

# Venice Theatre, Inc.

**Project Title:** General Program Support 2022

**Grant Number:** 22.c.ps.141.640

**Date Submitted:** Monday, June 1, 2020

## A. Cover Page Page 1 of 12

### Guidelines

Please read the current Guidelines prior to starting the application: 2021-2022 General Program Support Grant Guidelines

### Application Type

**Proposal Type:** Discipline-Based


**Funding Category:** Level 3

**Discipline:** Community Theatre

**Proposal Title:** General Program Support 2022

## B. Contacts (Applicant Information) Page 2 of 12

### Applicant Information

- a. **Organization Name:** Venice Theatre, Inc. 
- b. **FEID:** 59-6005807
- c. **Phone number:** 941.484.4033
- d. **Principal Address:** 140 West Tampa Avenue Venice, 34285-1727
- e. **Mailing Address:** 140 West Tampa Avenue Venice, 34285-1727
- f. **Website:** [www.venicetheatre.org](http://www.venicetheatre.org)
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Sarasota
- j. **DUNS number:** 124466178
- k. **Fiscal Year End Date:** 06/30

### 1. Grant Contact \*

**First Name**

Murray

**Last Name**

Chase

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**Email**

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### 2. Additional Contact \*

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**3. Authorized Official \***

**First Name**

Murray

**Last Name**

Chase

**Phone**

941.484.4033

**Email**

murraychase@venicetheatre.net

**4. National Endowment for the Arts Descriptors**

**4.1. Applicant Status**

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Organization - Nonprofit

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**4.2. Institution Type**

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Performing Group - Community

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**4.3. Applicant Discipline**

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Theatre

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**5. Department Name Multipurpose Institutions only (universities, cities, colleges, counties, etc.)**

## C. Eligibility Page 3 of 12

### 1. What is the legal status of the applicant? \*

- ☐ Public Entity
- ☒ Nonprofit, Tax-Exempt
- ☐ Solo or Individual artists or unincorporated performing company
- ☐ Other (not an eligible response)

### 2. Are proposed activities accessible to all members of the public? \*

- ☒ Yes (required for eligibility)
- ☐ No

### 3. Do proposed activities occur between 7/1/2021 - 6/30/2022? \*

- ☒ Yes (required for eligibility)
- ☐ No

### 4. How many years of completed programming does the applicant 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. Excellence

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## 1. Applicant Mission Statement - (Maximum characters 500.) \*

Venice Theatre's mission is to "make a dramatic impact on all stages of life." We do this by serving as a leader in entertainment, arts education, and community outreach.

## 2. Proposal Description

Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. 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.

### 2.1. Goals, Objectives, and Activities - (Maximum characters 5000.)

**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.

**Objectives:** Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

**Activities:** These are the specific activities that achieve the objectives.

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#### GOALS

1. Venice Theatre will be the center for arts entertainment and education in south Sarasota County.
2. Venice Theatre will help students from all segments of the community build life skills.
3. Venice Theatre will provide seniors with entertainment and arts education.
4. Venice Theatre will provide economic stimulus for its community, as well as national recognition.
5. Venice Theatre will increase cash reserves and build endowment.

Venice Theatre also will complete renovation of its 3-building campus.

#### OBJECTIVES

1. Restore MainStage attendance to pre-COVID levels.
2. Produce at least one new play.
3. Increase show attendance by youth to pre-COVID levels
4. Help adults with developmental disabilities "mainstream" into the job market through arts training. This includes training with a kinetic speech therapist.
5. Increase senior participation by 10%.
6. Increase class participation by 20% through new programs.
7. Increase multi-cultural participation by 5%.
8. Increase first-time audience members by 10%.
9. Increase endowment funds to \$450,000.

## ACTIVITIES

(Objectives 1,2,3,5,7,8) Venice Theatre will present a diverse season. There are multiple packages and season options. Shows are performed in

- a 432-seat proscenium theatre, the Jervey Theatre
- a 90-seat blackbox theatre, the Pinkerton Theatre
- a 70-seat multi-use space, the Studio

VT will offer

- a MainStage season (Jervey Theatre)
- a Stage 2 season (Pinkerton Theatre)
- a Generations season (Jervey, Pinkerton, and Studio)
- a Summer Season (Jervey and Pinkerton)
- an international theatre festival (multiple venues)
- tour performances to schools
- tour performances to senior venues
- school-time performances of MainStage and Generations shows.

**The MainStage season** features wide appeal, mainstream, Broadway-style productions. There will be 121 performances of 5 productions. Titles will be chosen in early 2021. The 2019-20 season included

- *Born Yesterday*
- *Mamma Mia*
- *Menopause, the Musical*
- *Guys and Dolls* (partially cancelled)
- *Chicago* (postponed because of virus).

