

Coral Gables Cinemateque Inc.

Project Title: 2022-23 General Program Support

Grant Number: 23.c.ps.109.508

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 2

Discipline: Media Arts

Proposal Title: 2022-23 General Program Support

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Coral Gables Cinemateque Inc. 
- b. **DBA:** Coral Gables Art Cinema
- c. **FEID:** 20-4120218
- d. **Phone number:** 786.472.2249
- e. **Principal Address:** 260 Aragon Avenue Coral Gables, 33134-5009
- f. **Mailing Address:** 260 Aragon Avenue Coral Gables, 33134-5009
- g. **Website:** www.gablescinema.com
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 831368472
- l. **Fiscal Year End Date:** 09/30

1. Grant Contact *

First Name

BRENDA

Last Name

MOE

Phone 786.472.2249

Email brenda@gablescinema.com

2. Additional Contact *

First Name

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3. Authorized Official *

First Name

BRENDA

Last Name

MOE

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4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Cinema

4.3 Applicant Discipline

Media 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 Coral Gables Cinemateque, Inc. is a non-profit organization founded to present and support media arts in South Florida, with the specific purpose of developing and running the Coral Gables Art Cinema as a venue for alternative film accessible to and serving the whole community.

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.

Funding will support the 2022-23 season of year-round, seven-day-a-week film programming, accompanying events and related educational activities that will continue at the same level of groundbreaking quality, diversity, and audience-appeal the Coral Gables Art Cinema has become known for. This general support grant will assist the Cinema in deepening its artistic offerings, expanding its audience, and stabilizing organizational structure.

Consistently performing as one of the leading art-house cinemas in the Southeast United States, the beautiful 141-seat Coral Gables Art Cinema has full 16mm, 35mm, 70mm, and industry standard true theatrical quality 2K Digital Cinema Projection (DCP) with 3D capability, as well as professional Dolby surround sound, and stadium seating. In September 2022, the Cinema will complete an expansion project that will add two new, 70-seat auditoriums in an adjacent space which becomes available for use by the Cinema in September 2021.

Named a Sundance Institute Art House Project venue in 2015 (a distinction shared by only 23 cinemas across the U.S), the Coral Gables Art Cinema is truly where great films live.

Screenings take place daily, with weekends and select weekdays featuring up to 2-3 screenings and related activities. Film screening dates/times are organized according to program area as follows:

--New Releases: Screenings are typically for 1-3 weeks, 3 times daily, beginning at 4:15 PM. A typical run of average length film might screen daily at 4:15 PM, 6:30 PM, and 8:45 PM.

--Special Presentation: Limited or one-time only screenings of artistic productions, classic films, or documentaries. These screenings are worked in during the early afternoon hours or on nights when new releases are not screened.

--After Hours: Weekly, 11:30 PM screenings of the best films you never saw on the big screen, screened in 35mm.

--Family Day on Aragon: Every second Saturday and Sunday, monthly at 11:00 AM.

--National Theater Live: Three screenings monthly of a single theatrical event, Friday through Sunday at

12:00 PM. See It in 70mm: Periodic screenings in 70mm before regular opening time (4:00 PM) or day-long marathon screenings.

--In Memoriam: Periodic screenings honoring the life and careers of filmmakers and artists who have passed away. Screenings take place before regular opening time (4:00 PM) or day-long marathon screenings.

--Miami International Children's Film Festival: 4-days in December annually. Screening times vary.

--Sensory Friendly Screenings: Late morning or early afternoon screenings on weekends and during the annual Miami International Children's Film Festival.

As commitments for films are seldom made farther than two to three months in advance, an exhibitions calendar for films to be screened cannot be set at this point for the 2021-22 or the 2022-23 seasons. Potential film titles have not been announced for most major film festivals (Toronto 2021, Sundance 2022) from which many films at the Cinema are drawn.

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.

Goals:

- 1) To present a broad selection of high quality international and U.S. independent feature film titles that are generally not available at other venues in the county, creating a diverse and vibrant programming season that speaks to the multicultural and multilingual nature of Miami-Dade's communities.
- 2) To expand special programs and educational activities, which are featured in conjunction with or in addition to the Cinema's main feature film series.

