

Asian Cultural Association of Central Florida, Inc. (ACA)

Project Title: Traditional Music and Dance of India (FY23)

Grant Number: 23.c.pr.112.492

Date Submitted: Tuesday, June 1, 2021

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 1

Discipline: Traditional Arts

Proposal Title: Traditional Music and Dance of India (FY23)

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Asian Cultural Association of Central Florida, Inc. (ACA) 
- b. **DBA:** Asian Cultural Association of Central Florida
- c. **FEID:** 59-3195479
- d. **Phone number:** 321.277.2420
- e. **Principal Address:** 2759 Marsh Wren Circle Longwood, 32779-3004
- f. **Mailing Address:** 2759 Marsh Wren Circle Longwood, 32779-3004
- g. **Website:** WWW.ACA-FLORIDA.ORG
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 969453349
- l. **Fiscal Year End Date:** 06/30

1. Grant Contact *

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2. Additional Contact *

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3. Authorized Official *

First Name

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4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Cultural Series Organization

4.3 Applicant Discipline

Folklife/Traditional Arts

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)

9. Does your project involve the following? (All required for eligibility)* *

9.1 Living Traditions?

- Yes
 No

9.2 A Folk Community?

- Yes
 No

9.3 Arts shared informally via oral tradition or observation?

- Yes
 No

D. Quality of Offerings Page 4 of 12

10. Applicant Mission Statement - (500 characters) *

The mission of the Asian Cultural Association of Central Florida, Inc, (ACA) is:

- To encourage the preservation of the ancient performing arts traditions of Asia and the Indian subcontinent,
- To increase awareness of these traditions among Asian and non-Asians in an effort to preserve their continued existence in the modern world, and
- To educate western arts students in order to assist in integrating Asian arts into the mainstream of World Performing Arts.

11. 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.

The Traditional Music and Dance project offered by the Asian Cultural Association (ACA) includes performances, workshops, and in-school programs featuring traditional arts of India. The concerts feature nationally and internationally-acclaimed performers of traditional Indian music and dance. Traditional musicians perform the sitar, santoor, mridangam, harmonium, tabla, or sing in a traditional Indian style. Traditional dance styles include folk, kathak, bharat, and natyam (refer to support material for instrument and dance style descriptions).

Each dance style is different, reflecting distinct local literary traditions, music, customs, and culture. Jewelry and costume worn by the dancers, the language of the music, and the instruments used by the musicians vary based on the region of origin, providing an opportunity to make each program a unique experience of the broad artistry of India.

11.1 Project 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.

The Asian Cultural Association(ACA) made changes in the 2020-2021 FY to ensure the safety for all constituents participating in ACA programs. Inspiring and accessible cultural events were still held, but focused heavily on virtual engagement. Programs offered in-person adhered to an extremely limited attendance ordinance.

ACA Board of Directors closely monitors the local ordinances and laws to ensure compliance for community programming. While Covid-19 has impacted in-person attendance for the 20-21 FY, ACA is hopeful to increase in-person events and attendance in this grant period.

Program Goals:

Goal 1: Increase awareness of traditional music and dance forms of the Indian subcontinent among all community members while building an appreciation for these traditional art styles.

Goal 2: Enhance the cultural diversity of the Florida arts community and facilitate the dialogue between Western and Eastern musical and performing art styles.

Goal 3: Preserve and advance the continued existence of traditional performing arts of the Indian subcontinent by cultivating the next generation of performers.

11.2 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"

Goal 1 Increase awareness of traditional music and dance forms of the Indian subcontinent among all community members while building an appreciation for these traditional art styles.

Goal 1 Objectives:

- Develop strategies to promote ACA on social media. Increase social media engagement 15% from previous year, focusing on engaging cultural videos highlighting ACA traditional programming.
- Participate in at least one community event hosted by another cultural organization (i.e.: FusionFest)
- Identify at least two additional community partners to broaden ACA's audience reach (i.e.: in-kind marketing support; Cultural Program Partner).

Goal 2: Enhance the cultural diversity of the Florida arts community and facilitate the dialogue between Western and Eastern musical and performing art styles.

Goal 2 Objectives:

- Continue to be a voice in the conversation regarding cultural fusions and the relationship between Western and Eastern art styles. Build upon the relationship with Rollins College, Center for India and South Asian Studies.
- Cultivate at least one significant cultural relationship beyond the Central Florida area that will help strengthen the arts community throughout Florida (see Whistling Woods in partnerships below).
- Successfully present unique and high-level Indian programming (at least three programs annually). Be the go-to expert in the South Asian arts sector of the local arts community.