**The Stage 2 season** features more intimate works, a combination of contemporary works, small musicals, and re-imagined classics. There will be 170 performances of 6-7 productions.

**The 2019-20 season:**

- *The Bikinis*
- *Good People*
- *Assisted Living, the Home for the Holidays*
- *Gulf View Drive*
- *Yard Sale, a Musical About Junk*
- *Hamlet* (postponed due to virus)
- *Blackbird* (postponed due to virus).

**Generations shows** are plays and musicals which are family-oriented and often multi-generational. There are 35 performances of 3 productions.

**The 2019-20 Generations season:**

- *The Jungle Book* (Pinkerton)
- *A Christmas Carol* (Jervey Theatre, 20th annual production)
- *Matilda* (Jervey Theatre, canceled due to the virus)

**AACT WorldFest 2022**, is a gathering of theatres from around the globe. Sanctioned by American Association of Community Theatre, **VT produces and hosts** this biennial event in June. WorldFest features productions from 14-16 countries, with visitors from 20 countries and 40 states. Each show

performs at least twice. WorldFest 2020 was canceled due to the pandemic. Most of the 2020 productions have committed for 2022. The festival will feature shows from:

- USA
- Armenia
- Australia
- Bangladesh
- Brazil
- Canada
- Czech Republic
- Egypt
- France
- Georgia
- Germany
- Israel
- Nepal
- Poland
- United Kingdom
- Zimbabwe

**The Summer Season** features shows of broad appeal. There are two productions with young performers (including summer stock), two concerts, and a 20 show/40 performance Cabaret Festival. The 2021 season will include:

- *Once Upon A Mattress* (cancelled in 2020 due to the virus)
- *Jekyll and Hyde* (also cancelled because of the virus)
- two concerts from local groups

At grant deadline, VT plans to replace *Jekyll and Hyde* in August 2020 with the smaller-cast *The Fantasticks*. Also, Venice Theatre plans a 10-show cabaret festival in August/September. Finally, the theatre plans to perform *Hamlet* and *Blackbird* in short runs in the Pinkerton Theatre. Both were postponed in April and May. All shows will conform to CDC distancing guidelines.

**The Concert Season** consists of 15-16 visiting artists (45-48 performances) for dark-day shows. These are held Sunday nights, Monday afternoons and evenings, and sometimes Tuesday afternoons. Some of these concerts are of national renown. Schedule will be completed in spring of 2021. The 2019-20 concerts included, among many others:

- The Capitol Steps, political satirists (two visits)
- Herman's Hermits
- The Legends of Folk, featuring George Grove and Rick Daugherty.

## EDUCATION/OUTREACH

(Objectives 3,4,5,6,7) Venice Theatre's education programs are extensive and diverse. In 2021-22, we will feature:

- 90 performances of 21 education/outreach projects
- 820 education/outreach daily classes, seminars and camp sessions
- 270 daily sessions of in-school theatre training
- 15 study guide visits to local schools prior to school-time shows
- 90 sessions with Boys and Girls Club partnership

- multiple continuing education and community outreach partnerships (see impact section)
- master classes with Broadway performers and international masters. An example is a 2-week camp of Chinese Opera performance by Chua Soo Pong of Chinese Opera Institute, Singapore).

**Venice Theatre programs include:**

- 9 theatre camps
- daily after-school and weekend classes
- daily school partnerships
- internships--high school and college--in performance, technical theatre, and administration/management
- multiple opportunities in production
- career-track technical/design training
- continuing education for adults, including senior theatre
- partnerships with human service organizations
- newly launched Broadway/theatre dance and theatre voice programs, with progressive and focused curriculum.

**DIVERSITY**

(Objectives 7,8) Venice Theatre employs a Director of Diversity. The diversity program includes

- creating awareness of arts opportunities in all segments of the community
- working with staff and board to create opportunities
- working with staff and volunteers to create awareness of the community's diverse needs. These may be racial, creed-based, cultural, economic, or from disabilities.

**2.2. Partnerships & Collaborations - (Maximum characters 2000.)**

Describe any partnerships and/or collaborations with organizations directly related to the Specific Cultural Project (SCP) or General Programming (GPS). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

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Venice Theatre features the following partnerships:

- The Loveland Center (see impact section)
- Boys and Girls Club (see impact section)
- American Association of Community Theatre (see proposal description)
- Big Brothers/Big Sisters (performance classes)
- Venice High School technical internship (see impact section)
- Epiphany Cathedral School -- daily classes at VT, resulting in full production each spring. Epiphany contracts with VT for teaching, directing, design and production support.
- St. Martha's Elementary School (classes)
- Venezia Hotel - bus tours and night/show partnerships
- Fairfield Inn -- night/show partnership
- Bentley's Hotel -- night/show partnership

Venice Theatre is currently in discussion for administrative internships with University of Virginia.



