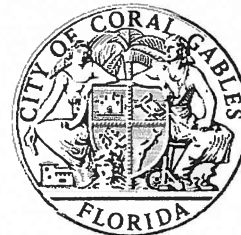


**CITY OF CORAL GABLES CULTURAL DEVELOPMENT BOARD
FY 2014-2015 CULTURAL DEVELOPMENT GRANT APPLICATION**

Program Administrator: Jeanmarie Gonzalez
1 Alhambra Plaza, Suite 617, Coral Gables, FL 33134
Phone: (305) 460-5312
Email: jgonzalez2@coralgables.com



The City Beautiful

GRANT CATEGORY

Grant Amount Requested: \$ 10,000

Check one:

Cultural Development (Max. \$10,000) Cultural Series, Festivals & Special Events (Max. \$10,000) Community Grant (Max. \$5,000)

Only organizations based in Coral Gables with an operating budget over \$250,000 are eligible for a Cultural Development Grant. Minimum award for any grant category is \$1,500.

DUN & BRADSTREET D-U-N-S#

797873739

FOR MORE INFO CONTACT:

WWW.DNB.COM

(2) ORGANIZATION AND CONTACT INFORMATION

Organization Name (exactly as it appears on Articles of Incorporation):

Cuban Classical Ballet of Miami Inc.

FEI#: 20-5713495

Year of Incorporation: 2006

Date of Mandatory Workshop: Wednesday, August 27, 2014 at
9:00 am

New applicant: Yes
 No

Contact Name: Pola Reydburd

Contact Title: Grant Writer

Phone (day): (305) 798 - 8924 ext.

Address: 111 SW 5th Avenue

Phone (other): (305) 549 - 7711 ext.

Fax: (305) 549 - 7771

City: Miami

State: FL Zip Code: 33130

Email: polarey@polarey.com

FY 2014-15 Total Operating Budget \$ 255,000

Website: www.cubanclassicalballet.org

FY 2014-15 Total Project Budget \$ 28,500

Year of most recent Coral Gables Cultural Development Grant award: N/A Amount: \$ N/A

Please attach one copy of the organization's IRS 501(c)(3) or 501 (c)(4) final determination letter, one copy of IRS affirmation letter issued within the past two years, and one copy of most recently submitted complete IRS form 990 or form 990-N if revenues were less than \$25,000. If your organization is a church, in lieu of the foregoing, you may submit your most recent audited budget performed by an independent, certified public accountant for the last completed fiscal year. **Failure to attach these documents will result in disqualification.**

(3) PROJECT SYNOPSIS (ALL APPLICANTS)

(3A) What is your organization's mission? (25 words or less)

The Cuban Classical Ballet of Miami's mission is to promote and preserve the tradition of the Cuban Classical School of Ballet outside of Cuba

(3B) Write a concise summary of the project description, programming, artists and activities beginning "Funds are requested to support . . ." (500 words or less):

Funds are requested to support the presentation of an innovative program titled "Live Dance and Music Extravaganza," that integrates music and dance in a collaboration that proved very successful in the 2013-2014 Season Finale of May 2014. The program brought together dancers from the Cuban Classical Ballet of Miami and musicians affiliated with the Coral Gables Music Club. For FY 2014-2015, the two organizations will, once again, join efforts to present two versions of the program, one at The Cocoplum and another one at a Coral Gables school (TBA).

The programs will be presented in the Spring of 2015 and the exact dates will be determined by January 2015. As was mentioned above, this is an unusual project that allows the audience to enjoy two different artistic disciplines in one setting. The Cuban Classical Ballet of Miami dancers have shown their creative skills as they preserve the tradition of the Cuban Classical School of Ballet which was patterned after the Russian classical model; in the recent past, the roster of company dancers has been augmented by Cuban dancers who defected from the National Ballet Company of Cuba in search of political asylum that will allow them to exercise their artistic freedom. The partner organization, the Coral Gables Music Club, has a long tradition of awarding scholarships to music students who attend the Miami-Dade Public School System and their ranks of former honorees include professional musicians who perform in national orchestras.