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"

Objectives:

1) To showcase 40 feature films over the full year, each playing for a minimum of one week. Feature films and related activities including meet-the-artist events, panel discussions, specialty and retrospective screenings, and an ongoing series for children will be part of the season. The films will include a broad selection of high-quality international titles as well as some U.S. films supplemented with panels/guests/workshops/events and receptions.

2) Objective: To produce 20 ancillary programs, which include open-to-the-public discussions and special film screenings that will be presented throughout the year. The artists involved will include those from production, be it a director or lead actor, who will be brought in from out of state to participate in meet-the-artist programs and panels. Others will participate in Q&A sessions via live video connections projected on the screen.

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.

Key programs for the 2022-2023 season are divided into distinct categories, including, among others:

--NEW RELEASES: First-run and regional premieres of quality American independent and international features, both fiction and documentary.

--SPECIAL ENGAGEMENTS: Classic films, special programs, and film festival events, including a popular In Memoriam program.

--AFTER HOURS: The “best films you never saw on the big screen (or maybe you did) from late-night cult classics to foreign favorites and even summer blockbusters” every Saturday at 11:30 pm.

--FAMILY DAY ON ARAGON: Classic family films and new favorites are screened during this street-wide arts celebration held every second Saturday and Sunday in partnership with the Coral Gables Museum and Books & Books.

--NATIONAL THEATRE LIVE: Groundbreaking project to broadcast the best of British theatre live from the London stage to cinemas around the world.

--2020 MICFF: The Miami International Children's Film Festival (MICFF) is a partnership between the Coral Gables Art Cinema and the New York International Children's Film Festival, now in its 7th year, which screens the very best in children's art films—shorts, narrative, and documentary—during a long weekend in early November.

--SEE IT IN 70MM: The Gables Cinema is the only art cinema in the southeastern United States equipped to screen films in 70mm, the high-resolution format that became synonymous with the medium's epics and films of exceptional visual grandeur. To see film projected in this format is to see it in its full splendor, with pristine image and detailed sound.

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.

Cinema collaborates with diverse community groups including the City of Coral Gables; the War Memorial Youth Center, Centro Cultural Español; the Consulates of Bolivia, Germany, France, Colombia and Canada; Fundarte; Books & Books; Coral Gables Museum; History Miami; Miami International Film Festival; the Dumond Conservancy of Monkey Jungle; the Coral Gables Chamber of Commerce; PrideLines; Miami Dade College; Folk Club of South Florida; Friends Forever Rescue; and many more.

The Cinema participates in Miami-Dade County Department of Cultural Affairs programs, including Culture Shock Miami and the Golden Ticket program for seniors. Additionally, through our successful Film Flavors program, we actively partner with area restaurants to offer back-of-your-ticket discounts and incentives. Over 12 restaurants partner in this initiative.

The Cinema strives to develop film literacy and improve access to the cinematic arts by exposing youth to this medium in a safe community setting for children and their families. Since opening in 2010, the Cinema has developed three major programs directed at young people: Family Day on Aragon; an intensive summer film "camp" held at the Cinema for teenagers, that provides professional film production training presented in conjunction with the Florida Film Institute; and the Miami International Children's Film Festival (launched 2013) a recurring, annual event.

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?

Over 55,000 people are expected to attend the Cinema's programs during the 2022-2023 season. The target audience is a general one spanning all demographics, both those who are already avid consumers of alternative film, and those who will become newly exposed to it through the films screened. The success and impact of the season will be measured and assessed through several ongoing means. Attendance numbers at screenings and events is the first and most important measure. This is easily tracked by the Cinema's state-of-the-art computerized ticketing system, which reports total sales as well as breaking it down by age. Total tickets sales and other earned income such as café revenue, outside theater rentals and promotions, as well as the level of donated funds, will be tracked with the expectation of meeting or exceeding the budget.

Another valuable tool in assessing the achievement of objectives will be the compilation and indexing of media coverage, which includes professional critical evaluations of films screened. Audience feedback will be solicited in a variety of ways, particularly through social media feedback, such as Facebook and Twitter, and an on-line survey tool that is already up and running. Feedback from community and organizational partners, as well as participating artists, will also be solicited.

