

South Florida Art Center, Inc.

Project Title: General Program Support 2023

Grant Number: 23.c.ps.105.669

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 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 3

Discipline: Visual Arts

Proposal Title: General Program Support 2023

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** South Florida Art Center, Inc. 
- b. **DBA:** Oolite Arts
- c. **FEID:** 59-2423867
- d. **Phone number:** 305.674.8278
- e. **Principal Address:** 924 Lincoln Road, Suite 205 Miami Beach, 33139-2602
- f. **Mailing Address:** 924 Lincoln Road, Suite 205 Miami Beach, 33139-2602
- g. **Website:** www.oolitearts.org
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 075502729
- l. **Fiscal Year End Date:** 09/30

1. Grant Contact *

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2. Additional Contact *

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

Organization - Nonprofit

4.2 Institution Type

Arts Center

4.3 Applicant Discipline

Visual 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)

D. Quality of Offerings Page 4 of 12

9. Applicant Mission Statement - (500 characters) *

The mission of Oolite Arts is to support artists and advance the knowledge and practice of contemporary visual arts and culture in South Florida. Oolite Arts creates opportunities for experimentation and innovation and encourages the exchange of ideas across cultures through residencies, exhibitions, public programs, education and outreach.

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.

Oolite Arts is requesting funding towards FY 2022-23 general operations in Miami Beach and the City of Miami, which include:

- 14 funded, year-long studio art residencies
- A Cinematic Arts Residencies with \$50,000 in project funding
- 3 Home + Away Residencies, sending 30+ artists to top residency program across the US
- Open studios during exhibition openings (4/year)
- 4 curated exhibitions per year in 924 Lincoln Road gallery (free admission, open daily), English / Spanish bilingual printed materials, free public opening events, collateral events such as performances and lectures
- 6 curated exhibitions per year at two Windows @ Walgreens locations (67th & Collins and 73rd & Collins in Miami Beach, on view 24/7 at street level) with opening events and printed brochures
- 2 curated project exhibitions in 928 Lincoln Road (free admission, open daily)
- 1 catalogue per year showcasing the artistic practice of a resident artist
- 2 site-specific installations per year at Mount Sinai Hospital Skolnick Surgical Tower on the 175 ft x 12 ft lobby wall; artists are selected by Programs Manager Amanda Bradley
- Art Films series (4/year) at O Cinema South Beach: screening and Q + A with director, actor, subject of film
- 6 Talks Miami visiting curator lectures, top curators from US institutions give free public lectures on contemporary art, followed by studio visits with Oolite residents and local artists
- 250 affordable art courses offered for youth and adults in English and Spanish at Oolite's 924 Lincoln Road studios (figure drawing, painting, printmaking, video editing) taught by local artists, including Oolite residents and alumni.
- Video Art Box at St. Mary's Cathedral School in Little Haiti (2 hrs. twice/week, school year)

- 4-week summer Teen Artist Residency serving 20 participants
- Skills (4/year) professional development workshops that provide artists with the tools to promote their work in an expanding marketplace and develop best practices to communicate clearly to broader audiences

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

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.

Goal #1

- Strengthen residency programs and expand direct support to artists to advance their practice and bring them to the national and international scene/stage.

Goal #2

- Elevate Oolite's exhibition program by presenting work by emerging and established artists representative of Miami's diverse demographics.

Goal #3

- Expand and further develop the education and public programs to engage a diverse audience.

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"

Objective #1:

- Continue to support artists through the long-standing Studio Residency program.
- Send Miami-based artists to attend some of the most prestigious residency programs in the country and abroad through our Home and Away program providing major visibility for our artists and helping them broaden their network.
- Provide resources and production support for our Cinematic Arts residents to create a micro-budget feature film and aid them to enter local, national and international film festivals.

- Provide direct support to artists and art teachers through The Ellies by providing funding to launch their projects and for travel opportunities that will enhance the classroom experience and inspire younger generations.

Objective #2:

- Curated exhibitions at Oolite Arts' Lincoln Road venues and other locations featuring work by current residents, alumni, local artists and artists with national reputations.
- Produce one catalogue per year highlighting the work and artistic practice of a resident artist, which will be placed in museum bookstores across the country.
- Purchase artwork by artists and alumni to be exhibited at our new building and eventually donate them to museums across the country.