The two organizations support local talent and will share the accomplishments of dancers and musicians with an appreciative public in Coral Gables venues. The program will include, among others, selections by Cuban composer Ernesto Lecuona and dances choreographed to the music of Frederic Chopin and Sergei Rachmaninoff.

(3C) What is the project's vision, mission, goals and objectives? (250 words or less)

With this project, the Cuban Classical Ballet of Miami will help to fulfill its goals and objectives which include:

- * To expand and preserve the relevance of classical ballet for the community.
- * To support the talent of upcoming figures in the world of dance who have come to the US from foreign countries, as well as their American counterparts.
- * To help to develop and educate audiences in the appreciation of the Cuban Classical Ballet technique through the production and performance of high quality activities.
- * To foster and promote excellence in dance for South Florida's residents and visitors.
- * To partner with organizations that promote different artistic disciplines and establish collaborations that go beyond one field of accomplishment.
- * To build a strong relationship with the residents and visitors of the Coral Gables community.

(3D) What is the target audience? (50 words or less)

The target audience for this project is composed of Hispanic and non-Hispanic families who live in Coral Gables.

(3E) Do you collaborate or partner with other groups or businesses in Coral Gables? Yes No
If yes, how do you intend to collaborate to support the economic sustainability of Coral Gables? (100 words or less)

For this project, the Cuban Classical Ballet of Miami will be collaborating with the Coral Gables Music Club, an organization founded in 1939 that is a member of the Florida Federation of Music Clubs and the National Federation of Music Clubs. It is expected that two women's clubs located in Coral Gables (Coco Plum Woman's Club and Coral Gables Woman's Club) will participate actively in this program.

(4) PROJECT/SEASON INFORMATION (ALL APPLICANTS)

Project Start Date (month/day/year): January 13, 2015

Project End Date(month/day/year): May 14, 2015

Project Location(s) (include venue's capacity)

The CocoPlum: 150 persons Coral Gables School (TBA): 350 students

Ticket price(s) \$10 -\$20; one free performance

Expected Participation or audience: 500

(4A) Average audience per program: # 150/350 (4B) Projected total audience: # 500

**(5) Cultural Series, Festivals, & Special Events or Community Grants ONLY
(CULTURAL DEVELOPMENT EXCLUDED)**

Dates of all projects (events/performances) in Coral Gables for which funding is requested (10/1/14 – 9/30/15):

The CocoPlum: May 12, 2015

Coral Gables School: May 14, 2015

(6) ADMINISTRATION (ALL APPLICANTS)

(6A) List your key employees (up to 3), their expertise, roles and responsibility. (300 words or less):

Born in Bogota, Colombia, Eriberto Jiménez started his dance training at Triknia Kabhelioz Contemporary School of Dance, became a member of the Company and participated in their national and international tours. He obtained a scholarship to study at the Joffrey Ballet School in New York and at the Miami Hispanic Ballet. As a regular guest artist, he performs throughout the US Southern region, dances with several touring companies, and works for musical videos and TV programs. He is resident guest artist for the Carolina Ballet, Ballet Theater of Miami, South Florida Ballet Theater and New Century Dance Company as well as a soloist with the Miami Hispanic Ballet. Throughout the years, he has developed his career as a choreographer and a pedagogue and recently returned from Argentina where he taught master classes. Currently, Mr. Jimenez is the Ballet Master for the Cuban Classical Ballet of Miami.

Angelica Sganga was born in Caracas, Venezuela. Her musical training began at the tender age of two; at four, she was allowed admission to the J J Landaeta Music Conservatory, becoming, at that time, the youngest person ever admitted to the institution. She won her first piano competition at the age of nine. After moving to Miami, she continued her musical studies, graduated with honors from the New World School of the Arts with a Bachelor's in Piano Performance and received her Master's Degree at FIU where she has joined the faculty as staff accompanist. Angela has received wide recognition for her public performances which include a benefit concert for the Franz Liszt Academy of Budapest, and concerts at the Beijing Conservatory and the Shanghai Music Hall. For many years, Angelica was a scholarship student from the prestigious Coral Gables Music Club where she has been appointed Scholarship Chairman and Artistic Director.