Lastly, the Cinema's Board and staff will hold an internal evaluation of the season activities, compiling results from all the above measures to better ascertain the successes and failures of the programs. Lessons learned from this season series and the evaluations of it will provide a model for future programming practices at the Coral Gables Art Cinema.

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?

80

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

400

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

55,000

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

800

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

2,000

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?

80

17.2 Number of Florida artists directly involved?

20

Total number of individuals who will be engaged?

57880

18. How many individuals will benefit through media?

3,600

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): * Adults (25-64 years)

Older Adults (65+ years)

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

20. Describe the demographics of your service area.

The Cinema draws audiences from throughout Miami-Dade County and south Broward County. Audience composition is reflective of the demographic makeup of Miami-Dade County (middle-age, Hispanic, married with children), but niche films will draw a more specialized audience.

The Cinema is staffed by the ongoing personnel and volunteers, who reflect the diversity of the community. Films specifically of interest to our large, Hispanic audiences are consistently sold-out runs. In selecting films, the overall goal is to create the most diverse, challenging, and exciting programs and ancillary events that the Cinema can produce, expanding the Cinema’s audience to serve the whole community.

Nestled in the growing arts district of downtown Coral Gables - an international city home to multinational corporations, twenty consulates and foreign government offices, renowned hotels, many

high-end retailers, and beloved cultural institutions - the Cinema has developed partnerships with businesses, community groups and relevant consulates create, promote and host film-specific events, providing cultural entertainment opportunities for consumers, leisure, business travelers.

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.

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.

The initial landing page (homepage) at www.gablesinema.com is a commerce site that allows patrons to effortlessly and safely purchase tickets online to print at home or pick up at the box office. For each film listing, visitors are able to purchase tickets, save the event to an online calendar of their choosing (Google, Yahoo!, Outlook, or iCal), map the location of the screening, or log in as a member to receive discount pricing or special access.

Prior to the COVID-19 shutdown in March 2020, the Cinema did not engage in virtual programming. Within the first month of the shutdown, the Cinema began offering two virtual programs, the Virtual Screening Room which is a partnership with several distributors to make new releases available to screen at home (pay to stream), and the Gable Cinema Drive-In which offers seldom screened classics and other more obscure films that are either in the public domain already or available for free through special partnerships. The Drive-In offers 2-3 free films a week on a rotating basis.

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.

2020 marked the 10th Anniversary of the Coral Gables Art Cinema. Since 2010, the Cinema has become the leading art-house screen in South Florida and serves as a cultural arts hub in the developing downtown Gables Aragon arts district to over 50,000 attendees annually. The Cinema enriches the lives of Coral Gables residents and visitors by strategically providing comprehensive, unique, and culturally diverse cinematic experiences and opportunities to participate in meaningful and expert led discussions relating to film and media literacy.

It is estimated that Cinema operations during fiscal 2019 (the last fiscal year completed before the COVID-19 shutdown) produced a total economic impact of \$2,678,288, and the creation of 75 full-time equivalent jobs. These figures were generated by the Americans for the Arts, Arts & Economic Prosperity V Calculator (variables: \$949,864 in total expenses and total attendance of 50,000).

Regular ticket prices are reasonably priced (\$12.75 for adults; \$11.00 for students and seniors over 65 years (with valid id); \$8.00 for members; and \$8.00 for children 12 and under. Certain events, such as panel discussions, are held free of charge, providing the community with an inexpensive way to engage in meaningful discussions sparked by film. Special screenings carry different price structures, such as National Theatre Live (\$16.00-\$20,00 depending on age, membership); After Hours (\$11.75 general admission with discounts for members); Family Day on Aragon screenings (free, including a small popcorn). Additionally, the Cinema provides senior discounts to those who make a major portion of the Cinema's audience.