Objective #3:

- Offer a series of virtual and hybrid programming to reach audiences within and outside of South Florida including art classes, exhibition walkthrough, Talks lectures, professional development workshops for artists, among others.
- Offer education programs in partnership with a school in Little Haiti, where Oolite will build a new facility in 2023.
- Provide mentorship opportunities and portfolio building to young artists through the Skills: Teen Artist Residency program during the summer.

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.

1. Residency and Artist Support Activities

Oolite Arts' FY 2022-23 programming will be anchored by its Residency Program, headquartered at 924 Lincoln Rd. In the course of a year, 14 artists will be offered Studio Residencies. Support will include free studios; project funding; a fully equipped print shop; studio visits with visiting curators; professional development workshops; inclusion in exhibitions; and financial support for exhibition opportunities outside of South Florida.

Studio resident artists will have 24/7 access to their studios, which are located on the 1st and 2nd floors of Oolite's ADA compliant facility, which has an elevator and accessible, gender-neutral restrooms. One additional filmmaker will be awarded a Cinematic Arts Residency with \$50,000 in production funds, and 20 teens will participate in the summer Teen Residency. Artists will be chosen by a panel of professionals and actively participate in Oolite Arts' exhibitions, public programming, studio visits, and community outreach initiatives.

The Home + Away travel residency, supported by grants from the National Endowment for the Arts and The Jorge M. Pérez Family Foundation, will offer Miami-Dade-based artists opportunities to participate in some of the most important artist residencies in the country. Anderson Ranch (Snowmass Village, CO), Atlantic Center for the Arts (New Smyrna Beach, FL), Artpace (San

Antonio, TX), and The Rauschenberg Residency (Captiva Island, FL) are leading national residency programs with which Oolite formally partners to offer residencies and retreats to Miami-based artists through a competitive application process.

Ellies Awards fund artists' projects with grants between \$2,500 and \$25,000 for new work. A \$75,000 award and museum commission is awarded yearly to one artist whose career has had a significant impact on the regional art scene. Travel grants in the amount of \$5,000 are awarded to art teachers. A \$25,000 Social Justice Award was introduced in 2020 to support the work of an artist working for equality through their art practice.

2. Exhibition Activities

Oolite's facility includes two exhibition spaces, a 2nd floor, 2500 sq. ft. gallery and a 40-foot-long, floor-to-ceiling vitrine in the 1st floor foyer. Four exhibitions per year are organized by guest curators, featuring work by residents and alumni. Staff manages PR, printed materials, and collateral events such as openings, artist lectures and panel discussions. Curated exhibition opportunities are also available at two Windows@Walgreens block-long street-level vitrine galleries seen by 65,000 residents and tourists/year, and a large-scale lobby installation at Mt. Sinai Hospital that prepares artists for public art commissions.

Oolite will present a total of 14 curated exhibitions at the 924 & 928 Lincoln Road gallery, Windows @ Walgreens locations, and at Mt. Sinai Medical Center in Miami Beach.

In December 2021, during Art Basel Miami Beach, Oolite will present a group exhibition at its 924 gallery featuring Rafael Domenech, Rafael Vargas Bernard, Rirkrit Tiravanija, Tomas Vu, Sarah Sze, Paloma Izquierdo, Ernesto Oroza, Diego Gutierrez, Bethany Collins, and GeoVanna Gonzalez. From January through April 2022, emerging photographer Roscoé B. Thickè III will present a solo exhibition of photo-based work seeking "the beauty in the mundane." These examples show the range of artists, from emerging locals like Amanda Bradley to internationally acclaimed artists like Sarah Sze and Rirkrit Tiravanija, whose work Oolite will bring to the public in FY 2022-23. As in past years, Oolite staff will ensure gender parity and cultural diversity among the exhibiting artists.

3. Education & Outreach Activities

Public Programs: The Talks visiting curator lecture series (in partnership with Locust Projects) will bring curators from important national institutions to Miami for public conversations held at the Little Haiti Cultural Center's Proscenium Theater, after which the curators conduct two days of studio visits with local artists. Art Films (presented with O Cinema) will feature films by and about artists. Each film will be paired with a lecture or public outreach component featuring the film's director or subject.