(6B) List your Board of Directors: (Attach an additional page, if necessary)

Name	Employment Position	Number of years of service
Pepe Freixas, President	Owner, Marble & Stone Design	8
Pedro Pablo Peña, Vicepresident	Founder, CCBM	8
Eva Karen Coute, Secretary	Former Dancer	8
Chuny Montaner, Treasurer	Editor, Univisión Radio	8
Eriberto Jiménez	Ballet Master, CCBM	8

Does your Board have an in-kind or cash contribution policy? Yes No

If yes, please describe:

(6C) Has your organization taken steps toward cultural diversification? Yes No

(7) MARKETING (ALL APPLICANTS)

(7A) How much will be spent in each medium to support your project?

Print - \$ 500
 Television - \$ 1,000
 Radio - \$ 1,000
 Direct Mail - \$ 1,000
 Website(s) - \$ 1,000
 Social Media - \$ 1,000

(7B) Indicate if you have a presence & number of followers/friends?

Facebook: Yes No #followers/friends: 1870
 Twitter: Yes No #followers/friends:
 Other: Yes No #followers/friends:



**Question 6B
Board Members
2014 – 2015**

Name	Professional Affiliation	Yrs. Of Service
Pepe Freixas, President	Owner, Marble and Stone Design Center	8
Pedro Pablo Peña, Vicepresident	Founder, Artistic Director, MHB	8
Karen Eva Coute, Secretary	Former Dancer	8
Chuny Montaner, Treasurer	Program Manager, Univisión Radio	8
Eriberto Jiménez, Director	Choreographer, Ballet Master, MHB	8
Cristina Castellano, Director	Real Estate Agent	8
Roberto Fleitas, Director	Attorney, Fleitas, Bujan & Fleitas LLP	7
Belinda Meruelo, Director	Owner, Deauville Hotel, Miami Beach	8
Ada Armas, M.D., Director	Physician	7
Luisa Sánchez, Director	Sales and Promotions, American Airlines	8
Agleas Ensenat, Director	Program Manager, Univisión Radio	7
Omar Morales, Director	Principal Architect, FORMGROUP	8
Nelly Rubio, Director	Community Relations, CBS News Miami	8
Ana M. Martínez, Director	Public Relations	7
Pamela Silva, Director	Journalist & Anchor, Univisión Network	8

(7C) How will your website support your project? (50 words or less):

The organization's website www.cubanclassicalballet.org is updated regularly to promote the current schedule of programs. Besides the general information about the history of the company, there are video clips of past performances and the public is encouraged to watch them in order to get an accurate idea of what is Cuban classical ballet.

(7D) Database:

Do you have an active list of subscribers and attendees? Yes No

If yes, how many? # 540

(7E) Publicity

What publicity will you do to support your project? (250 words or less):

The company uses various marketing techniques:

* Radio and Television include: Univisión, Telefuturo, MegaTV, and GenTV Canal 8; WQBA 1140 AM, Amor 107.5 FM, Radio Mambi WAQI 710AM, Radio Caracol, 89.7 FM Classical and Actualidad 1020. To strengthen its non-Hispanic audience, CCBM promotes its ballets with CBS WFOR-TV, My 33 WBFS, NPR WLRN 91.3FM, and Classical South Florida 89.7FM. TV and radio PSAs are placed for a period of two weeks before performances. * Print ads in local newspapers (i.e., Miami Herald/El Nuevo Herald, Diario Las Americas, New Times). In addition, ballet productions are promoted in national and international magazines: Selecta Magazine and Miami Art Guide (Miami, USA), DanzaHoy (Latin America), Ecuador News (Latin America and NY), Ballet2000 (France) and Balletto Oggi (Italy). * Social Networking websites - Facebook and Twitter are powerful social networking tools to create awareness of the ballet productions. CCBM uses youtube.com to promote the video of its ballet rehearsal with comments by principal dancers. Internet users will have access to the CCBM's website to get information about its 2014-2015 Season and will be able to buy tickets on line at www.cubanclassicalballet.org. * Sites that feature information and reviews about the cultural life in Miami-Dade County are: ArtCircuits, Miami Beach Cultural Arts Events, GMCVB Events & Calendar, Welcome/ Bienvenidos, and Around Town. * Email marketing is an effective way to promote the sales of tickets for ballet performances. CCBM sends email blasts using several companies that promote cultural events (i.e., Constant Contact).

