

Orlando Repertory Theatre, Inc.

Project Title: General Program Support 2021/22

Grant Number: 22.c.ps.142.280

Date Submitted: Saturday, May 30, 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: Professional Theatre

Proposal Title: General Program Support 2021/22

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Orlando Repertory Theatre, Inc. 
- b. **FEID:** 59-1056385
- c. **Phone number:** 407.896.7365
- d. **Principal Address:** 1001 E. Princeton Street Orlando, 32803-1451
- e. **Mailing Address:** 1001 E. Princeton Street Orlando, 32803-1451
- f. **Website:** orlandorep.com
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Orange
- j. **DUNS number:** 824864487
- k. **Fiscal Year End Date:** 06/30

1. Grant Contact *

First Name

Vicki

Last Name

Landon

Phone

407.896.7365

Email

vlandon@orlandorep.com

2. Additional Contact *

First Name

Josh

Last Name

Roth

Phone

407.896.7365

Email

jroth@orlandorep.com

3. Authorized Official *

First Name

Chris

Last Name

Brown

Phone

407.896.7365

Email

cbrown@orlandorep.com

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Performing Group

4.3. Applicant Discipline

Theatre

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)

5. Professional Theatre* *

- ☒ Applicant compensates artistic staff and actors.

D. Excellence Page 4 of 12

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

Orlando Repertory Theatre's mission is to create experiences that enlighten, entertain, and enrich the lives of family and young audiences.

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.

GOALS

Orlando REP's organizational goals for the 2021-22 season are as follows:

- Maintain Orlando REP's presence as the most prominent arts destination for families and children of all cultures and socioeconomic levels in Central Florida
- Continue Orlando REP's reputation for placemaking, design, and development as we work with other cultural resident entities in Loch Haven Cultural Park
- Sustain Orlando REP's Youth Academy reputation as the foremost theatre training center for young people in Central Florida, encouraging lifelong learning, removing accessibility barriers, and developing model programs to promote learning and wellness
- Provide ongoing development and partnership for the University of Central Florida (UCF) Masters of Fine Arts in Theatre for Young Audiences
- Strengthen the economy through continued consumer spending, providing employment for independent contractors, and participating in a cultural tourism program
- Create extraordinary theatre experiences that educate, challenge, and inspire young people
- Promote accessibility to theatre for all members of the community, including underserved or at-risk populations
- Enhance the educational and creative development of students and teachers through community engagement programs
- Build leadership by promoting art and culture in the Central Florida community, supporting the work of the local Art & Cultural Affairs councils, and taking action to advocate for statewide arts and funding issues
- Contribute to the TYA field by originating scripts for other theatres for young audiences

Orlando REP's programmatic/impact goals are:

- Promote mental health and well-being by strengthening young people's emotional intelligence, empathy, and intergenerational relationships
- Support education by strengthening literacy and pre-literacy skills in young people and serving as an authority on Arts Integration professional development
- Encourage creativity and imagination in young people

OBJECTIVES

Orlando REP will accomplish these goals through the following objectives:

- Return total attendance to pre-COVID-19 pandemic levels
- Increase the number of volunteers by 10% with continued recruitment efforts
- Execute at least 2 collaborations with other Central Florida arts organizations (particularly those that share our vision and educational objectives)
- Increase Community Engagement reach by 10% by strengthening our programming and gaining new partners
- Increase Youth Academy enrollment by 10% through marketing efforts, including virtual offerings
- Increase donor engagement, evidenced by reducing attrition rate by 10%

ACTIVITIES

Orlando REP's 19th season of *the finest in family theatre* will see a full season of professional Theatre for Young Audiences (TYA) productions, three semesters' worth of Youth Academy camps and classes, and a bevy of outreach and education programming - a planned return to robust programming after the COVID-19 pandemic reduction in 19/20 and 20/21.

Season Productions

Mirroring the school year, Orlando REP will produce six professional productions of TYA from September 2021 to May 2022 with an estimated audience of more than 75,000 students and families. School day matinees are offered four days a week and public performances are offered twice each on Saturdays and Sundays.