## 2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

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This timeline assumes that Venice Theatre will operate in 2021-22 with a typical schedule, unhampered by COVID-19 restrictions.

1. The MainStage season (in the Jervey Theatre) opens in late September and continues through late April.
2. The Stage 2 season (in the Pinkerton Theatre) opens in late September and continues through mid-May.
3. The Generations season (in all 3 performance spaces) opens in early September and continues through mid-May.
4. The Summer Season opens in early July and continues through late August (in Jervey and Pinkerton).
5. VT classes continue throughout the year. Many are semester-based. Others occur in the summer. Still others are ongoing (e.g., TTAP training) and continue throughout the year.
6. Loveland Center classes and rehearsals begin in October each year. They finish with a full production each June.
7. The Silver Foxes touring season starts in October and finishes in April each year.
8. Troupe in a Trunk tours in March and April.
9. Theatre camps occur on school breaks: spring break, summer break, and Christmas/holiday break.

# E. Impact 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.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefiting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefiting should be one (1).

### 1. What is the estimated number of proposal events? \*

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142

### 2. What is the estimated number of opportunities for public participation? \*

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1,640

### 3. How many Adults will be engaged? \*

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96,000

### 4. How many school based youth will be engaged? \*

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15,500

### 5. How many non-school based youth will be engaged? \*

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7,000

### 6. 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.

#### 6.1. Number of artists directly involved? \*

**6.2. Number of Florida artists directly involved?**

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165

**Total number of individuals who will be engaged?**

118765

**7. Select all categories that make up 25% or more of population directly benefiting (excluding broadcasts and online programming): \***

- ☒ Children/Youth (0-18 years)
- ☒ Older Adults (65+ years)

**8. Select all categories that make up 25% or more of population directly benefiting (excluding broadcasts and online programming): \***

- ☒ White

**9. Describe the demographics of your service area. - (Maximum characters 1500.)**

Venice Theatre's primary coverage area is Sarasota, Manatee, and Charlotte Counties. A substantial percentage of VT's patrons hail from the City of Venice and its immediate surroundings. However, more than 50% of all audiences and volunteers come from other cities and communities.

Venice's population--about 24,000--is older, with a median age of 68. It is mostly Caucasian, about 95%. The median family income is approximately \$80,000.

Sarasota County--population 415,000--is younger, with a median age of 55. It is mostly Caucasian, about 91%. The median family income is approximately \$80,000.

Charlotte County has a population of 181,000, with a median age of 59. It is mostly Caucasian, about 90%. The median family income is approximately \$73,000.

Manatee County has a population of 395,000, with a median age of 48. It is most Caucasian, about 85%. The median family income is approximately \$80,000.

Of course, the population swells in the entire area during the winter season. For a few weeks, there are double the number of full-time residents.

**10. Additional impact/participation numbers information (optional) - (Maximum characters 500.)**

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

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Approximately 55000 older adults (60 years +) will benefit and/or participate.

## 11. 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. *State Service Organization* applicants: Select all counties that will be served by your programming.

- ☒ Charlotte
- ☒ Manatee
- ☒ Polk
- ☒ Sarasota

## 12. Proposal Impact - (Maximum characters 3500.) \*

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

*Organizations:* Include the economic impact of your organization as a whole.

*Solo Artists:* Include any positive social elements and community engagement anticipated from the project.

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### ECONOMIC IMPACT

**Venice Theatre is an economic driver** for its community. It is Venice's primary evening and weekend attraction to downtown. More than 500 audience members enjoy VT's programming nightly, filling local restaurants and stores. Saturdays, Sundays, and Mondays in tourist season often feature multiple performances in each theatre space. More than 1000 audience members per day are the norm. The restaurants coordinate with Venice Theatre on show times/dates, often doubling their staffs. VT generates more than \$4 million in direct financial benefit to the community.

**Venice Theatre creates jobs** for 31 employees and 200-plus artists and teachers annually.

**Venice Theatre attracts tourists through productions and WorldFest.** VT has become a destination organization, featuring its biennial international theatre festival and national acts. (For WorldFest detail, see supporting materials.)

Venice Theatre is the largest arts organization in south Sarasota County.

### EDUCATION IMPACT

Venice Theatre offers classes, camps, internships, apprenticeships, and outreach partnerships for the entire community.

**1. The K-12 daily curriculum** provides sequential training in performance, technical theatre, and management. **New programs launching September of 2021** include a theatre dance curriculum and theatre advanced music curriculum.

**2. The theatre provides 9 summer, spring break and Christmas break camps.** Each camp focuses on performance and technical theatre.