(7F) How do you measure your project's success? (250 words or less):

Evaluations will be quantitative and qualitative. Quantitative evaluations refer to the number of tickets sold for each performance. Qualitative evaluations provide feedback about the quality of the performance and are based on comments by the public, through a survey, and in critical reviews that appear in the media.

The survey has been designed to provide demographic data which proves to be invaluable when a specific population has to be targeted with a special program.

(8) FUNDING HISTORY (ALL APPLICANTS)

(8A) List all City of Coral Gables grants awarded to your organization over the past three years.

<u>Fiscal Year</u>	<u>Grant Program Name</u>	<u>Project Name</u>	<u>Request/Award</u>	
N/A	N/A	N/A		

(8B) List all grants to your organization other than the City of Coral Gables over the past three years. Attach an additional page if necessary.

<u>Fiscal Year</u>	<u>Grant Program Name</u>	<u>Project Name</u>	<u>Request/Award</u>	
2014-2015	State of Florida GPS	2014-2015 Season Programs	45,000	45,000
2014-2015	Miami-Dade County CAC HCJ	2014-2015 Season Programs	25,000	Pending
2013-2014	Miami-Dade County TDC	September 2014 Programs	15,000	9,000
2013-2014	Miami-Dade County CAC HCJ	2013-2014 Season Programs	40,000	35,000
2012-2013	Miami-Dade County CAC HCJ	2012-2013 Season Programs	40,000	30,000

(8C) List funding for this project/program, both secure and pending, from other sources. Attach an additional page if necessary.

<u>Month/Year</u>	<u>Funding Department</u>	<u>Amount Requested</u>	<u>Amount Received</u>
December 2014	State of Florida GPS	45,000/4,000 (CG)	45,000/4,000 (CG)
December 2014	Miami-Dade County CAC HCJ	25,000/4,000 (CG)	Pending
January 2015	Corporate Sponsors	2,000 (CG)	Pending
January 2015	Individual Donors	2,000 (CG)	Pending
TOTAL		70,000/10,000 (CG)	4,000 (CG)

(9) ORGANIZATIONAL EXPENSES & REVENUES (three years) (ALL APPLICANTS)