The Cinema strives to develop film literacy and improve access to the cinematic arts by exposing youth to this medium in a safe community setting for children and their families. Since opening in 2010, the Cinema has developed three major programs directed at young people:

Family Day on Aragon, which has served almost 2,000 attendees with film titles including E.T. The Extra-Terrestrial, ANNIE, and the digitally restored THE WIZARD OF OZ in 3D. An intensive summer film "camp" held at the Cinema for teenagers provides professional film production training presented in conjunction with the Florida Film Institute.

Miami International Children's Film Festival (launched 2013) is a recurring, annual event that runs for 5 days in December. The Cinema regularly showcases a feature or short, usually of an "art-house" type, age-appropriate for children and their families. Screenings include a brief interactive discussion of the thematic content presented in the films and led by the Family and Youth Program Coordinator, Midge Blumberg-Krams.

By surrounding great films with diverse cultural and educational programming, CGAC will continue to be the leading, first-run alternative movie theater and film arts center in the South Florida region and will continue to develop strong partnerships and collaborations with other businesses and cultural organizations as it continues to expand in the upcoming years.

26. Marketing and Promotion

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

Brochures

- Collaborations
- Direct Mail
- Email Marketing
- Newsletter
- Pay Per Click (PPC) Advertising
- Organic Social Media
- Paid Social Media

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?

The goal for the Cinema with its 2022-2023 season is to reach a wide audience for the films and other events by garnering critical attention through promotional strategies for the screenings and related programs, using both mass media approaches and niche segment targeting of South Florida's many communities. The program has tourist appeal, as most visitors to Miami are looking for more than just the area's wonderful beaches and great weather. Those seeking a taste of the authentic, artistic side of South Florida will find - in the growing cultural district of Aragon Avenue that now includes the Cinema, Books & Books, the Coral Gables Museum, and the newly redeveloped Giralda Avenue Dining District.

A tailored marketing and media approach will be created for events and films in addition to the overall marketing of the season and the Cinema. Both seasonal and week-specific pieces will be distributed electronically through Constant Contact and through street distribution of self-produced calendars and pre-printed film-specific collateral to businesses and other venues. This will include a weekly e-newsletter, which as of April 2021 circulates to over 24,600 email addresses. Additionally, the Cinema's vibrant, modern website (www.gablesinema.com) allows for user-friendly navigation and includes easy-to-access informative media for each film and special event offered.

Extensive press relations and coverage will be continued through regular press releases and private press screenings. Expected media coverage, based on the Cinema's existing track record, includes for print The Miami Herald, El Nuevo Herald, The Sun Sentinel, Diaro Las Americas and Miami New Times; and for TV and radio WLRN, Radio Caracol, WSVN, Telemundo, Univision, and others. Select paid and sponsored advertising will be placed in many of these same media outlets, as well as

online through Facebook and other formats.

Social media, especially through Instagram, Twitter, and the Cinema's well-developed Facebook page. Over 9,191 followers on Instagram stay current with offerings at the Cinema. To date, the Cinema has created over 2,479 posts on Instagram. The Facebook page has over 24,913 followers as of April 2021 and will continue to be an essential component of marketing during the coming season. The Cinema is also highly active on Twitter with 4,526 followers as of April 2021. The website and social media platforms are accessible internationally, and the extensive online coverage of the season and the Cinema will allow potential visitors to easily find out about the events.

Every film program receives both mass and niche marketing and promotion. Mass marketing efforts regularly include media in both English and Spanish. Niche efforts target specific cultural communities. When the Cinema has shown films with GLBT themes, partnerships are made with groups such as the Miami Gay & Lesbian Film Festival and CoralGAYbles, both in promoting movies and in creating outreach events. In addition, specific event partner groups and country-specific businesses have heavily promoted films.

The Cinema's street-distribution of postcards and other print collateral has been culturally targeted as well, with drop points varied by neighborhood, businesses, and community groups, depending on a film's theme. Both youth and senior audiences have been sought out through selective street-distribution efforts. We also utilize exterior posters in our windows and in a large poster kiosk in front of the Cinema building.

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.

The Cinema's commitment to serving special constituencies is achieved through the provision of accessible wheelchair spaces, assisted listening devices, and ticket price discounts for seniors, students, and children. Various programs annually specifically attract more vulnerable audiences, including children and adults on the Autism Spectrum.