Orlando REP's Artistic Director takes pride in selecting a wide range of productions with broad appeal, paying particular attention to balancing historical plays for older students with lighter fare for young patrons, selecting productions with timely and applicable themes/morals, and equal gender representation in lead characters. The proposed 2021-22 season includes six professional plays and musicals, as well as several limited engagements, and may include titles such as*:

- *Disney's the Descendents*
- *Dragons Love Tacos*
- *Kris Kringle*

**Titles for each season are secured in the prior Spring; exact titles to be announced Spring 2021*

In addition to these season offerings at Orlando REP, a number of limited engagements (performances running from one night to one week long) are offered at the theatre, and performances of our work are also showcased at outside locations. For the past five years, Orlando REP has brought its production of *The Giver* to every single 8th grade student in Orange County Public Schools (over 13,000!), thanks to a generous grant from Walt Disney World providing for its performance at the Dr. Phillips Center for the Performing Arts. In the 2021/22 season, the production will continue, but for a different selected required reading adaptation:

- TBD 8th grade title at Dr. Phillips Center for the Performing Arts
- Mr. Richard and the Pound Hounds: a Halloween Concert

- Pip-Squeak: An Anti-Bullying Magic Show

Additional Programs

In addition to the above season production schedule, Orlando REP will offer the following activities and programs in 2021-22:

- Host the University of Central Florida's Theatre for Young Audiences (TYA) MFA program
- Develop, fund, and provide education to teach theatrical skills and foster self-confidence through Youth Academy camps and classes: including summer camps at Orlando REP and in 2 satellite locations
- Expand and grow Access to Theatre outreach initiative (see Accessibility section for details on this program)
- Offer ASL performances for each production
- Offer multiple Sensory Friendly performances each season, including Sensory Friendly field trips for students on the autism spectrum
- Provide complimentary tickets to local nonprofit agencies and community partners
- Encourage and support professional development opportunities for staff and interns
- Offer yearlong production and administration internships (Stage Management, Costume Shop, Scene Shop, Front of House, Marketing, Development)
- Execute Community Engagement programming to target underserved youth (see Impact section for details on these programs)

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.

Orlando REP thrives thanks in part to partnerships with other organizations in the Central Florida community. Selected partnerships include:

UCF: Orlando Repertory Theatre is proud to be one of UCF's Community Partners. In our work hosting the UCF Master of Fine Arts program in Theatre for Young Audiences (TYA), students work directly with children, learning curriculum development, and gaining hands-on experience in professional TYA. This is the only graduate program in the U.S. that can boast any such partnership. In addition to the graduate program support, Orlando REP has frequent design and directing opportunities for UCF faculty, paid professional opportunities for undergraduate students, and utilizes staff as guest lecturers, adjunct faculty, and members of the Professional Advisory Board.

Kennedy Center/OCPS/Evans HS – Orlando REP is a proud member of the national Partners in Education program by the John F. Kennedy Center for the Performing Arts, in partnership with OCPS. Through this program, Orlando REP is established as the region's premiere training center for OCPS teachers seeking professional development in arts integration programming. Our partnership with Evans High School has led to several years of character-building theatre outreach work at the school. Orlando REP also partnered with the Women's Leadership Class at Evans to engage the group in talking about prejudice through theatre where they devised their own theatrical work about prejudice they see daily in their schools.

Edgewood Children's Ranch – Edgewood Children's Ranch is one of our longest-standing partnerships. Through our partnership, Orlando REP provides character-building theatrical workshops and programming at the Ranch (a residential facility for youth in difficult home environments.) After years of

workshop-based programming, with REP guidance and programming assistance, Ranchers have produced their own play onsite for more than five years running. Each Fall, Orlando REP completes an on-site residency for Ranchers, exploring storytelling. Each Spring, Orlando REP facilitates the production of a play at the ranch.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Orlando REP's fiscal year begins in July, however, work on our programming regularly begins up to eighteen months in advance. Our Artistic Director begins selecting shows for our mainstage as early as the Fall prior to the season (but most often, the Spring) and our Production Manager completes the annual programming calendar in the Spring preceding the season's opening.

Marketing for a season of programming begins in May of each year, with heavy focus on the mainstage season announcement, summer activities, field trip reservations, and subscription sales.