Goal 3: Preserve and advance the continued existence of traditional performing arts of the

Indian subcontinent by cultivating the next generation of performers

Goal 3 Objectives:

- Compile ACA archives for other arts organizations throughout the U.S. to access as a reference.
- Provide artistic opportunities for students. Increase student engagement across all ACA programs, including the Emerging Artists Film Festival, South East Asian Film Festival, as well as ACA's Traditional Music and Dance series.
- Provide programming for all ages, including at least 20 in-school performances featuring traditional music and dance styles from the Indian subcontinent.

11.3 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.

ACA's goals and objectives are achievable through its 2022-2023 activities:

Specific Program Activities for 2022-23:

Traditional Music and Dance Performances, at least three performances annually. These performances are held in Central Florida (see support material for marketing collateral).

Traditional Music and Dance Classes, bi-weekly dance classes for students featuring master artists who've mastered the dance styles. These classes are held in Tampa and Central Florida.

Students attending ACA's dance school in Tampa and Orlando will have formal instruction by Sudeshna Maulik who holds the title of Artistic Director for the Montreal Indian Dance Ensemble. She has been training in the ancient art of Kathak since the age of seven and has been involved with ACA for more than 16 years. The summer dance recital will include performances by Maulik and her students.

Traditional Dance Recital, annual summer recital featuring students enrolled in the ACA dance schools in Orlando and Tampa. This recital is held in Tampa.

Traditional Music and Dance In-School Programming, present programs to elementary and middle school-aged students featuring traditional Indian instruments and dance styles.

Helpers in Heels, music therapy programming for people living with intellectual and developmental disabilities. ACA provides twice monthly music therapy sessions. The 1-hour therapy sessions are structured and goal-orientated and include lessons in traditional Asian rhythmic patterns and harmony.

Community Event(s), ACA will participate in community events throughout the grant period, helping to raise awareness of Traditional Music and Dance of the Indian subcontinent. Specific events will be identified in the future.

Other Activities for 2022-23:

ACA provides additional programs throughout the grant period. **While these are not directly supported by the grant request, each program is an opportunity to connect with audiences about the traditional arts and ACA's mission to preserve the ancient performing arts traditions of Asia and the Indian subcontinent.** ACA provides awareness of the traditional arts through its additional programs: Emerging Artists Festival and the Annual South Asian Film Festival.

11.4 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.

ACA has strong community relationships that help bolster its programs and mission.

Partnerships with cultural organizations and schools are key to programming success. ACA continues to build strong relationships locally and internationally to implement its programming.

Key Partners and Collaborators:

Enzian Theater, a key cultural and venue partner

Helpers in Heels, key partner in music therapy outreach initiatives (see support letter attached)

University of Central Florida's Global Studies, through this partnership, tens of thousands of students experience visual and live performance art celebrating South Asian and Indian culture.

Rollins College, Center for India and South Asian Studies has requested ACA's assistance with curriculum development and has presented on-campus workshops for students, teachers, and faculty.

Orlando Repertory Theatre, University of South Florida, and Trinity Prep, partners for ACA events including seasonal concerts, summer dance recitals, and free workshops.

Seminole and Orange County Public School systems, ACA provides in-school arts programming for students in OCPS and SCPS.

Orange County Arts and Cultural Affairs (FusionFest), ACA partners with FusionFest to highlight Southeast Asian arts, including a newly developed fusion of different cultures: Sur and Taal, and Kathak (classical dance style from Northern India) and Flamenco (traditional dance style from Spain) fusion. Both of these traditional dance forms are rooted in telling a story harmoniously with the rhythm and melody of live instrumentals.

During 2020-21, ACA cultivated a new relationship with Whistling Woods International School of Music, located in India. Students participated in ACA activities virtually because of the Covid-19 restrictions on travel. ACA Executive Director, Jasbir Mehta, and Whistling Woods faculty are discussing logistics for student workshops in Central Florida. Travel plans are on hold because of the on-going pandemic. ACA plans to continue building this cultural partner relationship for future events.

ACA has received 9 awards for Artistic Excellence from the **National Endowment for the Arts**. Mrs. Mehta and ACA are often approached by other cultural leaders and organizations to share their expertise and to act as the primary resource for South Asian arts and culture.