3. **VT's Summer Stock** training program enters its 15th year. The program provides high school and college students with a "boot camp" experience. Aspiring professionals learn about summer stock life and early career expectations. Students rehearse a major production 8-9 hours per day for 4 weeks. The students also produce a series of Cabaret shows. As examples to current casts, 1-4 VT graduates return to design or perform professionally in the show.
4. **The Technical Theatre Apprenticeship Program** is accredited by the Florida Department of Education. This program is a 1,500-hour apprenticeship, with book and practical training. Students receive dual high school/college credit and earn journeyman status upon graduation.
5. **In-school theatre studies** occur daily, as part of a 15-year partnership with a local middle school. Students work daily with VT staff at the school and at the theatre.
6. **Post-college internships** bring tech and management graduates to VT for 9 months. Interns receive housing and a stipend. They work with staff designers, technicians, and marketing, development, and sales staff.
7. **Professional acting internships** provide recent college grads with housing and stipends for a theatre season. Interns perform in shows as needed, while studying career preparation and the performance business.
8. **Continuing education classes** provide seniors and younger adults a variety of learning opportunities. These range from Musical Theatre History to Shakespeare's Language.
9. **Scholarships** are available for anyone who cannot pay. As well, adults and families who cannot afford ticket prices gain admission to shows through volunteering.

## **OUTREACH PROGRAMMING IMPACT**

Venice Theatre benefits 25,000-plus students and seniors through its outreach programming.

- **Troupe in a Trunk** is in its 26th season. Each show is thematic (e.g., anti-bullying). Adult volunteers play to 9600 students in Sarasota County elementary schools.
- **The Silver Foxes** is a professionally-directed senior performance troupe. Now in its 29th season, this troupe tours to 5000 seniors annually. It plays to 2000 more in a "Follies" production in the Jervey Theatre.
- **The Loveland Center collaboration** just completed its 25th season. Loveland is a center for adults with developmental disabilities. VT teachers and artists work with Loveland clients, helping them develop performance and life skills. The clients rehearse for 6 months for a show each year for 2000 people, in addition to touring.
- **School-time** performances. More than 3000 youth will bus in to see grade-appropriate shows.
- **The Boys and Girls Club** partnership is in its 8th season. Students study all aspects of theatre in an after-school program at BGC. Training is individualized.

## **13. Marketing and Promotion - (Maximum characters 3500.) \***

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

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Venice Theatre uses a diverse marketing approach. **VT still uses standard methods**, such as

- Local newspaper and magazine advertising for most events
- Radio and local cable TV advertising
- Promotional television appearances
- Press releases to all area print and electronic media sources
- Short-form PSA's for radio coverage
- Direct mail (at least one per month) of postcards, brochures, and flyers, primarily for subscriptions and education registrations
- Saturation coverage of Venice downtown area with posters and flyers
- Postings at local event kiosk
- Electronic marquee
- Rack cards and literature at Chamber of Commerce, Venice MainStreet, VisitSarasota, hotels, restaurants, and other outlets

**Venice Theatre also uses:**

- website, updated daily, with event descriptions, promotional videos, and streamlined sales system.
- MailChimp e-blasts to 50,000 audience members, 1-3 times per week. Other blasts are targeted to specific audiences (e.g., all Stage 2 season buyers, or previous buyers to The Capitol Steps) at least once per week.
- extensive use of social media, including boost advertising, and active involvement of casts and crews
- promotional appearances and in-school demos, as well as open houses
- point-of-contact tours for new volunteers, customers, and potential donors (1-2 times per week)
- pre-show videos, cross-promotional programming, and lobby banners
- web banner advertising
- advertising in regional, state, and national trade publications and tourist outlets.

**Expedited/streamlined sales:**

Purchasing Venice Theatre tickets via website has becoming a matter of a few clicks, and quite easy. More than 70% of all sales are now online.

Further, Venice Theatre is moving all phone sales to remote sales points, much like the hotel industry. Therefore, visitors to the theatre will have far less delays in purchasing tickets. All sales personnel will be dedicated to the physical customer, rather than having attention split. VT will use a roll-over call system, with queuing.

The plan involves future elimination of a "sales counter" for a walk-in customer. The buyer comes in the door, is greeted by a volunteer, and led to a seat to wait for salesperson. During the wait, he/she may enjoy a water and watch promotional videos of future shows, view the house floor plan, and/or enjoy show music. The salesperson comes over and makes all the sales via I-Pad. The ticket appears on the customer's phone, sent via e-mail, or prints within seconds at the point of sale.

Phone customers rarely will have to leave messages, since the theatre will have an array of phone representatives handling overflow. Tickets may be sent via e-mail, along with customer's receipt.

The theatre expects a **sales efficiency increase of at least 20%** within a year of implementation. That implementation will be phased in beginning in September of 2020 and in full swing by September, 2021. Sales efficiency will then result in sales increases.



# F. Management and Operating Budget Page 6 of 12

## 1. Fiscal Condition and Sustainability - (Maximum characters 1750.) \*

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.

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Venice Theatre is healthy, but not wealthy.