Education: Oolite Arts will offer 250 affordable art courses for youth and adults in English and Spanish at 924 Lincoln Road (figure drawing, painting, printmaking, video editing) taught by local artists, including Oolite residents and alumni. Video Art Box, an after-school program through which middle and high school students at St. Mary's Cathedral School in Little Haiti produce their own short films, will continue. Skills (4/year) professional development workshops will provide artists with the tools to promote their work in an expanding marketplace and develop best practices to communicate clearly to broader audiences. A Teen Artist Residency invites teen artists from Miami-Dade County to participate in a 1-month residency where they will work under the tutelage of Miami-based artists with careers as arts professionals.

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.

O Cinema: O Cinema is a non-profit, independent cinema with multiple locations in Miami and Miami Beach that showcase first-run independent, foreign, art and family films. Oolite and O Cinema partner on the Art Films program, where O Cinema hosts film screenings of films related to art and artists, followed by a Q and A with the film's director or featured artist. O Cinema Co-Founder Kareem Tabsch is also an advisor for the Cinematic Arts Residency.

Locust Projects: Locust Projects is a not for profit exhibition space dedicated to providing contemporary visual artists the freedom to experiment with new ideas without the pressures of gallery sales or limitations of conventional exhibition spaces. Oolite and Locust Projects partner to bring top curators to Miami for lectures that are free and open to the public. The curators conduct studio visits with Oolite residents and other local artists.

Walgreens: The two Windows@Walgreens project spaces in Miami Beach are provided by Walgreens in partnership with Oolite. Oolite presents rotating exhibitions of work by alumni in block-long vitrine spaces that are visible from the street 24/7. These exhibitions bring new work by resident artists to unexpected places.

South Florida PBS is South Florida's public television station. ArtLoft is a weekly 30-minute art program showcasing local artists, exhibitions, performances, and arts organizations that are positioning South Florida as an emerging leader in the world of art. South Florida PBS broadcasts Oolite's Studio Shorts artist profiles on ArtLoft, and makes them available through the station's Major Market Group for national broadcast.

Mount Sinai Hospital partners with Oolite to offer two artists per year the opportunity to create large-scale public artwork on the 175 ft x 12 ft lobby wall of the Skolnick Surgical Tower.

Anderson Ranch, Artpace and **Atlantic Center for the Arts** are partners for the Home and Away program.

St. Mary's Cathedral School in Little Haiti is Oolite's partner for the Video Art Box after-school program through which middle school students write, direct and edit short films.

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?

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

visitors and shares them with artists and staff.

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

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

11.1 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.

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

226

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

1,216

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

45,000

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

60

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

50

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?

137

17.2 Number of Florida artists directly involved?

122

Total number of individuals who will be engaged?

45247

18. How many individuals will benefit through media?

45,000

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) * No specific racial/ethnic group

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

19.3 Underserved/Distinct Groups: * Other underserved/distinct group

20. Describe the demographics of your service area.

Oolite Arts is located in Miami Beach, which has 91,826 residents (56% Hispanic / Latino, 38% White, 3% Black). 54% of Miami Beach residents speak Spanish and 30% speak English. Oolite Arts serves greater Miami-Dade County, which has a population of 2.76 million. The county’s population is 69.1% Hispanic / Latino, 15.5% Black or African American, and 12.9% White. 74.3% of the people in Miami-Dade County, FL speak a non-English language, and 77.5% are U.S. citizens.

Oolite’s resident and exhibiting artists, visitors, and education program attendees reflect this diversity. Affordable art classes are offered in English and Spanish. 65% of students are Hispanic, 30% are over 59 years old, and 37% earn less than \$30,000/year. Current artists in residence are 50% women, 80% Black or Latinx. Of 2018 Ellies Awards winners, 44% are Hispanic, 25% are Black, 27% are Caucasian and 7% Other (South Asia and Middle East); 53% are women. Talks, a lecture series featuring top contemporary art curators, has an attendance of approximately 100 people per lecture.