The Cinema actively strives to present multi-lingual, multi-cultural films that expose Miami-Dade residents and visitors alike to more than films. By evaluating accessibility to its programs and to the facility itself, as part of the organization's operational and long-term planning strategies, and by welcoming those with diverse cultural and ethnic backgrounds as well as those with disabilities as advisers, artists, employees and volunteers of the organization, the Cinema upholds its commitment to serve all its constituents.

The facility is ADA compliant and accessible to patrons with disabilities, including available wheelchair spaces in the auditorium's front and rear, which may be reached using a specialized lift. The facility provides full access to those with physical mobility limitations, including parking, entrance, restroom, auditorium, gallery, and café access. Additionally, the wheelchair spaces in the auditorium allow for seating next to non-disabled persons. The Cinema is equipped with a full complement of assisted listening devices to provide the full theatrical experience to all movie-goers.

Written electronic materials, including the weekly e-newsletter, press releases, eBlasts and the website (www.gab), may be viewed in large print format and are fully accessible internationally. The complete schedule of programs and general theater information are available in audio format through the Cinema's 24-hour information line. Disability symbols are printed on electronic and print collateral produced by the Cinema. Patrons with inquiries or concerns are directed to the Cinema administrative staff, which will respond in person or via telephone or email in a timely manner. The Cinema provides ticket price discounts for seniors, students, and children.

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?

Brenda Moe

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? 2/1/2019

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

Yes

No

31.1 If yes include here:

At CGC a diverse, inclusive, and equitable workplace is one where all employees and volunteers, whatever their gender, race, ethnicity, national origin, age, sexual orientation or identity, education, or disability, feels valued and respected. We are committed to a nondiscriminatory approach and provide equal opportunity for employment and advancement in all of our departments, programs, and worksites. We respect and value diverse life experiences and heritages and ensure that all voices are valued and heard.

We're committed to modeling diversity and inclusion for the entire arts industry of the nonprofit sector, and to maintaining an inclusive environment with equitable treatment for all.

To provide informed, authentic leadership for cultural equity, CGC strives to:

- See diversity, inclusion, and equity as connected to our mission and critical to ensure the well-

being of our staff and the arts communities we serve.

- Acknowledge and dismantle any inequities within our policies, systems, programs, and services, and continually update and report organization progress.
- Explore potential underlying, unquestioned assumptions that interfere with inclusiveness.
- Lead with respect and tolerance. We expect all employees to embrace this notion and to express it in workplace interactions and through everyday practices.

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

The Cinema strive to provide balanced programming to draw a broad, general audience, while also making curatorial decisions to also screen specific films that are of interest to niche segments of the population of greater Miami-Dade County.

Presenting first-run and repertory films, programs specially designed for diverse, multicultural and multilingual population of Miami-Dade County, and providing associated enhancements to the screenings and programs that are informative and educational, are the core mission of the Cinema itself. Films have been screened from countries including Peru, Israel, France, Germany, Belgium, Argentina, Spain, Canada, Norway, Sweden, Turkey, Croatia, Korea, Hong Kong, Ireland, England and South Africa, among others. Films have cast light on such social and political topics as economics, censorship, sexuality, discrimination, drug abuse, gang violence, environmental abuse, and animal rights. Stylistically, the films have run the gamut from standard narratives, avant-garde narratives, and documentaries. Some movies have represented grass-roots filmmaking at its best. Others have been international art-house sensations, coming off successful screenings at festivals like Cannes and Sundance.

Tickets for the monthly family and youth film screenings are available free of charge thanks to a local funding partnership with the Coral Gables Chamber of Commerce. Certain educational events, such as the “Cinema Conversations” series and panel discussions, are held free of charge as well.

Cinema staff does everything possible to try our best to fulfill accessibility requests. We partner directly with the City of Coral Gables office of disability resource to ensure that staff is up to date on changing accessibility needs, as well as technology to be upgraded or deployed in the auditoriums. Though this important connection with the City, the Cinema is able to invite feedback from patrons with disabilities on ways to improve services to and the comfort of individuals with special needs.