The theatre eliminated more than \$480,000 in short-term debt since 2009 (recession deficits). VT has also grown its endowment funds to over \$300,000 and operating reserves to \$200,000.

The pandemic has tested the theatre's financial health, with direct losses set to exceed \$750,000. Fortunately, the community has responded thus far to help the organization weather the storm. VT raised \$450,000 through one major gift and a local Giving Challenge in March and April. Further, the theatre secured a \$342,000 PPP loan, all of which will be forgiven. With operating reserves, additional pledges, and cutting all discretionary spending, VT will bridge the "corona gap." Staff has been maintained. At grant deadline, the theatre plans to re-open for camps and classes in July of this year (2020). Performances (with limited attendance) are slated to begin in August. With information changing daily, plans are fluid, of course. Venice Theatre has not invaded its endowment funds, nor does it project having to do so.

In the year prior to the pandemic, Venice Theatre purchased an adjacent building. After renovation, this 8900 square foot building is slated to house VT's expanding Education Program (see supporting materials). VT's other two buildings will also undergo renovation and updating as part of its Next Act campaign. Purchase price was \$1,060,000, with \$1 million provided by Dr. William H. Jervy. The theatre projects renovation costs at \$1.6-\$2 million. VT secured \$1.2 million in gifts and pledges before the virus caused its shutdown. The architect and project manager have been hired, and design work is proceeding. Of course, no construction work will occur while VT is dark, to prevent any negative public perception.

## 2. Evaluation Plan - (Maximum characters 1750.) \*

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

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1. Venice Theatre will monitor ticket sales through box office returns. VT will use media reviews, peer reviews, and audience satisfaction surveys to monitor artistic success.
2. Venice Theatre will review success of internships and apprenticeships. This occurs through written evaluation by schools' deans and teachers, and by VT staff.
3. Venice Theatre will monitor sales increases to youth through sales receipts.
4. Venice Theatre and Loveland Center staffs conduct annual staff-to-staff review of Loveland collaboration. The review is an open-forum format involving VT's professional artists and Loveland staff.
5. Venice Theatre education/outreach department will monitor enrollment increase and diversity of new participants.



6. Venice Theatre board and staff will monitor finances, including reserves and capital campaigns. Board reviews all financial reports at least monthly (balance sheets, income statements, and budget reports). Staff review is daily.

### 3. Completed Fiscal Year End Date (m/d/yyyy) \*

6/30/2019

### 4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$443,570	\$484,323	\$390,000
2. Personnel: Programmatic	\$451,601	\$509,630	\$450,000
3. Personnel: Technical/Production	\$217,455	\$271,476	\$220,000
4. Outside Fees and Services: Programmatic	\$740,956	\$811,940	\$450,000
5. Outside Fees and Services: Other	\$146,588	\$144,785	\$120,000
6. Space Rental, Rent or Mortgage	\$56,521	\$43,292	\$41,000
7. Travel	\$47,065	\$34,565	\$12,000
8. Marketing	\$187,118	\$194,791	\$122,000
9. Remaining Operating Expenses	\$1,173,238	\$994,500	\$890,000
<b>A. Total Cash Expenses</b>	<b>\$3,464,112</b>	<b>\$3,489,302</b>	<b>\$2,695,000</b>
<b>B. In-kind Contributions</b>			
<b>C. Total Operating Expenses</b>	<b>\$3,464,112</b>	<b>\$3,489,302</b>	<b>\$2,695,000</b>
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year

10.	Revenue: Admissions	\$2,378,744	\$2,450,902	\$1,590,000
11.	Revenue: Contracted Services	\$243,245	\$113,082	\$110,000
12.	Revenue: Other	\$259,903	\$209,190	\$160,000
13.	Private Support: Corporate	\$16,500	\$17,000	\$17,000
14.	Private Support: Foundation	\$105,000	\$97,500	\$125,000
15.	Private Support: Other	\$454,910	\$488,925	\$580,000
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$10,323	\$46,749	\$46,000
18.	Government Support: Local/County	\$92,701	\$90,238	\$72,900
19.	Applicant Cash			
<b>D.</b>	<b>Total Cash Income</b>	<b>\$3,561,326</b>	<b>\$3,513,586</b>	<b>\$2,700,900</b>
<b>B.</b>	<b>In-kind Contributions</b>			
<b>E.</b>	<b>Total Operating Income</b>	<b>\$3,561,326</b>	<b>\$3,513,586</b>	<b>\$2,700,900</b>

## 5. Additional Operating Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

Venice Theatre's fiscal year ends June 30. Therefore:

- previous fiscal year is 2018-19
- current is 2019-2020
- next is 2020-2021. Of course, this is the first full fiscal year of the pandemic.

The Proposal Budget, however, is for 2021-22.