Since Oolite began offering online art classes in April of 2020 due to COVID-19, 50% are returning students, 30% are new local students, and 20% are from different parts of the U.S., including Chicago, New York City, Seattle, and Washington, D.C. The after-school program at St. Mary’s Cathedral School

serves 20 students between the ages of 10-13 (50% male and 50% female, 82% Haitian and 18% Hispanic). Since COVID-19, Oolite has presented more online programs. A recent Facebook Live event, Skills: How to Price Your Work, reached 2.8k people and received 455 post engagement (likes, comments, shares). The majority were from Florida (78.2%), followed by NY (6.29%), California (2.82%), England (1.26%).

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.

Artistic excellence in Miami: The 2021 cohort of artists in residence brings diversity to the community both in terms of their media (painting, photography, new media, video installation, printmaking, performance) and homelands (North and South America, the Caribbean and Europe). Their educational experience includes MFA's from School of the Art Institute of Chicago, School of the Museum of Fine Arts in Boston, University of Florida and Hunter College; MA's from Harvard University and University of Bordeaux III, France; and BFA's from Florida International University, Rhode Island School of Design, Cooper Union and Maryland Institute College of Art; as well as military service. Five Cinematic Arts Residency awardees have been selected since the program launched in 2019 to receive funding to create new films. As a cohort, they have received numerous awards at international festivals. Two are Haitian-American, one is African-American and two are Latin-American.

Impact on residents and tourists: Oolite's exhibition spaces are open nearly 365 days a year, so that high quality artworks by local and visiting artists can be experienced free of charge. Oolite's education and outreach programs serve nearly 2,155 residents and tourists per year at our Miami Beach location and throughout the community. These include affordable art classes for teens and adults, offered in English and Spanish, through our Community Art Classes program. The Video Art Box after-school program serves a school population where students are 82% Black and 18% Hispanic. The Teen Artist Residency serves students in the Miami area of which 70% are female and 30% are male, 58% are Latinx or Hispanic, 17% are Black, 17 % White and 8% are other.

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.

Miami-Dade

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.

Miami-Dade

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.

- Exhibitions are accessible free of charge to the general public via virtual walk-throughs since March of 2020.
- A series of art classes in painting, drawing and watercolor are offered virtually via Zoom to anyone in the world with a computer and internet connection.
- The 8-week summer residency for teens is offered virtually.
- Talks visiting curator lectures are offered via Facebook Live and videos of the lectures are available on a dedicated website that contains all previous lectures: <https://talks.miami/> (Also on a Talks Vimeo account).
- The Video Art Box after-school program conducted in partnership with St. Mary's Cathedral School is offered via Google Meet.
- Skills professional development workshops are offered virtually and available on our YouTube channel.
- Art Films have been offered online since the beginning of the pandemic via Vimeo.
- All info sessions for The Ellies, the Public Service Announcement contests and our residency open calls have been offered virtually since the beginning of the pandemic.

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.

Oolite's visitors, artists and students frequent Lincoln Road's restaurants and shops, thus contributing to the neighborhood's economic growth and cultural vibrancy. The Americans for the Arts Economic Indicator Calculator forecasts that Oolite's economic impact in Miami Dade County accounts for \$5,494,800 in expenditures from both our organization and our audience, resulting in \$291,397 of revenue for the state government.

Oolite's programs add value to the area's commercial districts. Oolite provides access to high quality art and cultural events free of charge or, in the case of Community Art Classes, at a reduced cost. Approximately 10,000 members of the public will participate in public programs put on by Oolite Arts throughout the greater Miami-Dade region and its home on Lincoln Road in FY 22/23. Additionally, approximately 65,000 visitors will view work produced by Oolite Arts commissioned artists at public exhibition spaces at Walgreens and Mount Sinai Hospital. Oolite Arts produces exhibitions of contemporary art and related programs on a regular basis that are all on view to the public 365 days a year, 24 hours/day at some of Miami Beach's most iconic locations, including Lincoln Road and Collins

Avenue.