The activities contained in this proposal will begin in September 2021 with two professional productions: one running from September to October, and another in October and November. A limited engagement performance of "Mr. Richard and the Pound Hounds: A Halloween Concert" will come to Orlando REP in late October. Our Christmas production will run throughout November and December. The second half of our season will see a limited engagement run of *Pip-Squeak: an Anti-Bullying Magic Show* in January, and full productions of three more titles through May.

Participation in UCF Celebrates the Arts will await the date determination set by the University of Central Florida, but will likely occur in April 2022. Additionally, performances of an adapted work for all 8th grade students in Orange and Osceola County Public Schools will be scheduled upon confirming of funding for those activities (likely, late Fall 2021.)

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? *

125

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

450

3. How many Adults will be engaged? *

13,000

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

40,000

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

17,500

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? *

250

6.2. Number of Florida artists directly involved?

240

Total number of individuals who will be engaged?

70750

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

- ☒ Children/Youth (0-18 years)
- ☒ Adults (25- 64 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.)

While Orlando REP sees patrons from across the State of Florida and from various states around the country, the vast majority of our patrons and students reside in Orange County, Florida. Orange County has a population of 1.38M, a median household income of \$58,588, a 16.7% poverty rate, and a median age of 35.3.

The ethnic composition of the population of Orange County is:

- 39.3% - White Alone
- 32.3% - Hispanic or Latino
- 19.8% - Black or African American Alone
- 5.09% - Asian Alone
- 2.32% - Two or More Races
- 1.07% - Some Other Race Alone
- .089% - Native Hawaiian & Other Pacific Islander Alone
- .055% - American Indian & Alaska Native Alone

The most common foreign languages spoken in Orange County, FL are Spanish (350,326 speakers), Haitian (37,701 speakers), and Portuguese (16,871 speakers).

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.

Two goals for our 21/22 season are to return attendance to pre-COVID levels, and to do so with diverse audience members that more fully reflect our community. While our field trip audience and engagement/outreach participants are fully reflective of our community, our public performances and Youth Academy enrollment have opportunity for growth and diversification. Marketing efforts will be paramount, as will leveraging a Hispanic and African-American Taskforce (assembled by our local arts service agency) and aggressively seeking to diversify board membership.

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.

- ☒ Orange
- ☒ Osceola
- ☒ Seminole

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.

Orlando REP is a key member of the Central Florida economy and community. Orlando REP is one of the flagship buildings located in Loch Haven Park, a municipal arts and cultural park. Park neighbors include the Orlando Museum of Art, Orlando Science Center, and Orlando Shakespeare Theatre. Orlando REP is one of just a handful of professional theatres in Central Florida, and the only professional TYA in the State.

In addition to our 24 full-time and part-time staff (all of whom were retained on full salary during the COVID-19 pandemic), Orlando REP employs hundreds of actors, crew, and teaching artists in our work – all hired as W2 Seasonal Employees (reducing the burden of payroll taxes on these individuals.) Dozens of designers, directors, choreographers, music directors, and other industry professionals are employed each season. The Americans for the Arts Economic Impact calculator estimates total industry impact of \$6,532,563 for Orlando REP's annual activities, with \$4,481,275 paid to community residents as a result of the expenditures made, and 189 FTE jobs in our community supported.

Our reach in the community is significant: our attendance to season productions regularly surpasses 80,000 annually, with thousands more reached through our Community Engagement and education programming. Pre-COVID, Orlando REP's Youth Academy offered over 90 camps and classes annually for children as young as age 4, up through high school seniors. While offerings are scaled down in 2020 due to the pandemic, we anticipate a return to pre-COVID levels in 21/22. Annually, Orlando REP awards over \$80,000 in scholarships to the Academy.

Additionally, Orlando REP's three-theatre complex provides opportunities for local performance groups to rent space at discounted rates(promotes accessibility) and also provides direct connections to talented teaching artists, crew, and designers (promotes local employment). Orlando REP also partners with other

groups to provide performance space at a discount for their primary business operation, such as the annual Orlando International Fringe Festival that utilizes 2/3 of our spaces for 10 days of festival programming.