12. 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?

The ACA has a long history of evaluating programming and shifting programmatic elements to more efficiently reach its target audience. Data provided informally and formally helps ACA present the best programming and community events possible.

Evaluations include:

- Surveys following in-school performances for student participants and educators
- Americans for the Arts surveys following in-person events; data is collected on travel habits; cultural economics activity; demographics; audience preferences regarding cultural activities and event pricing, and overall impression of the attended performance.
- Social media engagement through video views, shares, and post engagement indicators.
- Attendance tracking per event
- Critical reviews and media coverage of all ACA events
- In-person and electronic feedback provided by event attendees
- Marketing increase indicators from community partners (i.e.:website traffic directing viewers to ACA's website)
- Tracking requests to ACA's archives and historical performance data from other cultural organizations.
- Tracking partnership request for future programming (In 2019, ACA presented an Evening of Indian Dance at the University of Miami. Following the event, ACA was approached to bring more cultural programs to South Florida. Often, ACA is approached locally to collaborate in performances with other arts organizations).

Internal processes are also evaluated to ensure programming budgets align with programming goals. Projects are always within ACA capabilities.

Analysis of ACA events is fundamental to planning for future events and will be used to select better performance dates, determine ticket prices, and aid in selecting projects and featured performers for upcoming seasons.

12.1 Artist Projects only

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

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.

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

8

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

52

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

2,510

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

350

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

350

18. 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.

18.1 Number of artists directly involved?

20

18.2 Number of Florida artists directly involved?

13

Total number of individuals who will be engaged?

3230

19. How many individuals will benefit through media?

100

20. 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.

20.1 Race Ethnicity: (Choose all that apply) * No specific racial/ethnic group

20.2 Age Ranges (Choose all that apply): * No specific age group.

20.3 Underserved/Distinct Groups: * No specific underserved/distinct group

21. Describe the demographics of your service area.

ACA distributes surveys and collects data regarding demographics (race, ethnicity, socioeconomic status, etc.) to better understand the community makeup where our programs are held. Orange county where most of ACA’s programs are held, is a minority-majority community:

The most recent data for Orange County, FL

- 39.3% White
- 32.3% Hispanic/Latinx
- 19.8% Black/African-American
- 5.09% Asian/Asian-American

ACA’s audience demographics from the most recent survey:

- 33% Asian
- 31% White

- 22% Hispanic/Latinx
- 10% Black/African-American

This project includes in-school performances throughout Central Florida. Demographics from three schools where ACA does most of its programs are included below. The school demographic data is provided by a 2019-20 Orange County Public School report and the National Center for Education Statistics:

Orange County

Zellwood Elementary School

- 50.9% Hispanic
- 25.4% White
- 18.4% Black/African-American
- 3.5% Multiracial
- 1.6% Asian

Endeavor Elementary School

- 67% Hispanic
- 19.6% White
- 5.1% Black/African-American
- 5.7% Asian
- 2.5% Multiracial

Seminole County

Pinecrest Elementary School of Innovation

- 40.7% Hispanic
- 33.2% Black/African-American
- 19% White
- 4.5% Multiracial
- 1.85% Asian

A Diverse Programming grant from our local arts agency helped increase attendance by Black/African-American audience members to a November 2017 concert. Our targeted marketing efforts increased attendance by this demographic over 40% from our historical average. Additionally, the creation of blended cultural experiences such as Sur and Taal presenting Kathak and Flamenco dance styles have increased Hispanic and Latinx attendance.

22. 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.

Since ACA is in the planning stages of identifying which community event to participate in, the event attendance from the community event is not included in the program impact numbers. Events ACA has previously participated in, like FusionFest in Downtown Orlando, have impacted thousands of attendees and cultural participants.

- **Events:** Dance recital; in-person performances; community event; in-school program; Workshops (Dance and Music); therapy program. **8 total**
- **Opportunities for Public Participation:** 1 recital; 4 performances; 24 therapy sessions; 20 in-school programs; 2 workshops; 1 community event. **52 total**

23. 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
- Orange
- Seminole

24. 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
- Orange
- Seminole

25. 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.

Over the last year the Asian Cultural Association offered virtual programs for the community. Some programs were created for online engagement and participation while others were recorded and shared virtually across ACA's social media channels.

