Development Initiative (REDI) Waiver

Yes

No

## 42. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at <http://dos.myflorida.com/cultural/grants/grant-programs/>. Proposal Budget expenses must equal the Proposal Budget income.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (theses are earned or contributed funds supplied by your organization))
- c. In-kind (the value of donated goods and services)

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

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

42.1

42.2

42.3

### 42.4 Outside Fees and Services: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Guest Directors	\$3,000	\$3,000	\$2,200	\$8,200
2	Music Directors	\$3,000	\$1,000	\$0	\$4,000
3	Musicians	\$1,500	\$1,000	\$2,000	\$4,500
4	Vocalists	\$2,000	\$500	\$800	\$3,300
5	Guest Instructors	\$1,000	\$500	\$0	\$1,500
<b>Totals:</b>		<b>\$10,500</b>	<b>\$6,000</b>	<b>\$5,000</b>	<b>\$21,500</b>



**42.5 Outside Fees and Services: Other \***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Outside Fees: Other, Set Design, Lighting, Stage Construction	\$1,000	\$889	\$0	\$1,889
<b>Totals:</b>		<b>\$1,000</b>	<b>\$889</b>	<b>\$0</b>	<b>\$1,889</b>

**42.6 Space Rental (match only) \***

#	Description	Cash Match	In-Kind Match	Total
1	Space rental	\$18,675	\$1,500	\$20,175
2	Storage Unit rental fee	\$4,988	\$0	\$4,988
<b>Totals:</b>		<b>\$23,663</b>	<b>\$1,500</b>	<b>\$25,163</b>

**42.7****42.8 Marketing \***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing Services	\$1,500	\$752	\$1,000	\$3,252
<b>Totals:</b>		<b>\$1,500</b>	<b>\$752</b>	<b>\$1,000</b>	<b>\$3,252</b>

**42.9 Remaining Proposal Expenses \***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Insurance	\$0	\$4,988	\$0	\$4,988
2	Royalties	\$0	\$4,989	\$0	\$4,989
<b>Totals:</b>		<b>\$0</b>	<b>\$9,977</b>	<b>\$0</b>	<b>\$9,977</b>

**Amount of Grant Funding Requested: \$13,000****Cash Match: \$41,281**

**In-Kind Match: \$7,500**

**Match Amount: \$48,781**

**Total Project Cost: \$61,781**

**43. 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.

**43.1 Revenue: Admissions \***

#	Description	Cash Match	Total	
1	Admissions	\$17,005	\$17,005	
<b>Totals:</b>		<b>\$0</b>	<b>\$17,005</b>	<b>\$17,005</b>

**43.2**

**43.3 Revenue: Other \***

#	Description	Cash Match	Total	
1	Other Revenue	\$2,625	\$2,625	
<b>Totals:</b>		<b>\$0</b>	<b>\$2,625</b>	<b>\$2,625</b>

**43.4 Private Support: Corporate \***

#	Description	Cash Match	Total	
1	Corporate Donations & Sponsorships	\$5,000	\$5,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$5,000</b>	<b>\$5,000</b>

**43.5**

**43.6 Private Support: Other \***

#	Description	Cash Match	Total	
<b>Totals:</b>		<b>\$0</b>	<b>\$5,000</b>	<b>\$5,000</b>

#	Description	Cash Match	Total
1	Other private support: Individual	\$5,000	\$5,000
<b>Totals:</b>		<b>\$0</b>	<b>\$5,000</b>

43.7

**43.8 Government Support: Regional \***

#	Description	Cash Match	Total
1	Governmental Support Regional	\$1,152	\$1,152
<b>Totals:</b>		<b>\$0</b>	<b>\$1,152</b>

**43.9 Government Support: Local/County \***

#	Description	Cash Match	Total
1	Government Support Local	\$8,897	\$8,897
<b>Totals:</b>		<b>\$0</b>	<b>\$8,897</b>

**43.10 Applicant Cash \***

#	Description	Cash Match	Total
1	Cash	\$1,602	\$1,602
<b>Totals:</b>		<b>\$0</b>	<b>\$1,602</b>

**Total Project Income: \$61,781**

**43.11 Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$13,000	\$13,000	21%
B.	Cash Match	\$41,281	\$41,281	67%
	Total Cash	\$54,281	\$54,281	88%
C.	In-Kind	\$7,500	\$7,500	12%
	Total Proposal Budget	\$61,781	\$61,781	100%

#### **44. Additional Proposal Budget Information (optional)**

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

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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.

## 45. Required Attachment List

Please upload your required attachments in the spaces provided.

45.1

### Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
w-9.pdf	33 [KB]	6/1/2021 1:09:59 PM	<a href="#">View file</a>

## 46. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
2020 shows.pdf	2020 Shows		1018 [KB]		<a href="#">View file</a>
playbills.pdf	Playbills		1995 [KB]		<a href="#">View file</a>

File	Title	Description	Size	Type	View (opens in new window)
audience surveys with quotes final.pdf	Audience Surveys		564 [KB]		<a href="#">View file</a>
Board Members 2021.pdf	Board Members		526 [KB]		<a href="#">View file</a>
SLT Compilations Video.pdf	SLT Video Links	SLT Compilation and SLT TV Appearances	17 [KB]		<a href="#">View file</a>

## 46.1

## **J. Notification of International Travel** Page 10 of 12

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

### **47. Notification of International Travel**

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

# K. Florida Single Audit Act Page 11 of 12

## Florida Single Audit Act

In accordance with Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes, and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN (insert FEIN here) expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Florida Single Audit Act. You will be required to complete a separate certification form in [dosgrants.com](https://dosgrants.com) following the close of your fiscal year.

### 48. 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

## 49. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.039, Florida Administrative Code.

## 50. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Spanish Lyric Theatre, 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.

### 50.1 Signature (Enter first and last name)

Cyndee Dornblaser