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

Project funding awarded to Studio and Cinematic Arts Residents totaling upwards of \$200,000 allows artists to create new work in the community, working with local professionals and craftspeople to grow the local art economy. Furthermore, The Ellies Awards inject over \$500,000 per year of project funding into the art community. When local artists' projects are funded, they make new work at home and a large amount of that money continues to circulate in the local economy. The Shares program builds a new cohort of local collectors, each of whom pays \$500 for nine pieces of unique artwork commissioned from locally and nationally-known artists.

26. Marketing and Promotion

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

Brochures

- Collaborations
- Direct Mail
- Email Marketing
- Magazine
- Newsletter
- Pay Per Click (PPC) Advertising
- Radio
- 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?

Oolite's communications and marketing team meets weekly to plan social media, advertisements, e-blasts, press releases, and direct mail campaigns. Targeted e-blasts and monthly newsletters are sent to a contact list of 12,600 with an open rate of 20% (higher than the national average). The mailing list is segmented by email preferences, ensuring that communications are targeted and reach the right audience. Daily social media posts reach nearly 20,000 followers on Facebook, Instagram and Twitter (up from 17,000 last year). Facebook ads reach an even broader audience. Despite the pandemic, we have been able to maintain and even increase our attendance numbers due to virtual programming reaching an international audience.

Public relations are overseen by Pinzur Communications, a South Florida-based boutique agency specializing in travel hospitality lifestyle. They handle press releases and press communications, and present quarterly reports to the organization. Oolite Arts appeared in 120 articles in 2020, 33%

of which represented national media coverage (up from 25% last year).

A staff content producer and coordinator in the communications department produces video content including highlights and soundbites from events, profiles of resident artists, and curator and artist interviews.

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

Oolite publishes events and exhibition information in a series of online public calendars, including the GMCVB, WLRN, the Miami Herald, Art Forum and Lincoln Road's Business Improvement District. The New Tropic and Cultural Crusades social media platform occasionally shares our art classes workshops and events, resulting in a marked increase in attendance. The Talks series media partner, Cultured, helps promote the program to its extensive list of subscribers. In addition, we mail out a promo card with the entire series for the year to both Locust Projects and Oolite's mailing list.

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

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.

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

Facility:

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

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

Digital Accessibility:

The ADA-compliant website employs best practices as advised by Miami Lighthouse for the Blind. We are constantly working to ensure all of our images and multimedia are accessible through alternative text and captions. Video captioning has been added to videos produced by Oolite. Our e-newsletter provides information on how to request special accommodations for events.

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?

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? 1/1/2020

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

- Yes
- No

31.1 If yes include here:

At Oolite Arts diversity is an important part of our culture and identity. We are committed to equity, inclusion and access in our programming, staffing, board and community.

Board-approved statement from employee handbook: It is the policy of Oolite Arts to promote and assure equal employment opportunity for all current and prospective employees without regard to race, color, religion, sex, age, disability, marital status, sexual orientation, pregnancy, genetic information, gender identity, gender expression, national origin, citizenship status, veteran status, actual or perceived status as a victim of domestic violence, dating violence, or stalking, and any other legally protected status entitled to protection under federal, state, or local anti-discrimination laws. This policy governs all matters related to recruitment, advertising, and initial selection of employment. It shall also apply to all other aspects of employment, including, but not limited to, compensation, promotion, demotion, transfer, lay-offs, terminations, leave of absence, and training opportunities.

Employees who have questions concerning this policy or feel that they have not been treated in accordance with this policy should contact the CFO. Oolite Arts prohibits retaliation against any employee who makes a complaint under this policy. Violations of this policy will result in appropriate disciplinary action up to and including termination of employment.

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

Oolite has long offered art classes in both Spanish and English. When the pandemic started we started producing video walkthroughs of the exhibitions at 924 Gallery, which we have continued. Since the beginning of the pandemic, Oolite has been offering many programs virtually, and some including art classes and the Talks visiting curator lectures will continue to be offered both virtually and in person. While most of our audience is regional, our online programming has allowed us to reach people throughout the nation and beyond. Our youth programming reaches middle school and high school students in Miami through virtual programs and curated boxes containing art supplies and materials are

delivered to their homes, so they can continue the program online. The ADA-compliant website employs best practices as advised by Miami Lighthouse for the Blind. We are constantly working to ensure all our images and multimedia are accessible through alternative text and captions. Our most recent videos produced at Oolite Arts include captions.