ACA's Education and Outreach Coordinator Surabhi Adesh performs concerts via Zoom for community groups, like the Islamic Senior Citizens and she implemented online lessons for students in Orange County Public Schools in 2020. These online offerings have been popular options for students and adult community members to become engaged and familiar with ACA programming. These programs were at no-cost to participants.

ACA programs beyond the Traditional Music and Dance events were offered virtually and yielded

stronger results than anticipated. Both the annual South Asian Film Festival and ACA's newest program, the Emerging Artists Festival were offered online, reaching participants locally, nationally and internationally. The Emerging Artist Festival received 50 entries, with 10 participants from India.

Participants were thankful to have the opportunity to present their work through this virtual ACA program. Expanded reach through these events helps ACA develop its audience base and introduce new audiences to all of ACA's program offerings.

26. 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.

ACA is proud to be an anchor of the arts and culture sector in Central Florida and it believes that culture builds communities through strong social bonds among community members. Research shows that participation in cultural programs brings communities together and the arts and culture sector creates a desirable location to live and visit. It is increasingly important that cultural traditions are accessible to the broader community to showcase acceptance and the fabric of our multicultural society.

ECONOMIC IMPACT

Each of the events in the Music and Dance of India series will draw tourist attendees, resulting in increased room nights, car rentals, and additional expenditures at restaurants, retail stores, and other area activities. ACA implements an audience intercept survey that is distributed at events, asking for County of residence, number in travel party, the amount spent while attending a performance, and the distance traveled to attend said performance. Survey data combined with ticket sales reports from host venues helps ACA develop a well-rounded picture of its patrons.

Asian audiences are likely to travel distances to access programming that addresses their cultural heritage; ACA programming reliably attracts audiences from statewide and beyond as it imports artists from the Indian subcontinent.

Prior to the pandemic, on average 80% of ACA audiences dined at a local restaurant when attending ACA events. Patron intercept surveys indicate 25% spend the night away from home to attend our events and an average per-group spending of \$220, directly impacting the local economy.

CULTIVATING FUTURE ARTISTS

ACA is the only presenting organization of its kind in the Southeast and is proud to preserve and advance Asian and Indian traditions by cultivating the next generation of artists. ACA's dance and music instructors have received formal training themselves. Sudeshna Maulik, ACA's main dance instructor, has been studying Indian dance since the age of seven, beginning in Calcutta, India under the instruction of Pandit Birju Maharaj, Kumudini Lakhia, and Pt Chitresh Das, all legends in the Kathak style of dance. She shares her knowledge of Kathak with students of all ages through on-site and virtual (Skype) lessons.

Students who've mastered the techniques under Sudeshna have become guest performing artists and teachers themselves, helping pass traditions onto the next generation.

SHOWCASING LOCAL ARTISTS

ACA's Traditional Music and Dance programs provide a space for local and regional artists to perform along with high-acclaimed artists from the Indian subcontinent. This not only allows ACA to keep international travel and artist fees affordable, but it also presents local artists the unique opportunity to hone their craft with seasoned international artists and gain an audience of their own.

ADVANCING ARTS & CULTURE IN FLORIDA

ACA's concerts and performances are often coupled with talkback or question and answer sessions. Therefore, the artistic element presented is not merely for entertainment purposes but offers an educational aspect to audiences. These additional opportunities to engage audiences are increasingly important to build understanding and acceptance across cultural divides.

COMMUNITY BUILDING

ACA programming is provided in schools where there are higher rates of poverty. In 2006, ACA implemented an adopt a school program and began providing resources to students in Pinecrest Elementary School, a Title 1 school, in Seminole County, Florida. 75% of the students attending Pinecrest are on a subsidized meal program. The school social worker provides a list of needs for students and ACA board members work together to fulfill this need. ACA also works with the school to provide its Traditional Music and Dance program over the summer for students. ACA believes education is the pathway out of poverty and it strives to help lift the barrier by providing these basic needs. **The relationship between ACA and Pinecrest Elementary is a model for Community Building and Community Involvement.**

27. Marketing and Promotion

27.1 How are you marketing and promoting your organizations offerings? *

Collaborations

Direct Mail

Email Marketing

Radio

Organic Social Media

27.2 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?

ACA's unique programs highlighting traditional Indian arts continue to attract audiences locally, nationally, and internationally. ACA maintains strong relationships with local press and media correspondents. Khaas Baat, Desh Videsh, and East-West Times are key partners for Asian targeted media efforts. ACA's website (www.ACA-Florida.org) has become a very important communication tool for Asian audiences. A direct mail announcement to our mailing list (735 statewide) promotes each event.