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

Staff is comprised of one white, non-Hispanic male; two white, Hispanic males; one black, Hispanic male; two white, non-Hispanic females; one white, Hispanic female; and one black female.

The Board and volunteers are reflective of the general population of Miami-Dade County, evenly split

between male and females; with over 60% of the board identifying as Hispanic, and 20% as black. The Board is made up of noted professionals in the film field and Coral Gables/Greater Miami community leaders.

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.

Nearly 60% of the Cinema's near \$800,000 in annual income is derived from ticket sales. When the Cinema closed on March 17, 2020, nearly all admissions revenue was halted. Only online screening income and advance gift-card sales through a dedicated campaign have continued. Fortunately, executive staff was swift in guiding the Board through the process of applying for Paycheck Protection Funding, small business convertible loans, and the Shuttered Venues Operators Grant (SVOG).

Annual revenues are derived from a balanced mix of earned and donated income, with admissions/ticket sales accounting for \$575,000 annually. Concessions result in an additional \$150,000+ annually in earned income. The Cinema successfully manages over \$180,000 annually in grants and program aid.

The Cinema has established itself as a serious alternative to commercial multiplexes. Diverse programming, events and educational activities enhanced the alternative film experience while appealing to multicultural and multilingual local audiences and visitors.

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	\$147,534	\$140,000	\$155,500
2. Personnel: Programmatic	\$35,255	\$60,000	\$67,800
3. Personnel: Technical/Production	\$110,017	\$46,700	\$46,700
4. Outside Fees and Services: Programmatic	\$12,685		
5. Outside Fees and Services: Other	\$79,036	\$62,100	\$85,000

6.	Space Rental, Rent or Mortgage	\$37,500	\$39,500	\$39,500
7.	Travel	\$3,438	\$1,200	\$3,000
8.	Marketing	\$46,809	\$12,900	\$60,500
9.	Remaining Operating Expenses	\$283,395	\$231,769	\$348,000
A.	Total Cash Expenses	\$755,669	\$594,169	\$806,000
B.	In-kind Contributions	\$45,000	\$45,000	\$45,000
C.	Total Operating Expenses	\$800,669	\$639,169	\$851,000
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$253,149	\$175,500	\$250,000
11.	Revenue: Contracted Services	\$16,675	\$15,000	\$18,000
12.	Revenue: Other	\$98,702	\$49,200	\$168,000
13.	Private Support: Corporate	\$8,245	\$20,000	\$32,000
14.	Private Support: Foundation	\$25,286	\$32,000	\$25,000
15.	Private Support: Other	\$111,984	\$111,500	\$113,000
16.	Government Support: Federal	\$15,000	\$15,000	
17.	Government Support: State/Regional	\$29,378	\$38,969	\$60,000
18.	Government Support: Local/County	\$197,250	\$137,000	\$140,000
19.	Applicant Cash			

D. Total Cash Income	\$755,669	\$594,169	\$806,000
<hr/>			
B. In-kind Contributions	\$45,000	\$45,000	\$45,000
<hr/>			
E. Total Operating Income	\$800,669	\$639,169	\$851,000

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."

n/a

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 Salary Support/Fringe Benefits	\$30,000	\$135,000	\$0	\$165,000
Totals:		\$30,000	\$135,000	\$0	\$165,000

42.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Film Program Personnel/Fringe Benefits	\$20,000	\$42,000	\$0	\$62,000
Totals:		\$20,000	\$42,000	\$0	\$62,000

42.3 Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Film Program Technical Personnel/Fringe Benefits	\$20,000	\$175,500	\$0	\$195,500
Totals:		\$20,000	\$175,500	\$0	\$195,500

42.4

42.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Legal, Accounting, Other Professional Consultants	\$0	\$125,000	\$0	\$125,000
Totals:		\$0	\$125,000	\$0	\$125,000

42.6 Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Rental Fees/Facility	\$39,500	\$15,000	\$54,500
Totals:		\$39,500	\$15,000	\$54,500

42.7 Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Staff/Artist Travel	\$18,250	\$0	\$18,250
Totals:		\$18,250	\$0	\$18,250

