

Tampa City Ballet, Inc.


Project Title: The Nutcraker 2021

Grant Number: 22.c.ft.100.822

Date Submitted: Monday, March 1, 2021

A. Contacts (Applicant Information) Page 1 of 8

Applicant Information

- a. **Organization Name:** Tampa City Ballet, Inc. 
- b. **FEID:** 26-0835490
- c. **Phone number (with extension if applicable):** 813.558.0800
- d. **Principal Address:** 15365 Amberly Drive Tampa, 33647
- e. **Mailing Address:** 15365 Amberly Drive Tampa, 33647
- f. **Website:** www.tampacityballet.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Cultural Organization
- i. **County:** Hillsborough
- j. **UEI number:**
- k. **Fiscal Year End Date:** 12/31

1. Grant Contact *

First Name

Donna

Last Name

Obernberger

Phone 813.391.6980

Email donna@tampacityballet.org

2. Additional Contact

First Name

Paula

Last Name

Nunez

Phone 813.389.8276

Email paula@tampacityballet.org

3. Authorized Official *

First Name

Paula

Last Name

Nunez

Phone 813.389.8276

Email paula@tampacityballet.org

4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Performing Group

4.3 Applicant Race

American Indian/Alaska Native

4.4 Applicant Discipline

Dance

5. Department Name (optional)

6. Unique Entity Identifier (UEI)*

B. Eligibility Page 2 of 8

7. Proposal Title *

The Nutcracker

8. Proposal Synopsis - (Maximum characters 435.) *

Tampa City Ballet's outreach program includes annual performances of the holiday classic The Nutcracker. This production is appropriate for all ages and provides a wonderful opportunity to expose first-time theatre goers to the etiquette of being an audience member at a fine arts performance. We perform at the University of South Florida, at local schools, senior living facilities, Ybor Square and New Tampa.

9. What is the legal status of the applicant? *

- Public Entity
- Nonprofit, Tax-Exempt
- Other (not an eligible response)

10. Are proposed activities accessible to all members of the public? *

- Yes (required for eligibility)
- No

11. Do proposed activities occur between 7/1/2021 - 12/31/2021? *

- Yes (required for eligibility)
- No

12. Does your organization have a last completed fiscal year operating budget of \$150,000 or less? *

- Yes (required for eligibility)
- No

C. Excellence Page 3 of 8

13. Applicant Mission Statement - (Maximum characters 350.) *

Tampa City Ballet is a professional contemporary ballet company that benefits the community by providing unique, high-quality performances and a 21st century education in dance arts to the serious dance student, pre-professional dancer, at-risk youth and the broader community.

14. Proposal Description - (Maximum characters 5250.) *

Describe the proposal for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and education and outreach plans.

Tampa City Ballet is a non-profit organization dedicated to providing professional dance opportunities for dancers, and performances for audiences steered by a vision of putting Tampa on the global map as a hub for dance education, dance research, and professional performances. TCB is uniquely qualified to reach these goals because we are composed of artists and leaders who have come together from professional dance careers and backgrounds. People who are highly regarded locally and internationally for their work.

TCBs founder and Artistic Director, Paula Nuñez, originally from Venezuela, has been providing excellence in dance education, choreography, and stage production in Florida for more than 20 years. Through this lens, she has identified a drain of talent leaving Tampa--including those who complete a bachelor's degree in the dance program at the University of South Florida, where she teaches. Because of a lack of professional (paid) opportunities in Tampa, these graduates and other aspiring dancers face the decision to move to another major city such as New York and Chicago, or overseas, in order to pursue professional level dance training and careers. TCB was founded not only to provide access to youths despite social or economic barriers; but also to provide a permanent home for aspiring professional dancers in Tampa, and around the world.

In order to make this vision a reality, TCB understands the need to expose young audiences to the classic works such as The Nutcracker. Performing this annual production is one method of our outreach within our larger methodological approach to educate and inspire. We see The Nutcracker as an opportunity to give local dancers an opportunity to perform, while providing communities--especially those that are historically underserved or forgotten--the opportunity to experience fine arts. Although we are a contemporary dance company, we see The Nutcracker as an entry point into the world and history of dance.

From there we build a bridge from the past (classical movement) to the present (contemporary movement). TCBs original choreographed works include If I Cry - a journey through the mind of Mexican artist Frida Kahlo; 7th Avenue & Ybor - a journey into the unique and rich culture and history of Ybor City; It's Been a Minute - the experience of life, love, and loss as viewed from an elder with Alzheimers; and Igor Stravinsky's Pulcinella - presented with a modern twist of the classical production, performed in partnership with The Florida Orchestra and St. Petersburg Museum of Art.