With the success of online programs and virtual engagement, ACA plans to focus audience building efforts through social media platforms more than ever before. ACA will create online events for each

program and implement an online marketing campaign to introduce new audiences to key terms for traditional Indian music and dance programs.

Posters and fliers are displayed and distributed in Indian temples, community centers and at ethnic grocery stores. Volunteers visit area meeting places of the Asian community weeks leading up to an event and distribute posters and word of mouth publicity - this is a very effective tool to reach out to our local Asian community.

ACA board members are actively involved and take a very personal approach to spreading the word about ACA's events, often sharing upcoming marketing materials within their personal networks. Board members use large statewide e-mailing lists to distribute email blasts for these events.

ACA advertises in Dosh-Videsh magazine (circulation of 75,000 in FL, GA, TN, and AL) as well as Khaasbaat (FL circulation of 15,000.) Print ads are placed in the Orlando Sentinel as well as India Abroad. E-blast reach includes:

- Brevard Indo-American Medical & Dental Assoc. (200 members, Brevard County)
- Central FL Assoc. of Physicians from the Indian Subcontinent (600, Orange, Osceola, Seminole, Volusia, Lake Sumter, Marion, Brevard)
- TIPS (150, Port St. Lucie, Palm Beach, Indian River County)
- Indian Physicians of South FL (600, Broward, Dade County)
- Indo-American Medical Assoc. of Northeast FL (400, in Jacksonville, Daytona, St. Augustine, Ormond Beach)
- Indian Assoc.of the Space Coast (700, Brevard)
- FL Assoc.of Physicians of Indian Origin (1000, Tampa Bay)

The ACA bolsters its online presence through participation in OrlandoAtPlay.com, an initiative of United Arts of Central Florida (local arts service agency), a one-stop listing of all arts, cultural, and entertainment offerings in the Central Florida area.

When partnering with other arts organizations such as the Center for Contemporary Dance (original dance drama created by the two organizations in collaboration), The Bengali Society of Florida (Evening of Indian Dance), or Enzian Theater (the Annual South Asian Film Festival), our organizations combine efforts to maximize the advertising reach.

Locally, ACA leverages partnerships with organizations in the academic, arts/cultural, and social service worlds to expose ACA's programs to a wide variety of audiences. ACA partners with UCF and Rollins College to provide assistance in course curriculum development. Partnerships with local arts and social service organizations are key to our success.

Another source of audience development is the musicians and students who participate in our workshop programming. We therefore have developed close cooperative relationships with teaching institutions in an effort to build our audience through their valuable patrons and industry contacts such as Rollins College, University of South Florida, Stetson University, and the University of Central Florida.

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

28. 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.

ACA greatly values the importance of exposure to the arts of India for all populations and accordingly has several programs in place to ensure accessibility by a diverse audience, including diversity of ability, of economy, and of ethnicity.

Venue Accessibility

While ACA does not own its own building, programs are offered in venues that are fully accessible to people with disabilities. These venues are listed under the Partnerships and Collaborations section above.

Program Accessibility (Economic and Ability):

All of ACA's educational programming in the community is provided free of charge to students, ensuring student's can access Indian arts within their curriculum. For each of ACA's main concerts and performances, several large blocks of tickets are given free of charge to educational partners such as the University of Central Florida, Rollins College, and the University of South Florida so that students are able to attend.

Virtual programs and online events offer audience members artistic opportunities regardless of their ability to pay or attend in-person, whether because of mobility issues or on-going Covid-19 restrictions. ACA will continue to engage with online audiences who are unable to attend live events.

Since 2014, ACA has provided a free music therapy program twice a month in partnership with a nonprofit center for people with autism, Down Syndrome, and/or intellectual disabilities. Adult students at this nonprofit benefit from this same training and exposure to Indian musical rhythm as do other students of ACA.

Program Accessibility (Race and Ethnicity):

ACA is largely a presenting arts institution, therefore, diversity in artist selection and programming content go hand-in-hand. The Asian cultural umbrella is large, covering 22 individual languages, and includes several generations of Asians: native populations living in the Asian/Indian continent, 2nd-generation Indians who have moved to the Caribbean, and several generations of Indians in the African continent who relocated in mass rail-labor migrations.

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

29. Policies and Procedures

Yes

No

30. Staff Person for Accessibility Compliance

Yes

No

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

Jasbir Mehta

31. 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.