Our Community Engagement programming includes a number of programs:

No Empty Bus: providing free or discounted field trip tickets and fuel/bus subsidies to Title 1 schools to attend performances at Orlando REP. This program regularly serves over 9,000 students per year.

Arts and Character Training (ACT!): offering character-building workshops and residencies for at-risk children in Central Florida. Students may attend Orlando REP shows, participate in workshops with teaching artists, or produce their own play. Many programs are part of the Orlando Mayor Buddy Dyer's "Stand Up Orlando" anti-bullying initiative, particularly the *Rockin' REP Rec Fest*, a partnership with City recreation centers. Other program partners include Edgewood Children's Ranch, Orlando Union Rescue Mission, SAAFE - Social Awareness: Arts for Empowerment, and Evans High School.

Engaged Learning Through the Arts (ELTA): This professional development program serves Central Florida teachers by providing education in arts integration both onsite at Orlando REP and in the classroom. Teaching Artists share theatre-based strategies that support and enhance instruction while infusing arts into existing core curriculum.

Other Productions & Partnerships: In 2017-18 Orlando REP continued its longstanding Young Artists in the Spotlight program, which invites students from local schools to display themed artwork in Orlando REP lobby for the duration of one production.

Local girl and boy scouts participate in workshops at Orlando REP, attending a show for a reduced rate and completing activities reflecting the theme of the productions. Annually, nearly 200 scouts receive badges.

Annually, Orlando REP also hosts Writes of Spring, a writing contest designed to support literacy and promote creative expression. Students in grades K-12 submit one-page responses to a writing prompt, from which approximately 60 winners are selected. These winners participate in a Writer's Workshop and see their work devised into a play, which is fully produced at Orlando REP for the winners and their families.

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.

Orlando REP has a long-standing marketing plan with key areas of focus including brand building, added-value initiatives, earned media, and paid media. In light of the COVID-19 pandemic, approaches in 2019/20 pivoted nimbly to invest in digital efforts, email communication, and other rapid means of delivering information as it changes near daily.

Paid Media & Advertising

Print: Advertisements are regularly purchased in TYA Today (national), American Theatre Magazine (national), Orlando Family Magazine, Playground Magazine, Orlando Magazine, Orlando Arts Magazine, Southwest Orlando Bulletin and Watermark Magazine, and local publications such as Winter Park Neighbors, Maitland Neighbors, Lake Mary Life and Oviedo Life.

We recognize that digital media will be the strongest outlet in the months to follow the COVID-19 pandemic, but anticipate a return to print advertising by late in our 20/21 season and in full for this proposal.

Direct Mail: 6x9 postcards and other seasonal brochures are sent to specific segments of the mailing list, which now numbers more than 12,000 patrons and supporters (opt in). Youth Academy brochures are mailed twice annually (Summer and Fall/Spring editions) to the education list of more than 7,000.

Digital advertising: Orlando REP has utilized highly segmented target marketing on digital platforms (such as Facebook and Instagram,) with tailored messages for various audience demographics.

Nonpaid Media

Over the last year, a focus has been placed on social media presence and strengthening digital presence. Instagram followers have increased to 4,710, up 20% from the previous year. Facebook has gained 1,000 new followers to nearly 18k!

Local news outlets have visited the REP several times over the last season, highlighting featured activities thanks to targeted pitches. Three different local news channels featured a behind-the-scenes tour of the *Miracle in Bedford Falls* production, onsite interviews for a Tony Brent 10-year anniversary story, and used the REP as an example of pre-Covid closure safety measures happening throughout the building.

Periodic press releases are emailed to an extensive press database. Prepress photo shoots are completed 1 week prior to opening for short lead press. Archival photos are taken during production and are incorporated in future promotional materials. Orlando REP is face- to-face with potential patrons with displays at festivals, conventions, and events.

***NEW IN 2019*:** Orlando REP forged a partnership with Image In A Nation studios, a local video production company. This partnership which resulted in 2 high-quality video deliverables focusing on our spring musical *Pete The Cat*.