The Proposal Budget does not include non-allowable income or costs, including:

- financial costs
- volunteers
- legal costs
- concessions
- fundraising costs, except payroll
- debt service
- capital costs.

Panelists will notice a large drop from last completed fiscal year to current year. This is entirely due to the coronavirus. VT was on pace for a record year prior to shutdown on March 13.

## **6. Paid Staff**

- ☐ Applicant has no paid management staff.
- ☐ Applicant has at least one part-time paid management staff member (but no full-time)
- ☐ Applicant has one full-time paid management staff member
- ☒ Applicant has more than one full-time paid management staff member

## **7. Hours \***

- ☒ Organization is open full-time
- ☐ Organization is open part-time

# G. Management and Proposal Budget Page 7 of 12

## 1. Rural Economic Development Initiative (REDI) Waiver \*

☐ Yes

☒ No

## 2. 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.

For General Program Support the Proposal Budget should match the operating budget minus non-allowable expenses (see non-allowable expenses).

### 2.1. Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	General Manager/Director of Diversity	\$0	\$75,000	\$0	\$75,000
2	Box office staff	\$0	\$105,000	\$0	\$105,000
3	Development staff	\$0	\$170,000	\$0	\$170,000
4	HR Director/Volunteer Manager	\$0	\$52,000	\$0	\$52,000
5	Marketing staff	\$0	\$90,000	\$0	\$90,000
Totals:		\$0	\$492,000	\$0	\$492,000

### 2.2. Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Producing Executive Staff	\$20,000	\$87,000	\$0	\$107,000
2	Artistic Director	\$20,000	\$58,000	\$0	\$78,000
3	Education Director & Assistant	\$20,000	\$89,000	\$0	\$109,000
Totals:		\$80,000	\$424,000	\$0	\$504,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
4	Staff Designers	\$20,000	\$108,000	\$0	\$128,000
5	Teachers	\$0	\$82,000	\$0	\$82,000
<b>Totals:</b>		<b>\$80,000</b>	<b>\$424,000</b>	<b>\$0</b>	<b>\$504,000</b>

### 2.3. Personnel: Technical/Production \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Tech Director & Assistants	\$30,000	\$110,000	\$0	\$140,000
2	Audio Techs	\$0	\$68,000	\$0	\$68,000
3	Costume staff	\$0	\$85,000	\$0	\$85,000
4	Production Stage Manager	\$0	\$48,000	\$0	\$48,000
<b>Totals:</b>		<b>\$30,000</b>	<b>\$311,000</b>	<b>\$0</b>	<b>\$341,000</b>

### 2.4. Outside Fees and Services: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Concert Fees	\$40,000	\$320,000	\$0	\$360,000
2	Guest Directors, Music Directors, Choreographers	\$0	\$112,000	\$0	\$112,000
3	Guest Designers	\$0	\$52,000	\$0	\$52,000
4	Musicians	\$0	\$95,000	\$0	\$95,000
5	Actors/Performers	\$0	\$89,000	\$0	\$89,000
6	Stage Managers	\$0	\$16,000	\$0	\$16,000
7	Royalty/License	\$0	\$165,000	\$0	\$165,000
<b>Totals:</b>		<b>\$40,000</b>	<b>\$944,000</b>	<b>\$314,200</b>	<b>\$1,298,200</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
8	Contract Teachers	\$0	\$80,000	\$0	\$80,000
9	Additional Festival Labor	\$0	\$15,000	\$0	\$15,000
10	Volunteers - Costume, Scenic, Actors	\$0	\$0	\$314,200	\$314,200
<b>Totals:</b>		<b>\$40,000</b>	<b>\$944,000</b>	<b>\$314,200</b>	<b>\$1,298,200</b>

## 2.5. Outside Fees and Services: Other \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Facility Cleaning/Maintenance	\$0	\$139,000	\$0	\$139,000
<b>Totals:</b>		<b>\$0</b>	<b>\$139,000</b>	<b>\$0</b>	<b>\$139,000</b>

## 2.6. Space Rental (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Guest Actor Housing	\$45,000	\$0	\$45,000
<b>Totals:</b>		<b>\$45,000</b>	<b>\$0</b>	<b>\$45,000</b>

## 2.7. Travel (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Production Travel	\$18,000	\$0	\$18,000
<b>Totals:</b>		<b>\$18,000</b>	<b>\$0</b>	<b>\$18,000</b>

## 2.8. Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Playbills	\$0	\$50,000	\$0	\$50,000
2	Paid Advertising	\$0	\$175,000	\$0	\$175,000
<b>Totals:</b>		<b>\$0</b>	<b>\$275,000</b>	<b>\$0</b>	<b>\$275,000</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
3	Direct Mail	\$0	\$25,000	\$0	\$25,000
4	Electronic - e-blasts/social media	\$0	\$25,000	\$0	\$25,000
Totals:		\$0	\$275,000	\$0	\$275,000