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

Board members:

57% female, 43 % male, 57% white, 29% Hispanic, 14% black

Staff:

70% female, 30% male; 36% white, 36% Hispanic, 21% black, 8% Asian, 14% LGTBQ

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.

Oolite secures funding through federal, state, city, and county grants, as well as Board contributions. Public funders include the National Endowment for the Arts; the State of Florida Division of Cultural Affairs; Miami-Dade County Department of Cultural Affairs; The Children's Trust; and Miami Beach Cultural Arts Council. Several staff members collaborate in the grant application and management process, which is overseen by Oolite's President and CEO. In addition, the organization receives support from foundations including the John S. and James L. Knight Foundation, the Lynn and Louis Wolfson III Family Foundation, Al & Jane Nahmad Family Foundation, and the Jorge M. Pérez Family Foundation; corporate sponsorships including Walgreens and Mount Sinai Medical Center; board member contributions; private donors; memberships; and the community as a whole. Currently, memberships are available at \$45/year for individuals and \$25/year for seniors and students. Members receive 20% off tuition for art classes and workshops, invitations to exhibition openings and member-only events, and book loans from our library with more than 4,000 art books and publications. The Membership Development Manager brought on board in 2019 is developing a membership program to attract young collectors and to be the main touchpoint for the Board, community, and eventually new donors. Because Oolite intends to live on in perpetuity, the community and their contributions are imperative. Oolite's endowment, built with the sale of one of its Lincoln Road holdings, has allowed the organization to increase programmatic funding, offer artists production assistance, continue and expand its project grants for local artists (The Ellies, inaugurated in 2018), reduce course fees, free studios for its resident artists and provide free educational programming for artists and the community.

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

The CFO and President & CEO are in communication with the VP of Programming about programmatic expenses on a daily basis, ensuring that current programs operate within budget and that Oolite offers as much support to artists at all stages in their careers as possible. With proceeds from the 2014 sale of a building on Lincoln Road, Oolite launched the Ellies Awards in 2018. This award program significantly expands the organization's profile, offering \$500,000 in direct support to Miami artists. Ellies Awards fund artists' projects with grants of between \$2,500 and \$25,000 for new work. A

\$75,000 award and museum commission is awarded yearly to one artist whose career has had a significant impact on the regional art scene. Travel grants in the amount of \$5,000 are awarded to art teachers. In 2020, Oolite added a new category, The Social Justice Award, which recognizes an individual working on racial and equality through the arts with a \$25,000 grant. Oolite Arts' newest program Home + Away, supported by grants from the National Endowment for the Arts and the creARTE Jorge M. Pérez Family Foundation, offers Miami-Dade based artists opportunities to participate in some of the most important artist residencies in the country. Anderson Ranch (Snowmass Village, CO), Atlantic Center for the Arts (New Smyrna Beach, FL), The Rauschenberg Residency (Captiva Island, FL), and Artpace (San Antonio, Texas) are leading national residency programs with which Oolite formally partners with to offer residencies and retreats to Miami-based artists through a competitive application process. Oolite continues to offer its video production outreach program serving middle school students at St. Mary's Cathedral School in Little Haiti, which is funded in part by a grant from the Al & Jane Nahmad Family Foundation and Miami-Dade County's Youth Enrichment Program grant.

35. Completed Fiscal Year End Date (m/d/yyyy) * 9/30/2020

36. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$706,983	\$725,000	\$740,000
2. Personnel: Programmatic	\$751,504	\$775,000	\$800,000
3. Personnel: Technical/Production	\$84,550	\$100,000	\$105,000
4. Outside Fees and Services: Programmatic	\$1,330,282	\$1,300,000	\$1,400,000
5. Outside Fees and Services: Other	\$264,194	\$350,000	\$375,000
6. Space Rental, Rent or Mortgage	\$77,203	\$90,000	\$90,000
7. Travel	\$38,239	\$50,000	\$60,000
8. Marketing	\$87,164	\$150,000	\$150,000
9. Remaining Operating Expenses	\$848,827	\$537,464	\$750,000