31.1 If yes, when was the evaluation completed? 5/1/2020

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

Yes

No

32.1 If yes include here:

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

ACA is expanding its social media efforts to break down barriers and introduce new audiences to its Traditional Music and Dance programs.

One of ACA's project goals -- **increase awareness and appreciation** -- directly relates to its audience diversity. ACA strives to reach more diverse audiences through partnerships, marketing and providing introductory information. Traditional music and dance can be intimidating for new audiences.

Instruments and dance styles are foreign words and concepts. To help eliminate this barrier of entry for new audiences, ACA will implement a social media and email campaign introducing words and phrases commonly used in these programs. (see support materials). This is a perfect starting point for individuals who are becoming familiar with ACA's programming.

ACA participates in free community events showcasing the traditional music and dance of India. This is an opportunity to *meet arts enthusiasts where they are* even if they aren't familiar with ACA's specific art form. Introducing new audiences to ACA programming at a free event helps break down the barrier of entry for new audiences.

ACA is building relationships with local artists **to facilitate the dialogue between Western and Eastern musical and performing art styles**, another goal of this project. Collaborations with local artists are ongoing to examine, understand, and present the relationship of Traditional Spanish Dance, Flamenco and Traditional Indian Dance, Kathak. Kathak is believed to be the "mother" of the Flamenco with origins dating back to India circa the 9th-14th centuries. These creative and artistic opportunities help build bridges for communities and welcome new audiences to ACA programming.

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

The Asian Cultural Association has 8 board members. Board demographics:

Asian: 87.5%

White: 12.5%

Female: 50%

Male: 50%

The greatest board challenge is identifying and engaging diverse board members. The board has made strides to alter its board makeup throughout the last few years, but still struggles to find board members representing the Hispanic or African-American community.

ACA makes a concentrated effort to participate in community events to engage the general population. It hopes this will yield engagement from local cultural participants and expand the organization's reach including, identifying more diverse board members and engaging with volunteers.

G. Track Record Page 7 of 12

35. 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.

ACA is proud to be a stable, lean, and fiscally sound organization with a three-decade-long track record of successfully producing events in Central Florida. ACA continues to request and receive funding --federal, state, and local -- to present its important cultural events and has never carried debt.

Currently, ACA maintains a surplus of \$125,390. To remain sustainable and stable, the organization plans to create an endowment. The Board of Directors will authorize emergency use of funds if absolutely necessary, but this is on a case-by-case basis. These reserves, funded from lifetime membership donations, ensure that any future years with unstable public grant funding will still allow for continued and uninterrupted operations.

Additional support for this project will be identified and requested. ACA will submit an application for Orange County Cultural Tourism grant funds and Seminole County Arts grant funds for other projects during the grant period.

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

37. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$15,068	\$15,146	\$15,500
2. Personnel: Programmatic	\$7,345	\$8,682	\$8,000
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$58,882	\$37,037	\$78,000
5. Outside Fees and Services: Other			
6. Space Rental, Rent or Mortgage			
7. Travel	\$4,868		\$5,000

8.	Marketing	\$16,371	\$10,502	\$15,850
9.	Remaining Operating Expenses	\$3,040	\$2,342	\$4,800
A.	Total Cash Expenses	\$105,574	\$73,709	\$127,150
B.	In-kind Contributions		\$20,000	\$25,000
C.	Total Operating Expenses	\$105,574	\$93,709	\$152,150
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$3,955	\$3,985	\$9,000
11.	Revenue: Contracted Services	\$33,396	\$12,924	\$25,900
12.	Revenue: Other			
13.	Private Support: Corporate	\$13,725	\$5,250	\$18,250
14.	Private Support: Foundation			
15.	Private Support: Other	\$24,715	\$21,600	
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$18,750	\$6,250	\$25,000
18.	Government Support: Local/County	\$14,000	\$37,400	\$49,000
19.	Applicant Cash			
D.	Total Cash Income	\$108,541	\$87,409	\$127,150
B.	In-kind Contributions		\$20,000	\$25,000
E.	Total Operating Income	\$108,541	\$107,409	\$152,150

38. 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."

Personnel costs remain low because Executive Director Jasbir Mehta does not take a salary. Other key personnel, teachers and admin support, are subcontracted.

Line #2 Current Year: While in-person events were limited, affecting income, ACA artists provided, in many cases, free community events and in-school student opportunities.