EXPENSES		PROPOSED (2014-2015)	PRESENT (2013-2014)	PAST (2012-2013)
ORGANIZATION'S PERSONNEL – ADMINISTRATIVE		20,500	20,000	17,204
ORGANIZATION'S PERSONNEL – ARTISTIC		28,000	24,000	20,000
ORGANIZATION'S PERSONNEL – TECHNICAL		19,000	17,500	15,800
OUTSIDE ARTISTIC FEES/SERVICES		17,800	15,000	14,500
OUTSIDE OTHER FEES/SERVICES		12,000	9,500	8,000
MARKETING/PUBLICITY		22,500	18,500	13,033
PRINTING		7,000	5,000	2,000
POSTAGE		1,500	1,500	700
IN COUNTY TRAVEL		9,500	8,000	6,710
OUT OF COUNTY TRAVEL		8,500	7,000	6,500
EQUIPMENT RENTAL		7,500	7,500	6,381
EQUIPMENT PURCHASE				
SPACE RENTAL		12,000	8,200	7,500
INSURANCE		3,000	2,000	1,723
UTILITIES		4,500	4,000	2,381
CITY PERMIT FEES				
OTHER COSTS/FEES PAID TO CITY				
SUPPLIES/MATERIALS		2,500	1,800	1,800
REMAINING OPERATING EXPENSES		28,700	24,500	21,569
TOTAL CASH EXPENSES		204,500	176,000	145,801
* MUST EQUAL 2014-2015 TOTAL OPERATING BUDGET				
IN-KIND CONTRIBUTIONS (ATTACH ITEMIZED LIST (INCLUDE ALL EVEN IF OVER 25%) – LABEL ATTACHMENT 9) IN-KIND MUST NOT EXCEED 25% OF TOTAL CASH EXPENSES		50,500	44,000	36,400
TOTAL EXPENSES		255,000	220,000	182,201
REVENUES				
ADMISSIONS		52,000	51,500	47,200
CONTRACTED SERVICES		6,000	4,000	3,000
TUITIONS		5,000	4,500	3,500
CORPORATE SUPPORT		12,000	26,500	24,300
FOUNDATION SUPPORT		12,000	7,000	6,000
PRIVATE/INDIVIDUAL SUPPORT		12,500	11,000	10,000
GOVERNMENT GRANTS - FEDERAL				
GOVERNMENT GRANTS - STATE		45,000		
GOVERNMENT GRANTS - LOCAL		60,000	71,000	52,000
APPLICANT CASH ON HAND		500	500	100
OTHER REVENUES				
TOTAL CASH INCOME		205,000	176,000	146,100
IN-KIND CONTRIBUTIONS (ATTACH ITEMIZED LIST (INCLUDE ALL EVEN IF OVER 25%) – LABEL ATTACHMENT 9) IN-KIND MUST NOT EXCEED 25% OF TOTAL CASH INCOME		50,000	44,000	36,400
TOTAL INCOME		255,000	220,000	182,500



**Attachment 9
In-Kind Donations**

Category	FY 2012-2013		FY 2013-2014		FY 2014-2015	
	Value	Donor	Value	Donor	Value	Donor
Personnel Administration	6,000	PPP/EJ* Volunteers	6,000	PPP/EJ* Volunteers	6,000	PPP/EJ* Volunteers
Marketing PR/Adv	27,000	Univisión, The Miami Herald Diario Las Américas	30,000	Univisión, The Miami Herald Diario Las Américas	30,000	Univisión, The Miami Herald Diario Las Américas
Travel: In County	500	Deauville Hotel, Limousines	1,000	Deauville Hotel, Limousines	1,500	Deauville Hotel, Limousines
Travel: Out of County	2,000	American Airlines	4,000	American Airlines	4,000	American Airlines
Space Rental	15,000	The Fillmore, Gusman @ The Olympia	15,000	The Fillmore, Gusman @ The Olympia	15,000	The Fillmore, Gusman @ The Olympia
TOTAL	50,500		56,000		56,500	

PPP: Pedro Pablo Peña

EJ: Eriberto Jiménez

(10) 2014-2015 PROJECT OPERATING EXPENSES (ALL APPLICANTS)

(10A) List all PROJECT-related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. NOTE: Total expenses and revenues must equal. If applying for a Cultural Development Grant, you may leave this blank.

		CASH EXPENSES	=	GRANT DOLLARS ALLOCATED	+	CASH MATCH	=	*IN-KIND CONTRIBUTIONS
ORGANIZATION'S PERSONNEL								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	3		4,000		4,000		1,000
ARTISTIC:	NUMBER OF ARTISTS:							
TECHNICAL:	NUMBER OF EMPLOYEES:	2		3,000		3,000		
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	5		10,000		4,000		
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:							
MARKETING/PUBLICITY				5,000		2,500		1,500
PRINTING				500		500		
POSTAGE								
IN COUNTY TRAVEL				500		500		
OUT OF COUNTY TRAVEL								
HOTELS/MEALS								
EQUIPMENT RENTAL				1,000		1,000		
EQUIPMENT PURCHASE								
SPACE RENTAL								
INSURANCE								
UTILITIES								
CITY PERMIT FEES								
OTHER COSTS/FEES PAID TO CITY								
SUPPLIES/MATERIALS								
OTHER COSTS (ITEMIZE BELOW):								
	Costumes/Scenery			2,000		1,500		500