Radio interviews are given by marketing and artistic staff, highlighting upcoming programming and community engagement efforts, as well as presence on digital art podcasts, Facebook video promotions, and ***NEW IN 2020***, our local PBS station's Arts and Culture focused program, *In Reach*.

Organizational Partnerships

Orlando REP's marketing plans utilize several partnerships in our community and nationwide. Perhaps our strongest partnership is with the University of Central Florida; our theatre is host to UCF's Masters of Fine Arts program in Theatre for Young Audiences. We are able to leverage the University's marketing channels, logo, and include a tagline "In partnership with UCF" on all of our collateral.

Orlando REP also coordinates special appearances of our professional actors with local children's hospital partners. Actors bring joyful interactions and small gifts for children in these hospitals – and then promoted through both hospitals' channels.

Orlando REP also cross-promotes with other arts and NPOs, including advertising trades with Orlando Shakespeare Theater, Orlando Science Center, and Orange County Public Schools.

Our local arts service agency, United Arts of Central Florida, offers additional partnership opportunities including participation in their collaborative marketing website, OrlandoAtPlay.com. United Arts has also convened the African-American Taskforce and Hispanic Taskforce, groups of like-minded business and community leaders who promote art and art engagement within their business circles.

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.

Orlando Repertory Theatre boasts strength and direction. Our Executive Director, Chris Brown (promoted to the role from General Manager in July 2019), has used leadership and strategic planning to focus on staff retention and furthering best practices in the field.

Fundraising for the 19/20 season is strong; new sponsors resulted in a contributed income total of \$50,000 over budget. A Director of Individual Giving joined our team in May 2019 and has dramatically increased private support. Our Spring 2020 United Arts (UA) collaborative campaign (funding the 20/21 fiscal year) nearly doubled its \$63,500 goal, raising \$112,000 and an additional \$52,000 in incentives. Our UA grant increased by nearly 50% to \$181,000.

Pre-COVID, ticket sales for Spring 2020 were record-breaking. Spring 2020 productions surpassed goals and, in the case of March/April's *Pete the Cat*, had fully sold out presales for field trip performances (8 per week) with healthy weekend presales. We were on track for a \$125,000 surplus.

With the shutdown in March, April, and May, Orlando REP suffered ticket losses approaching \$500,000. Through the use of our operating reserves, a PPP loan, and emergency grants, Orlando REP has been able to maintain all 24 of its staff members on payroll with full benefits. The staff is working to plan re-opening to the public as well as creating exciting new digital curriculum which will long outlast the pandemic.

Knowing funders are likely to focus on basic needs rather than arts and culture, we are focusing on private support and have already seen great demand and interest for in-person programming from patrons.

Pete the Cat and *Freaky Friday* remain onstage, waiting our return (to ensure quick startup of ticket revenue with minimal cost.) We continue to look forward, moving performances planned in 20/21 to the 21/22 season (blockbusters like *Disney's the Descendants* and *Dragons Love Tacos*). Thanks to our conservative budgeting, unique program offerings, and strong relationships with funders, we look forward to continuing this in 21/22 and beyond.

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.

Orlando REP evaluates all aspects of business operation regularly and uses multiple methods for collecting, analyzing and reacting to data.

For season programming, Orlando REP uses critical reviews of shows from local newspapers to provide a perspective on show quality and success. Intercept surveys designed to reflect the Americans for the Arts questionnaire used in its "Arts and Economic Prosperity Program" gauge general public reaction and perceived value. We continue to see success with an automatic survey sent each Monday morning to patrons who attended a show over the weekend to solicit feedback and criticism. Teachers and parents are asked to complete a survey following a field trip performance or Youth Academy program. All responses are carefully reviewed by staff and board members.

Community engagement and outreach programs use various types of survey methods including pre- and post-project questionnaires to understand changes in knowledge and awareness of subject matter being presented. Some of the best information gleaned from evaluations comes in the form of student responses, reflection assignments, and personal testimony, which are gathered alongside our metrics.

Extended detail and additional evaluation examples are provided in the support materials in the document titled Evaluation Supplement.