In the short time since our first performance in 2018, TCBs original works immediately attracted the attention of local leaders such as Hillsborough County Board of Commissioner members as well as City Councilman that were in attendance. Which has established new partnerships with well-known local art

institutions such as The Florida Orchestra, The Mahaffey Theatre and The Straz Performing Arts Center, and the Florida Museum of Photographic Arts. We've performed in the Bryan Glazer Children's Museum, The Dali Museum, and at private locations such as the Oxford Exchange, The Cuban and Italian Club in Ybor City. TCB has partnered with the University Area CDC and their DreamCatchers Program and most recently, we partnered with New Tampa Players, a provider of theatrical programming, to help educate the community on the local arts organizations available to all citizens in Hillsborough County, Tampa.

Due to Covid19, we produced our first short film which is being entered into local and international film festivals. Other activities include our inaugural Artist in Residence program providing resources to rising artists to produce original work. We started a project called Dancers on Camera where we perform moving dance-art installations around the Cities of Tampa and St. Petersburg. We launched a new Trainee Program focused on pre-professional development and a Summer Intensive program available to youths aged 14 to 18. We bring in world-class instruction from professionals such as the principal dancer of the National Ballet of Canada, with a goal of exposing Tampa's serious dancers with professional level of dance found in major cities around the world.

Together, The Nutcracker, along with our other activities and programming work very well together to provide a full 306 degree, meaningful dance experiences and opportunities to our community.

The location(s) of this year's presentation of The Nutcracker is slated for The University of South Florida with other locations TBD. We would like to perform for free again at Ybor Square in the heart of Ybor City. And we are currently working on providing free performances for Metropolitan Ministries' homeless population and the community of East Tampa, a historically underserved community.

D. Impact Page 4 of 8

Events and Participation

15. What is the estimated number of proposal events? *

1

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

3

17. How many total individuals will benefit? *

1,450

18. How many Adults will be engaged? *

300

19. How many school based youth will benefit? *

800

20. How many non-school based youth will benefit? *

200

21. How many older adults will benefit? *

100

22. How many artists will be directly involved? *

23. Additional impact/participation numbers information (optional)

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

We are currently in talks with Metropolitan Ministries and the community of East Tampa about possible partnership opportunities to perform *The Nutcracker*. Once those dates are secure, these approximate numbers of community members potentially impacted here will increase. Our numbers reported here are based on prior years and locations performed.

Proposal Location

24. 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

Accessibility

25. Policies and Procedures *

Yes

No

26. Staff Person for Accessibility Compliance *

Yes

No

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

Donna Obernberger

27. 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 has completed the Abbreviated Accessibility Checklist.

No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

27.1 If yes, when was the evaluation completed? * April 2020

E. Management (part 1) Page 5 of 8

Narrative

28. Evaluation Plan - (Maximum characters 1750.) *

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

Our data collection for each program is automated using a variety of platforms including bookkeeping, email Marketing, ticket sales, surveys, donor database, social media platforms and website analytics. We review these data inputs by comparing current information with previous periods to measure growth, assess capacity requirements, and to improve marketing and outreach initiatives to achieve our goals.

We prepare budgets for events and review projections to actual (revenue and expenses) on an on-going basis to ensure our organization's financial sustainability.

Analyzing performance, education, and outreach data in conjunction with financial reports helps TCB to identify strengths and weaknesses within each program which allows for swift and focused iterations.

The success of our programs are evaluated based on audience attendance (performance); the number of youths including at-risk, home-schoolers, and senior citizens reached (outreach); and the number of students and trainees enrolled (education). Our performance and outreach programs are established and have proven value within the community.

Although it is not possible to gather demographic information of our performance and outreach programs beyond ticket sales and class attendance; TCB does collect demographic information for its internal organization, including volunteers, for grant reporting purposes.

Although the purpose of applying for this Fast Track grant is specific to our education and outreach programs, the effect intersects with our performance program as we integrate all three via our marketing approach.

Operating Budget

29. Completed Fiscal Year End Date * 12/31/2020

30. Operating Budget Summary *

	Expenses	Previous Fiscal Year
1.	Personnel: Administrative	
2.	Personnel: Programmatic	

3.	Personnel: Technical/Production	
4.	Outside Fees and Services: Programmatic	\$66,759
5.	Outside Fees and Services: Other	\$16,236
6.	Space Rental, Rent or Mortgage	
7.	Travel	
8.	Marketing	\$7,206
9.	Remaining Operating Expenses	\$287
A.	Total Cash Expenses	\$90,488
B.	In-kind Contributions	
C.	Total Operating Expenses	\$90,488
	Income	Previous Fiscal Year
10.	Revenue: Admissions	\$3,957
11.	Revenue: Contracted Services	
12.	Revenue: Other	\$11,829
13.	Private Support: Corporate	\$6,303
14.	Private Support: Foundation	
15.	Private Support: Other	\$32,960
16.	Government Support: Federal	
17.	Government Support: State/Regional	\$4,968
18.	Government Support: Local/County	\$40,103
19.	Applicant Cash	

D.	Total Cash Income	\$100,120
-----------	--------------------------	------------------

B.	In-kind Contributions	
-----------	------------------------------	--

E.	Total Operating Income	\$100,120
-----------	-------------------------------	------------------

F. Management (part 2) Page 6 of 8

Proposal Budget Detail

Proposal Budget Expenses

Detail estimated proposal expenses in the budget categories listed below. **The request amount allowed is \$1000 to \$2500. Include only expenses that specifically relate to the proposal.** You can find a list of non-allowables in the Non-Allowable Expenses section of the guidelines. You are only required to have 50% match (cash or in-kind). The Proposal Budget expenses must equal the Proposal Budget income.