Line #13 Current Year: Limited in-person events drastically impacted corporate sponsorship opportunities.

In-Kind: Jasbir Mehta volunteers her time as ACA's acting Executive Director. Her "salary" in the volunteer role is considered an in-kind donation.

39. 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

40. Hours *

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

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

- Yes
- No

H. Track_Record Page 8 of 12

42. Rural Economic Development Initiative (REDI) Waiver

Yes

No

43. 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).

43.1 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Admin Support	\$3,000	\$1,000	\$10,000	\$14,000
Totals:		\$3,000	\$1,000	\$10,000	\$14,000

43.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Dance Instructors	\$4,000	\$500	\$0	\$4,500
2	Education Coordinator	\$1,000	\$500	\$0	\$1,500
Totals:		\$5,000	\$1,000	\$0	\$6,000

43.3

43.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artists: Dancers, Musicians; Vocalists	\$8,000	\$10,000	\$0	\$18,000
Totals:		\$8,000	\$10,000	\$0	\$18,000

43.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Technical Fees	\$5,000	\$0	\$0	\$5,000
Totals:		\$5,000	\$0	\$0	\$5,000

43.6 Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Venue Rental	\$10,000	\$0	\$10,000
Totals:		\$10,000	\$0	\$10,000

43.7 Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Visiting Artists	\$7,000	\$0	\$7,000
Totals:		\$7,000	\$0	\$7,000

43.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Website; Design; Digital Ads; Print	\$4,000	\$1,000	\$0	\$5,000
Totals:		\$4,000	\$1,000	\$0	\$5,000

43.9**Amount of Grant Funding Requested: \$25,000****Cash Match: \$30,000**

In-Kind Match: \$10,000

Match Amount: \$40,000

Total Project Cost: \$65,000

44. 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.

44.1 Revenue: Admissions *

#	Description	Cash Match	Total	
1	Ticket Sales	\$3,000	\$3,000	
Totals:		\$0	\$3,000	\$3,000

44.2

44.3 Revenue: Other *

#	Description	Cash Match	Total	
1	Kathak Tuition	\$25,000	\$25,000	
Totals:		\$0	\$25,000	\$25,000

44.4 Private Support: Corporate *

#	Description	Cash Match	Total	
1	Sponsorship	\$2,000	\$2,000	
Totals:		\$0	\$2,000	\$2,000

44.5

44.6

44.7

44.8

44.9

44.10**Total Project Income: \$65,000****44.11 Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	38%
B.	Cash Match	\$30,000	\$30,000	46%
	Total Cash	\$55,000	\$55,000	84%
C.	In-Kind	\$10,000	\$10,000	15%
	Total Proposal Budget	\$65,000	\$65,000	99%

45. 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.

The in-kind donation provided for this project is a portion of ACA's Executive Director's volunteer time. Jasbir Mehta does not receive a salary for her on-going efforts with ACA.

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.

46. Required Attachment List

Please upload your required attachments in the spaces provided.

46.1

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
ACA Sub W9 - Update May 2021.pdf	33 [KB]	5/25/2021 3:41:56 PM	View file

47. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
Traditional Music - Virtual.MOV	Traditional Singing Video	1 minute video featuring traditional music	257786 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
ACA Marketing 2020.pdf	ACA Marketing Examples	DOS logo included on the "An Evening of Indian Music" flyer	5672 [KB]		View file
ACA New Audiences Social and Key Terms.docx.pdf	ACA Social Media Examples and Key Terms	Social media examples to introduce new terms to new audiences	724 [KB]		View file
Teacher Evals and Partner Letters of Support - ACA.pdf	ACA Teacher Eval and Letters of Support	Support letters from ACA partners and Teacher Evaluations from In-School Programs	762 [KB]		View file
ACA Key Bios and Chhandayan Jyotsna Award.pdf	ACA Bios and Chhandayan Jyotsna Award	The national Chhandayan Jyotsna Award of Excellence recognizes Jasbir Mehta's "Significant contribution toward the growth of Indian music in North America."	257 [KB]		View file
ACA Photos - DOS (2).pdf	ACA Programming Photos	Performance and music therapy photos	1563 [KB]		View file

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.

48. 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 following the close of your fiscal year.

49. 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

50. 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.

51. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Asian Cultural Association of Central Florida, Inc. (ACA) 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.

51.1 Signature (Enter first and last name)

Jolene Patrou