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	\$480,337	\$407,396	\$477,528
2.	Personnel: Programmatic	\$1,111,114	\$1,008,199	\$884,235
3.	Personnel: Technical/Production	\$163,918	\$143,781	\$141,625
4.	Outside Fees and Services: Programmatic	\$23,651	\$37,782	\$47,950
5.	Outside Fees and Services: Other	\$37,172	\$25,005	\$33,000
6.	Space Rental, Rent or Mortgage	\$7,057	\$5,100	\$7,500
7.	Travel	\$26,558	\$10,344	\$11,500
8.	Marketing	\$163,718	\$117,534	\$122,100
9.	Remaining Operating Expenses	\$973,905	\$838,432	\$776,701

A.	Total Cash Expenses	\$2,987,430	\$2,593,573	\$2,502,139
B.	In-kind Contributions	\$55,100	\$50,000	\$50,000
C.	Total Operating Expenses	\$3,042,530	\$2,643,573	\$2,552,139
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$1,417,947	\$951,344	\$864,127
11.	Revenue: Contracted Services	\$233,639	\$158,495	\$76,951
12.	Revenue: Other	\$44,152	\$24,614	\$21,717
13.	Private Support: Corporate	\$99,781	\$55,596	\$91,900
14.	Private Support: Foundation	\$230,053	\$307,718	\$140,859
15.	Private Support: Other	\$240,003	\$323,391	\$393,655
16.	Government Support: Federal			\$60,000
17.	Government Support: State/Regional	\$587,690	\$619,944	\$622,797
18.	Government Support: Local/County	\$177,635	\$180,000	\$181,000
19.	Applicant Cash			
D.	Total Cash Income	\$3,030,900	\$2,621,102	\$2,453,006
B.	In-kind Contributions	\$55,100	\$50,000	\$50,000
E.	Total Operating Income	\$3,086,000	\$2,671,102	\$2,503,006

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.

Prior to COVID-19, our 19/20 fiscal year was on track for a \$125k surplus, with strong fundraising and projected growth even further in our 20/21 season.

- The abrupt end to our season in March 2020 due to quarantine measures led to a dramatic reduction in a number of line items (production personnel, ticket income, marketing)
- A Marketing Coordinator position, vacated in February 2020, has not yet been filled (administrative personnel)
- The 20/21 season is budgeted extremely conservatively, based on not resuming live performances until 2021

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	5301.1 - Administrative (8810)	\$0	\$475,000	\$0	\$475,000
2	5301.3 - PT Administrative	\$0	\$2,500	\$0	\$2,500
3	5302.1 - Administrative (8810)	\$0	\$8,000	\$0	\$8,000
4	5301.5 - SE Administrative (8810)	\$0	\$10,000	\$0	\$10,000
Totals:		\$0	\$495,500	\$0	\$495,500

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	5301.2 - Artistic, Design, Box Office (9154)	\$0	\$590,000	\$0	\$590,000
2	5301.4 - PT Artistic, Design, Box Office	\$0	\$20,000	\$0	\$20,000
3	5301.6 - SE Artistic, Design, Box Office (9154)	\$0	\$250,000	\$0	\$250,000
Totals:		\$55,000	\$930,000	\$0	\$985,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
4	5301.7 - SE Production Performers (9156)	\$55,000	\$60,000	\$0	\$115,000
5	5302.3 Actors Equity Total	\$0	\$10,000	\$0	\$10,000
Totals:		\$55,000	\$930,000	\$0	\$985,000

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	5302.2 - Artistic, Design, Box Office (9154)	\$55,000	\$80,000	\$0	\$135,000
2	6115 - Volunteer & Intern Expense	\$0	\$30,600	\$20,000	\$50,600
Totals:		\$55,000	\$110,600	\$20,000	\$185,600

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	6105 - Fees, Dues, Registration - Programming	\$0	\$35,000	\$0	\$35,000
2	6108 - Outside Services Programming	\$0	\$10,000	\$0	\$10,000
Totals:		\$0	\$45,000	\$0	\$45,000

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	6009 -Outside Contracted Services	\$0	\$30,000	\$5,000	\$35,000
Totals:		\$0	\$30,000	\$5,000	\$35,000

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
Totals:		\$8,000	\$0	\$8,000