A. Total Cash Expenses	\$4,188,946	\$4,077,464	\$4,470,000
<hr/>			
B. In-kind Contributions			
<hr/>			
C. Total Operating Expenses	\$4,188,946	\$4,077,464	\$4,470,000
<hr/>			
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
<hr/>			
10. Revenue: Admissions	\$3,970	\$3,938	\$7,500
<hr/>			
11. Revenue: Contracted Services	\$54,918	\$69,917	\$75,000
<hr/>			
12. Revenue: Other	\$6,670,572	\$3,544,889	\$3,817,432
<hr/>			
13. Private Support: Corporate	\$82,005	\$31,250	\$35,000
<hr/>			
14. Private Support: Foundation	\$523,000	\$35,000	\$35,000
<hr/>			
15. Private Support: Other	\$77,272	\$41,000	\$50,000
<hr/>			
16. Government Support: Federal	\$25,000	\$25,000	\$20,000
<hr/>			
17. Government Support: State/Regional	\$44,651	\$46,402	\$150,000
<hr/>			
18. Government Support: Local/County	\$255,119	\$280,068	\$280,068
<hr/>			
19. Applicant Cash			
<hr/>			
D. Total Cash Income	\$7,736,507	\$4,077,464	\$4,470,000
<hr/>			
B. In-kind Contributions			
<hr/>			
E. Total Operating Income	\$7,736,507	\$4,077,464	\$4,470,000

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."

The excess revenue earned by Oolite in fiscal year 2020 is being used to sustain Oolite's ability to support both its resident and community artists. The surplus is due to gains from the endowment and thus is not something that Oolite can count on moving forward. The endowment and the annual draw for operating expenses along with government funding will be critical to the success of Oolite and the local artists in the future. Continued growth of the endowment is key to Oolite's strategic plan and is consistently being re-invested into the expansion of existing programs along with many new programs.

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 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Administrative Personnel	\$0	\$740,000	\$0	\$740,000
Totals:		\$0	\$740,000	\$0	\$740,000

42.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artistic Personnel	\$30,000	\$770,000	\$0	\$800,000
Totals:		\$30,000	\$770,000	\$0	\$800,000

42.3 Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
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#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Facilities Personnel	\$0	\$105,000	\$0	\$105,000
Totals:		\$0	\$105,000	\$0	\$105,000

42.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Ellies	\$50,000	\$450,000	\$0	\$500,000
2	Artist Support for Micro-Budget Films	\$20,000	\$80,000	\$0	\$100,000
3	Home & Away	\$20,000	\$130,000	\$0	\$150,000
4	Direct Resident Support	\$0	\$60,000	\$0	\$60,000
5	Direct Community and Alumni Support	\$0	\$85,000	\$0	\$85,000
6	Education and Outreach	\$20,000	\$100,000	\$0	\$120,000
7	Visiting Artists and Curators	\$0	\$60,000	\$0	\$60,000
8	Shares Artistic Fees	\$0	\$22,500	\$0	\$22,500
9	Ancillary Exhibition Fees	\$0	\$85,000	\$0	\$85,000
10	Film Commissions	\$0	\$50,000	\$0	\$50,000
11	Class Instructors	\$0	\$40,000	\$0	\$40,000
12	Contracted Maintenance	\$0	\$50,000	\$0	\$50,000
13	Exhibition Fees	\$0	\$77,500	\$0	\$77,500
Totals:		\$110,000	\$1,290,000	\$0	\$1,400,000

42.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Public Relations	\$10,000	\$56,000	\$0	\$66,000
2	Graphic Design	\$0	\$66,000	\$0	\$66,000
3	Audit	\$0	\$30,000	\$0	\$30,000
4	Grant Writing	\$0	\$10,000	\$0	\$10,000
5	IT Support	\$0	\$62,000	\$0	\$62,000
6	Miami Foundation	\$0	\$35,000	\$0	\$35,000
7	Legal Services	\$0	\$40,000	\$0	\$40,000
8	Documentation	\$0	\$66,000	\$0	\$66,000
Totals:		\$10,000	\$365,000	\$0	\$375,000

42.6 Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Home & Away	\$60,000	\$0	\$60,000
2	Talks Lectures Theater	\$20,000	\$0	\$20,000
3	ArtFilms Theater	\$10,000	\$0	\$10,000
Totals:		\$90,000	\$0	\$90,000