- Totals are automatically calculated but will not update until you click “Save changes.”
- Do not enter dollar signs (\$) or commas (,)
- You can add multiple rows for each budget category. Each row must include a description and a dollar value in one or more of the columns labeled “Grant Funds,” “Cash Match,” and “In-Kind Match.”
 - Grant Funds is your request amount. Detail how you intend to spend the funds you are requesting from the state.
 - Cash Match is non-state cash.

31. Personnel: Administrative

31.1

32. Personnel: Programmatic

32.1

33. Personnel: Technical/Production

33.1

34. Outside Fees and Services: Programmatic

34.1 Budget Item

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Dancers	\$0	\$8,000	\$0	\$8,000
Totals:		\$0	\$13,800	\$0	\$13,800

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Ballet Teacher	\$0	\$2,000	\$0	\$2,000
3	Set Construction	\$0	\$2,300	\$0	\$2,300
4	Costumes	\$0	\$300	\$0	\$300
5	Stage Manager	\$0	\$1,000	\$0	\$1,000
6	Music	\$0	\$200	\$0	\$200
Totals:		\$0	\$13,800	\$0	\$13,800

35. Outside Fees and Services: Other

35.1 Budget Item

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Bookkeeping	\$0	\$300	\$0	\$300
2	Printing	\$0	\$890	\$0	\$890
3	Website	\$0	\$147	\$0	\$147
4	Legal Professional	\$0	\$4,000	\$0	\$4,000
Totals:		\$0	\$5,337	\$0	\$5,337

36. Space Rental

36.1 Budget Item

#	Description	Cash Match	In-Kind Match	Total
1	Theatre Rental	\$4,000	\$0	\$4,000
Totals:		\$4,000	\$0	\$4,000

37. Travel (match only)

37.1

38. Marketing

38.1 Budget Item

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing	\$2,500	\$500	\$0	\$3,000
Totals:		\$2,500	\$500	\$0	\$3,000

39. Remaining Proposal Expenses

39.1

Amount of Grant Funding Requested: \$2,500

Cash Match: \$23,637

In-Kind Match:

Match Amount: \$23,637

Total Project Cost: \$26,137

Proposal Budget Income

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses

- Totals are automatically calculated but will not update until you save the page.
- Do not enter dollar signs (\$) or commas (,)

- You can add up to 15 detail rows for each budget category. Each row must include a description and the amount of cash match for that row
- State funds are not allowed in the Proposal Budget Income. This includes any income that comes from an appropriation or grant from the State of Florida.
- Grantees are presented with the following form for each budget income category. In consideration of space, only one form is included here.

40. Revenue: Admission

40.1 Budget Item

#	Source	Amount
1	Ticket Sales	\$18,353.00

41. Revenue: Contracted Services

41.1 Budget Item

42. Revenue: Other

42.1 Budget Item

43. Private Support: Corporate

43.1 Budget Item

44. Private Support: Foundation

44.1 Budget Item

45. Private Support: Other

45.1 Budget Item

46. Government Support: Federal

46.1 Budget Item

47. Government Support: Regional

47.1 Budget Item

48. Government Support: Local/County

48.1 Budget Item

#	Source	Amount
1	Hillsborough County Health Services Dept	\$2,500.00
2	Arts Council	\$2,784.00

49. Applicant Cash

49.1 Budget Item

Total Project Income: \$23,637

50. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$2,500	\$2,500	10%
B.	Cash Match	\$23,637	\$23,637	90%
	Total Cash	\$26,137	\$26,137	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$26,137	\$26,137	100%

51. Additional Proposal Budget Information (optional) - (Maximum characters 500.)

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.

G. Attachments & Support Materials Page 7 of 8

52. Required Attachment List

Please upload your required attachments in the spaces provided. .

52.1

Substitute W-9 Form

53. Support Materials (required)

File	Title	Description	Size	Type	View (opens in new window)
2020 Ybor Square Nutcracker.jpg	Ybor Square		100 [KB]		View file
2020 Ybor Square.jpg	Nutcracker Ybor Square		123 [KB]		View file
2020 Nutcracker New Tampa.jpg	Nutcracker New Tampa		435 [KB]		View file
Nutcracker outreach Ybor.jpg	Outreach Ybor		139 [KB]		View file
Nutcracker at Glazer.jpg	Glazer Museum		80 [KB]		View file
University Village.png	University Village		907 [KB]		View file
Brighten Gardens.jpg	Brighten Gardens Senior Living Facility		26 [KB]		View file

53.1

H. Review and Submit Page 8 of 8

54. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Tampa City Ballet, 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.

54.1 Signature (Enter first and last name)

Donna Obernberger