#	Description	Cash Match	In-Kind Match	Total
1	6107 - Offsite Location Expense	\$8,000	\$0	\$8,000
Totals:		\$8,000	\$0	\$8,000

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	7000 - Travel & Housing	\$15,000	\$0	\$15,000
Totals:		\$15,000	\$0	\$15,000

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	6110.1 - Advertising	\$0	\$40,000	\$0	\$40,000
2	6110.2 - Graphic Design & Illustration	\$0	\$20,000	\$0	\$20,000
3	6110.3 - Postage for Mailings & Programs	\$0	\$15,000	\$0	\$15,000
4	6110.4 - Printing	\$0	\$20,000	\$20,000	\$40,000
5	6110.5 - Promotional Items (T-shirts, Takeaways)	\$0	\$12,000	\$0	\$12,000
Totals:		\$0	\$107,000	\$20,000	\$127,000

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	5000 - Administration	\$0	\$82,000	\$15,000	\$97,000
2	5200 - Insurance	\$0	\$112,000	\$0	\$112,000
3	5300 - Payroll Expense (FICA, Medicare, SUI, IRA)	\$0	\$134,000	\$0	\$134,000
Totals:		\$40,000	\$817,197	\$15,000	\$872,197

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
4	6100 - Prod. Van, CC Processing, Supplies	\$0	\$59,500	\$0	\$59,500
5	6000 - Facilities and Operations	\$0	\$220,500	\$0	\$220,500
6	6109 - Production Materials	\$40,000	\$209,197	\$0	\$249,197
Totals:		\$40,000	\$817,197	\$15,000	\$872,197

Amount of Grant Funding Requested:

\$150,000

Cash Match:

\$2,558,297

In-Kind Match:

\$60,000

Match Amount:

\$2,618,297

Total Project Cost:

\$2,768,297

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	4205.1 - Education Tuition & Fees	\$350,000	\$350,000
2	4205.2 - Field Trip Ticket Sales	\$300,000	\$300,000
3	4205.3 - Public Ticket Sales	\$340,000	\$340,000
Totals:		\$0	\$1,045,000
			\$1,045,000

#	Description	Cash Match	Total
4	4205 - Ticket, Tuition & Event Revenue - Other	\$55,000	\$55,000
Totals:		\$0	\$1,045,000
			\$1,045,000

3.2. Revenue: Contracted Services *

#	Description	Cash Match	Total
1	4202 - Costume, Prop Rentals/Purchases	\$5,000	\$5,000
2	4203 - Facility Rental	\$90,000	\$90,000
Totals:		\$0	\$95,000
			\$95,000

3.3. Revenue: Other *

#	Description	Cash Match	Total
1	4201.1 - Concessions Sales	\$25,000	\$25,000
Totals:		\$0	\$25,000
			\$25,000

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	4002 - Corporate Support	\$32,000	\$32,000
2	4009 - Sponsorships - Shows & Programs	\$60,000	\$60,000
Totals:		\$0	\$92,000
			\$92,000

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	4003 - Foundation Support	\$150,000	\$150,000
Totals:		\$0	\$150,000
			\$150,000

3.6. Private Support: Other *

#	Description	Cash Match	Total	
1	4005.1 - Indirect Private Support (UA)	\$115,000	\$115,000	
2	4005.2 - Private Support - Other	\$60,000	\$60,000	
3	4007.1 - UA GOS Grant	\$200,000	\$200,000	
4	4006 - Special Projects & Fundraisers	\$20,000	\$20,000	
Totals:		\$0	\$395,000	\$395,000

3.8. Government Support: Regional *

#	Description	Cash Match	Total	
1	4008 - UCF General Support & Other	\$324,000	\$324,000	
2	4150 - Management Services Revenue (Contributions received from UCF)	\$252,297	\$252,297	
Totals:		\$0	\$576,297	\$576,297

3.9. Government Support: Local/County *

#	Description	Cash Match	Total	
1	4004.1 - Local (County, City)	\$180,000	\$180,000	
Totals:		\$0	\$180,000	\$180,000

Total Project Income:

\$2,768,297

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	5%
B.	Cash Match	\$2,558,297	\$2,558,297	92%
	Total Cash	\$2,708,297	\$2,708,297	97%

Line	Item	Expenses	Income	%
C.	In-Kind	\$60,000	\$60,000	2%
	Total Proposal Budget	\$2,768,297	\$2,768,297	99%

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 21/22 proposed budget is intentionally conservative; while we anticipate a rebound of support (both philanthropic and through ticket sales) from the COVID-19 pandemic by this time, we are aware that recovery could take longer than planned and have budgeted accordingly.