42.7 Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Artistic	\$40,000	\$0	\$40,000
2	Administrative	\$20,000	\$0	\$20,000
Totals:		\$60,000	\$0	\$60,000

42.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Advertising	\$0	\$110,000	\$0	\$110,000
2	Printing	\$0	\$40,000	\$0	\$40,000
Totals:		\$0	\$150,000	\$0	\$150,000

42.9 Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Insurance	\$0	\$75,000	\$0	\$75,000
2	Fundraising	\$0	\$100,000	\$0	\$100,000
3	Condominium Fees	\$0	\$73,000	\$0	\$73,000
4	Oolite Collection	\$0	\$80,000	\$0	\$80,000
5	Personnel Training	\$0	\$30,000	\$0	\$30,000
6	General Office	\$0	\$100,000	\$0	\$100,000
7	Building Maintenance	\$0	\$100,000	\$0	\$100,000
8	Other Operating Expenses	\$0	\$192,000	\$0	\$192,000
Totals:		\$0	\$750,000	\$0	\$750,000

Amount of Grant Funding Requested: \$150,000

Cash Match: \$4,320,000

In-Kind Match:

Match Amount: \$4,320,000

Total Project Cost: \$4,470,000

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	Event Income	\$7,500	\$7,500
Totals:		\$0	\$7,500

43.2 Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Mount Sinai	\$35,000	\$35,000
2	Lauren Condominium Association	\$40,000	\$40,000
Totals:		\$0	\$75,000

43.3 Revenue: Other *

#	Description	Cash Match	Total
1	Classes	\$75,000	\$75,000
2	Endowment Income	\$3,742,432	\$3,742,432
Totals:		\$0	\$3,817,432

43.4 Private Support: Corporate *

#	Description	Cash Match	Total
1	Walgreens	\$30,000	\$30,000
2	Titos	\$2,500	\$2,500
3	Other	\$2,500	\$2,500
Totals:		\$0	\$35,000

43.5 Private Support: Foundation *

#	Description	Cash Match	Total	
1	Wolfson Foundation	\$35,000	\$35,000	
Totals:		\$0	\$35,000	\$35,000

43.6 Private Support: Other *

#	Description	Cash Match	Total	
1	Board	\$21,000	\$21,000	
2	Memberships	\$27,000	\$27,000	
3	Individual	\$2,000	\$2,000	
Totals:		\$0	\$50,000	\$50,000

43.7 Government Support: Federal *

#	Description	Cash Match	Total	
1	National Endowment for the Arts	\$20,000	\$20,000	
Totals:		\$0	\$20,000	\$20,000

43.8

43.9 Government Support: Local/County *

#	Description	Cash Match	Total	
1	Miami-Dade County	\$254,775	\$254,775	
2	City of Miami Beach	\$25,293	\$25,293	
Totals:		\$0	\$280,068	\$280,068

43.10

Total Project Income: \$4,470,000

43.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
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Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	3%
B.	Cash Match	\$4,320,000	\$4,320,000	97%
	Total Cash	\$4,470,000	\$4,470,000	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$4,470,000	\$4,470,000	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.

n/a

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content 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)
W9substitute 2018.pdf	33 [KB]	5/28/2021 4:51:12 PM	View file

46. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
Dennis Scholl_Letter_Oolite Arts_DOS grant.pdf	Letter from Dennis Scholl, Oolite Arts, President and CEO		56 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
2020-21_Oolite Arts_Recent_Exhibitions.pdf	Oolite Arts Exhibitions		580 [KB]		View file
Board List 2021-22 Oolite Arts - update.pdf	Oolite Arts_Board List_2021-22		104 [KB]		View file
Oolite_Annual-Report- 2020.pdf	The Year in Review		12154 [KB]		View file
Organizational Chart_June 2021.pdf	Oolite Arts_2021_Organizational Chart		609 [KB]		View file
2020-21 Oolite artists in residence.pdf	Oolite Arts_2020-21_Residency Programs		2508 [KB]		View file

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 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 South Florida Art Center, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

50.1 Signature (Enter first and last name)

Dennis Scholl