(10B) GRANT AMOUNT REQUESTED
(MUST EQUAL 8C ON PAGE 7) 10,000

(10C) TOTAL CASH EXPENSES 26,000

(10D) TOTAL *IN-KIND CONTRIBUTIONS
(MUST EQUAL 11D ON PAGE 10) 2,500

(10E) TOTAL ALL EXPENSES
(MUST EQUAL 2014/15 Total Project Budget) 28,500

NOTE: *In-Kind contributions must not exceed 25% of Total Cash Expenses.

*In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services. Provide a list of all in-kind donations even if over 25%.

(11) 2014-2015 PROJECT RELATED REVENUES (ALL APPLICANTS)

(11A) List all PROJECT related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	4,000		
CONTRACTED SERVICES			
CORPORATE SUPPORT	2,000	2,500	El Nuevo Herald/CBS/Univisión Rad
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	2,000	1,000	CCBM Staff/Volunteers
GOVERNMENT GRANTS – (IDENTIFY SOURCE)			
FEDERAL			
STATE State of Florida GPS	4,000		
LOCAL Miami-Dade CAC Cox	4,000		
APPLICANT CASH ON HAND			
<i>OTHER REVENUES (ITEMIZE BELOW):</i>			
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

**(11B) GRANT AMOUNT REQUESTED
(MUST EQUAL 8C ON PAGE 7)**

10,000

(11C) TOTAL CASH REVENUES

26,000

(11D) TOTAL IN-KIND CONTRIBUTIONS

2,500

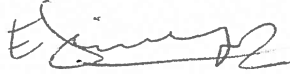
(11E) TOTAL ALL REVENUES

28,500

(12) CERTIFICATION/SIGNATURE

I certify that all information contained in this application and attachments is true and accurate.

AUTHORIZING SIGNATURE



DATE

10/2/14

TYPED/PRINTED NAME Eriberto Jiménez

TITLE

Ballet Master

A Final Report is required by the grant application deadline for the following fiscal year. Final report forms will be provided to grantees with their executed grant agreement. Failure to file a Final Report on or before the deadline this year of 5 p.m. on October 3, 2014, will result in the Organization's not being eligible for the FY 2013-14 funding or FY 2014-15 funding.

Funded activities must take place within the City's fiscal year for which they are approved (October 1 - September 30). All funding recommendations are contingent upon approval of the FY2014-2015 budget by the City Commission, and are subject to the availability of funds. FY2014-2015 grant awards will be available for release during the FY2014-2015.

Grant funds not encumbered (contracted for) by the end of the City's fiscal year in which they were awarded, or for which a project extension has not been approved, shall revert to the City on September 30, 2015.

All funded activities must provide equal access and equal opportunity in employment and services and may not discriminate on the basis of race, color, religion, ancestry, national origin, sex, pregnancy, age, disability, marital status, familial status, sexual orientation or physical ability, in accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975, Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000d et seq.), the Americans with Disabilities Act (ADA) of 1990, and Section 504 of the Rehabilitation Act of 1973, and Miami-Dade County ordinances No. 97-170, § 1, 2-25-97 and No. 98-17 § 1, 12-1-98.

The Grantee must include the following credit line in all promotional and marketing materials related to this grant including web sites, news and press releases, public service announcements, broadcast media, event programs, and publications: **"With the support of the City of Coral Gables."** The grantee must also use the City's logo illustrated below in any printed program funded by the grant, marketing and publicity materials whenever possible. Please call the Department of Economic Sustainability to request an electronic logo file. Please note that the City of Coral Gables seal is not an acceptable logo. The logo that should be used is:



Grantees are required to recognize and acknowledge City's grant support in a manner commensurate with all contributors and sponsors of its activities at comparable dollar levels.