The Travel and Housing line item indicates not only travel for staff to attend professional development opportunities, but costs to bring in and house out-of-area artists, designers, and directors.

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.

Orlando REP, a 4-time State Diversity and Inclusion award winner, considers diversity and accessibility as a key organizational element. Accordingly, we have a number of programs focusing on ensuring theatre and arts education experiences are available to children of all ages, genders, abilities, and economic means. Our Access to Theatre Initiative addresses the need for students to have exposure to theatre by supporting multiple programs with one common goal – promoting accessibility.

No Empty Bus Program The No Empty Bus Program ensures access for students with specific focus on underserved schools, particularly those classified as Title 1, who likely have never experienced live theatre. This program provides heavily discounted or free field trip tickets and a portion of bus/fuel subsidies to schools requesting assistance.

Youth Academy Scholarship Fund Orlando REP's scholarship program provides financial assistance to students who demonstrate financial need, giving them the opportunity to attend classes, camps, productions, and tech and design experiences offered through Orlando REP's Youth Academy.

Arts & Character Training (ACT!) Outreach Program The ACT! outreach program combines Orlando REP's professional productions and arts education workshops to guide children through their own character development. This program uses show themes to explore principles such as service to others, self-confidence, conflict resolution, and appreciation for art, culture and diversity. Orlando REP regularly executes residencies at community organizations serving at-risk youth, including Edgewood Children's Ranch, Evans High School, and several local community centers.

ELTA – Engaged Learning Through the Arts A partnership between OCPS, Orlando REP, and the John F. Kennedy Center for the Performing Arts in Washington DC, ELTA facilitates educational partnerships between arts organizations and our local schools. Orlando REP and OCPS participate in a workshop that provides models and planning strategies for professional development programs, and then execute a series of presentations at Orlando REP to train teachers in arts integration.

Facility Accessibility Orlando REP has 24 assisted hearing devices and one performance of each production is interpreted by ASL interpreters, as indicated with the appropriate accessibility symbol on marketing collateral.

While we only complete large capital projects every few years, each renovation includes accessibility updates. Most recently, in 2016, our Universal Orlando Foundation Theatre's lobby, dressing rooms, and restrooms underwent a \$722,000 renovation to become fully wheelchair-compliant.

Programmatic Accessibility Orlando REP offers Sensory Friendly performances of season productions. All Youth Academy camps and classes are inclusive and welcoming for children with Asperger's, autism, or other sensory processing concerns. All programs are advertised with appropriate accessibility symbols.

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?

Chris Brown

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?

5/1/2020

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

☐ Yes

☒ No

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

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)
Substitute Form W-9 Updated 05.18.2020.pdf	33 [KB]	5/19/2020 10:39:30 AM	View file

2. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
Orlando REP Letters of Support.pdf	Letters of Support	Letter from Executive Director, patrons, and peers	921 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Selected Marketing Materials - 2019-20 Season.pdf	Marketing Materials	Selected marketing pieces (brochures, flyers) from the 2019/20 season	15818 [KB]		View file
Selected Production Photos - 2019-20 Season.pdf	Production Photos	Selected photos from mainstage productions in the recent 2019/20 season	5241 [KB]		View file
Orlando REP 18-19 Annual Report.pdf	18/19 Annual Report	Annual Report for the 2018/19 fiscal year	3093 [KB]		View file
Orlando REP Evaluation Supplement 2020.pdf	Evaluation Supplement	Detailed review of evaluation methods, with tool examples	410 [KB]		View file
OREPDCATrailer.mp4	Video Samples	Samples of video production pieces used for both marketing and public relations purposes	277504 [KB]		View file

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 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 Orlando Repertory 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)

Vicki Landon