42.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing/PR/Printing/Web based	\$0	\$75,000	\$20,000	\$95,000
Totals:		\$0	\$75,000	\$20,000	\$95,000

42.9 Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Film Rental/Freight	\$20,000	\$286,750	\$0	\$306,750
2	Occupancy/Maintenance/Security /Equipment Rental and Purchase	\$0	\$150,000	\$0	\$150,000
Totals:		\$20,000	\$436,750	\$0	\$456,750

Amount of Grant Funding Requested: \$90,000

Cash Match: \$1,047,000

In-Kind Match: \$35,000

Match Amount: \$1,082,000

Total Project Cost: \$1,172,000

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	Admissions/Box Office	\$548,000	\$548,000
Totals:		\$0	\$548,000

43.2 Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Concessions Income	\$115,000	\$115,000
2	Tuition/Enrollment	\$2,500	\$2,500
Totals:		\$0	\$151,500

#	Description	Cash Match	Total
3	Facility Rental Fees	\$34,000	\$34,000
Totals:		\$0	\$151,500

43.3

43.4 Private Support: Corporate *

#	Description	Cash Match	Total
1	Sponsors/Partners	\$36,500	\$36,500
2	On-Screen Advertising	\$24,000	\$24,000
Totals:		\$0	\$60,500

43.5 Private Support: Foundation *

#	Description	Cash Match	Total
1	Knight Foundaiton	\$15,000	\$15,000
Totals:		\$0	\$15,000

43.6 Private Support: Other *

#	Description	Cash Match	Total
1	Membership Program	\$47,000	\$47,000
2	Private Donations (Annual Fund, Special Events, Point of Sale Donations)	\$70,000	\$70,000
Totals:		\$0	\$117,000

43.7 Government Support: Federal *

#	Description	Cash Match	Total
1	NEA	\$20,000	\$20,000
Totals:		\$0	\$20,000

43.8

43.9 Government Support: Local/County *

#	Description	Cash Match	Total
1	City of Coral Gables	\$10,000	\$10,000
2	Miami-Dade County	\$125,000	\$125,000
Totals:		\$0	\$135,000
			\$135,000

43.10

Total Project Income: \$1,172,000

43.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$90,000	\$90,000	8%
B.	Cash Match	\$1,047,000	\$1,047,000	89%
	Total Cash	\$1,137,000	\$1,137,000	97%
C.	In-Kind	\$35,000	\$35,000	3%
	Total Proposal Budget	\$1,172,000	\$1,172,000	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.

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)
CGC Sub W9 (5-26-2020).pdf	33 [KB]	6/1/2021 4:23:11 AM	View file

46. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
Panel Intro Letter from S. Krams.pdf	Letter of Introduction from S. Krams, Founder		161 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
CGC BOD Dec 2020a.pdf	Coral Gables Cinema Board of Directors 2021-22		536 [KB]		View file
Bios of Key Staff.pdf	Bios of Key Personnel at Cinema		134 [KB]		View file
How One Art House Theater Rebranded as _Digital Drive-In_ to Stay Afloat _ Hollywood Reporter 3-28-2020.pdf	Hollywood Reporter Article: How One Art House Theater Rebranded as Digital Drive-In To Stay Afloat		532 [KB]		View file
Let's celebrate 10 years with these films! (Newsletter 10.16.2020).pdf	Electronic Newsletter 10.6.2020		1239 [KB]		View file
CGAC Reopening Proposal_6.15.2020.pdf	COVID Business Re-Opening Proposal to Miami Dade and City		4248 [KB]		View file
Work Samples Weblinks.pdf	Website Links - Work Samples		86 [KB]		View file
MoreThanACinemaFINAL_Print.pdf	Capital Campaign - More Than A Cinema		20128 [KB]		View file
An At-Home Drive-In - Coral Gables - Living Coral Gables 5-20-2020.pdf	Coral Gables Magazine Feature Article		1075 [KB]		View file
Best Arthouse Cinema 2018 New Times.pdf	Best Art House Cinema, New Times 2018		718 [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.

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 Coral Gables Cinemateque 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)

Brenda Moe