### 2.9. Remaining Proposal Expenses \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Utilities	\$0	\$112,000	\$0	\$112,000
2	Insurance	\$0	\$415,000	\$0	\$415,000
3	Office cost	\$0	\$55,000	\$0	\$55,000
4	WorldFest admin costs	\$0	\$30,000	\$0	\$30,000
5	Volunteer costs	\$0	\$16,000	\$0	\$16,000
6	Production Materials	\$0	\$260,000	\$0	\$260,000
7	Other Employee Costs	\$0	\$130,000	\$0	\$130,000
Totals:		\$0	\$1,018,000	\$0	\$1,018,000

### Amount of Grant Funding Requested:

\$150,000

### Cash Match:

\$3,666,000

### In-Kind Match:

\$314,200

### Match Amount:

\$3,980,200

### Total Project Cost:

\$4,130,200

### 3. Proposal Budget Income:

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

#### 3.1. Revenue: Admissions \*

#	Description	Cash Match	Total
1	Subscriptions	\$424,500	\$424,500
2	Single Admissions	\$2,272,000	\$2,272,000
Totals:		\$0	\$2,696,500

#### 3.2. Revenue: Contracted Services \*

#	Description	Cash Match	Total
1	Tuition	\$150,000	\$150,000
2	WorldFest registration	\$50,000	\$50,000
3	Epiphany Partnership	\$25,000	\$25,000
4	Silver Foxes tour	\$10,000	\$10,000
Totals:		\$0	\$235,000

#### 3.3. Revenue: Other \*

#	Description	Cash Match	Total
1	Playbill advertising	\$125,000	\$125,000
Totals:		\$0	\$125,000

#### 3.4. Private Support: Corporate \*

#	Description	Cash Match	Total
1	FourThought Financial	\$10,000	\$10,000
Totals:		\$0	\$17,500



#	Description	Cash Match	Total
2	Publix	\$2,500	\$2,500
3	Taylor Financial	\$5,000	\$5,000
Totals:		\$0	\$17,500

### 3.5. Private Support: Foundation \*

#	Description	Cash Match	Total
1	Gulf Coast Community Fdtn	\$50,000	\$50,000
2	Ehrhart Family Foundation	\$25,000	\$25,000
3	Plantation Comm Foundation	\$5,000	\$5,000
Totals:		\$0	\$80,000

### 3.6. Private Support: Other \*

#	Description	Cash Match	Total
1	Individual Donations	\$420,000	\$420,000
Totals:		\$0	\$420,000

### 3.9. Government Support: Local/County \*

#	Description	Cash Match	Total
1	Sarasota Tourist Development Grant	\$92,000	\$92,000
Totals:		\$0	\$92,000

### Total Project Income:

\$4,130,200

### 3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	4%

Line	Item	Expenses	Income	%
B.	Cash Match	\$3,666,000	\$3,666,000	89%
	Total Cash	\$3,816,000	\$3,816,000	93%
C.	In-Kind	\$314,200	\$314,200	8%
	Total Proposal Budget	\$4,130,200	\$4,130,200	101%

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

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

The proposal budget does not include any non-allowable costs, such as donor entertainment or concessions. Also excluded are bookkeeping costs and all financial costs (such as mortgage interest, credit card charges, or audit costs).

# H. Accessibility Page 8 of 12

## 1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. - (Maximum characters 2500.) \*

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.

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### PHYSICAL ACCESSIBILITY

VT follows all A.D.A. accessibility laws, with the older Main building retro-fitted to include:

- ADA-accessible restrooms, water fountains, and box office access
- wheelchair spaces in orchestra and balcony
- T-coil hearing system for both theatres
- ASL interpreters upon request
- designated drop-off area for patrons with disabilities
- accessibility information in playbills
- posted signs for T-coil and TDD availability.

Venice Theatre has recently installed a greenroom ramp. Actors in wheelchairs no longer have to detour to access the room.

During the upcoming renovation, all three buildings will be "A.D.A.-updated."

### CULTURAL ACCESSIBILITY

Venice Theatre employs a Director of Diversity (Kristofer Geddie, General Manager/Director of Diversity). He is the only employee of his kind at any U.S. community theatre. VT recognizes the changing demographics of its coverage area. The population is becoming more diverse. This diversity is cultural, racial, and economic.

The Director of Diversity spreads the story of the theatre and listens to the community. He meets with civic groups, churches, and schools, recruiting volunteers, audiences, board members, and students. He helps to determine programming choices likely to generate participation from a variety of cultures. He assures participants that VT is a welcoming place for all segments of the community.

Because of his work, African-American participation and attendance has grown steadily for eight years. The whole numbers may seem paltry:

- 120-plus actors and crew members from 15 nine years ago
- approximately 3500 audience members from less than 500 nine years ago.

These numbers represent only 87% of total volunteers and less than 3% of audience members.

However, the African-American population of Venice is less than 2%. The theatre is ahead of the demographics. VT will continue inclusiveness efforts as the community continues to diversify in population.

The Director of Diversity has also begun discussions with local Hispanic artists to develop and/or choose inclusive programming.

## **ECONOMIC ACCESSIBILITY**

Venice Theatre is determined to provide the arts to all who wish it, regardless of economic status.

No student is ever turned away due to lack of ability to pay. VT solicits scholarship funds to make sure that funding is available. In 2019, almost 40% of students received at least partial scholarships.

Audience access is equally assured. VT provides tickets to anyone who cannot pay, through Volunteer-For-Tix program and through donors.

Finally, VT has increased its school-time performances. In 2019-2020 VT offered seven performances for schools, at reduced prices. An additional three performances were virus-canceled. VT provides study guides for each performance, as well as previews in schools by acting interns.

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

## **2. Policies and Procedures**

☒ Yes

☐ No

## **3. Staff Person for Accessibility Compliance**

☒ Yes

☐ No

### **3.1. If yes, what is the name of the staff person responsible for accessibility compliance?**

Madeline McGrail

## **4. 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.

### **4.1. If yes, when was the evaluation completed?**

4/1/2020

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

☒ Yes

☐ No

**5.1. If yes include here: - (Maximum characters 1500.)**

**CULTURAL DIVERSITY**

Venice Theatre encourages cultural diversity to reflect its current or developing community demographics, and encourages tolerance of differing cultural sensitivities.

This diversity/sensitivity may include programming initiatives to promote the organization's outlook.

**NON-DISCRIMINATION/INCLUSION**

Barring artistic limitations, Venice Theatre shall not discriminate--or show favoritism--in hiring of staff or guest artists, or the recruitment of volunteers, on the basis of race, religion, creed, national origin, or disability.

The primary criterion for hiring or recruitment shall be the employee/volunteer's ability to perform the assigned tasks.

# 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 DCA 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.

## 1. Required Attachment List

Please upload your required attachments in the spaces provided. .

### 1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
SubstituteW-9.2020.pdf	33 [KB]	6/1/2020 1:15:58 PM	<a href="#">View file</a>

## 2. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
1A-Reviews2019-2020.pdf	Artistic Support Section 1	Theatre reviews from the 2019-2020 VT season	6814 [KB]		<a href="#">View file</a>
1B-Reviews2018-2019.pdf	Artistic Support Section 1	Theatre reviews from the 2018-2019 VT season	5091 [KB]		<a href="#">View file</a>

File	Title	Description	Size	Type	View (opens in new window)
1C-Reviews2017-2018.pdf	Artistic Support Section 1	Theatre reviews from past VT seasons 2016-2018	5046 [KB]		<a href="#">View file</a>
2A-NextActEducation.pdf	Community Impact Section 2	VT's future education plans	2059 [KB]		<a href="#">View file</a>
2B-International.pdf	Community Impact Section 2	AACCT WorldFest	4129 [KB]		<a href="#">View file</a>
2C-ALives.pdf	Community Impact Section 2	Lives	7703 [KB]		<a href="#">View file</a>
2C-BLives.pdf	Community Impact Section 2	Lives	7033 [KB]		<a href="#">View file</a>
2D-Students-Schools.pdf	Community Impact Section 2	Students and Schools	1616 [KB]		<a href="#">View file</a>
3-Organizational.pdf	Organizational Support Section 3	Board of Directors and Key Personnel	4452 [KB]		<a href="#">View file</a>
COVID-19Response.pdf	COVID-19 Response	Venice Theatre's response and continued online efforts	2263 [KB]		<a href="#">View file</a>

## 2.1.

## 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.

### 1. 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

The following question relates to the Florida Single Audit Act. Important: if you answer yes to the following question, State law requires you comply with the Florida Single Audit Act, Section 215.97 Florida Statutes, by uploading an audit report below. You will need to select "Save" at the bottom of this page to make your changes final.

See: <https://apps.fldfs.com/fsaa/> and [https://flauditor.gov/pages/pdf\\_files/fsaa%20q\\_a.pdf](https://flauditor.gov/pages/pdf_files/fsaa%20q_a.pdf) for more information and specific definitions.

**1. Has your organization met the \$750,000 annual assistance threshold identified in Section 215.97 F.S. and 2 CFR 200 from all combined state sources and/or all combined federal sources during your organization's last fiscal year?**

☐ Yes

☒ No

# L. Review & Submit Page 12 of 12

## 1. 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.

## 2. Review and Submit

☒ I hereby certify that I am authorized to submit this application on behalf of Venice Theatre, 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.

### 2.1. Signature (Enter first and last name)

Murray Chase