

Florida Studio Theatre, Inc.

Project Title: General Program Support for Florida Studio Theatre, Inc.

Grant Number: 20.c.ps.142.390

Date Submitted: Thursday, May 31, 2018

A. Cover Page Page 1 of 10

Guidelines

Please read the current Guidelines prior to starting the application: 2019-2020 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 3

Discipline: Professional Theatre

Proposal Title: General Program Support for Florida Studio Theatre, Inc.

B. Contacts (Applicant Information) Page 2 of 10

Applicant Information

- a. **Organization Name:** Florida Studio Theatre, Inc. 
- b. **FEID:** 23-7362760
- c. **Phone number:** 941.366.9017
- d. **Principal Address:** 1241 North Palm Avenue Sarasota, 34236-5602
- e. **Mailing Address:** 1241 North Palm Avenue Sarasota, 34236-5602
- f. **Website:** www.floridastudiotheatre.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Sarasota
- j. **DUNS number:** 054076260

1. Grant Contact *

First Name

Rebecca

Last Name

Hopkins

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2. Additional Contact *

First Name

Melanie

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3. Authorized Official *

First Name

Rebecca

Last Name

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941.366.9017

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4. National Endowment for the Arts Descriptors

Applicant Status

Organization - Nonprofit

Institution Type

Performing Group

Applicant Discipline

Theatre

5. Department Name

C. Eligibility Page 3 of 10

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 7/1/2019 - 6/30/2020? *

- Yes (required for eligibility)
- No

4. How many years of completed programming does the applicant have? *

- Less than 1 year
- 1-2 years
- 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 10

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

Florida Studio Theatre holds the following mission:

- To make theatre accessible and affordable to as many people as possible.
- To present theatre that challenges with as much gusto as it entertains.
- To create a public forum for the issues of our day that will foster positive change in our community and beyond.
- To operate within and for the public trust.

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.

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.

Florida Studio Theatre is Sarasota's contemporary theatre. Located in the heart of the downtown arts district, FST is a nationally recognized LORT theatre with over 36,000 subscribers. According to the Theatre Communications Group (TCG), FST has the third largest subscription base of any TCG member theatre in the country, behind theatres such as the Roundabout in NYC. In line with its mission point "to make theatre accessible and affordable to as many people as possible," FST serves over 215,000 attendees per year - the largest impact of any Sarasota or Manatee County performing arts venue.

The goal over the next year is to create vital theatre experiences that respond to the theatre's mission and resonate throughout the community and beyond. Individual goals are identified as:

1. To produce the best in contemporary theatre by presenting plays that speak to a dynamically changing world.
2. To build a broad-based inclusive audience that is reflective of the world, so we can put the world on stage and reflect it back to our audience.
3. To explore new theatre forms and in doing so create new audiences.
4. To cause the creation of new plays by established and emerging writers.
5. To deepen relationships with artists and organizations locally and nationally.
6. To ensure vital and accessible theatre that reflects the concerns of a diverse society.
7. To provide excellent theatre for children and to train them in the language and thought of the theatre.

8. To maintain a supportive, diverse, and inclusive working environment for artists in which they can grow.
9. To renovate and construct new facilities; to remain at the forefront of integrating technology accelerators into the operation of the theatre.
10. To be accountable to our audiences and donors by operating with fiscal responsibility.

Objectives:

1. Expand the theatre's artistic staff in the implementation of increased programming. FST will grow its staff to include additional Associate Artists to oversee the FST Conservatory and Cabaret creation and production.
2. Hire a Lighting and Projection Designer who can build on the theatre's projection capabilities (2019).
3. Expand the Sarasota Festival of New Plays to include the Women in Playwriting Festival (2019).
4. Stabilize the Children's Theatre Saturday Series by doubling the subscription base and doubling the single ticket sales for the summer show.
5. Increase the theatre's single ticket buyers by 5%.
6. Increase the Winter Mainstage Subscription base to 13,800.
7. Increase the Winter Cabaret Subscription base to 12,900. Double the Stage III Subscription base to 3,000 subscribers.
8. Continue to grow our endowment to reach our goal of increasing it by \$1 Million by 2020.
9. Continue to grow FST's Legacy Society by doubling commitment by 2020.
10. Commission at least one new play to be written every year (2017-2022).
11. Create an on-line catalog of Musical Revues developed at FST and available for licensing. Market and license these shows to theatres across the US. (2019-2020)
12. Formalize the Playwrights Collective. Grow collective of 10 playwrights that work with FST on a continuing basis. This new initiative will take FST's new play development to the next level creating an on-going collaborative environment for playwrights to work in Sarasota writing plays that speak to FST's diverse audience. (2018-2022).
13. Develop a guide for other theatres to create audience enrichment programs modeled off of FST's Forums Program.
14. Begin the campaign for the Artist Plaza on 1st Street which will include artist housing, education studios, and parking.

Activities:

Mainstage – Now in its 44th season, the Mainstage is FST's flagship program, producing the best in contemporary American theatre by presenting plays that speak to a dynamically changing world. It features 7 productions that draw from new, regionally produced, and the latest off-Broadway and Broadway plays. In the 17-18 season, FST produced the world premiere of *Honor Killing*.

Stage III – Stage III is dedicated to the presentation of socially significant productions by presenting challenging content and unique form. With bite and verve, FST's Stage III productions bring edgy new works to Sarasota. The 17-18 season included *How to Use a Knife*, *Constellations*, and *The Things they Carried*. Stage III programming also includes FST's Improv Series.

Cabaret – The Cabaret Series was established to develop new audiences. This program celebrates the lyric poets of our time and presents social and political satire for today's audiences. FST's Cabaret Series consists of 3 premiere productions during the winter and a series of book-in Cabaret shows in the summer. The 17-18 season included the World Premieres of *Mack the Knife: The Bobby Darin Songbook* and *Blue Suede Shoes*.

New Play Development – New Play Development is the lifeblood of FST. FST’s approach focuses on the continued life of the work and creating new work through community involvement. In 2015 FST produced the World Premiere of *Relativity* through NNPN’s Rolling World Premiere Program. It was commissioned by FST and made its New York Premiere in 2016. Last year, FST produced *Doublewide* as part of NNPN’s Program. FST also hosts residencies every year for playwrights to explore their new work with fellow artists where selected playwrights are asked to be a part of our new initiative, the Playwright’s Collective.

Children’s Theatre – the WRITE A PLAY program is the anchor of Children’s Theatre and impacts students in grades K-12, with a special emphasis on underserved youth throughout Florida and as far as Israel, Russia and Scotland. WAP inspires an average of 47,000 children a year to write plays. Last season, FST implemented a Saturday Series for Children’s Theatre that included four shows for children and families to enjoy the magic of live theatre together.

Education – FST’s Education program offers children and adults a wealth of opportunities to discover their creativity. Accessibility is ensured through programming for financially disadvantaged, physically and mentally challenged youth, and nursing home residents.

Partnerships & Collaborations - (Maximum characters 2000.)

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

Through Florida Studio Theatre’s mission to, “create a public forum for the issues of our day that will foster positive change in our community and beyond,” FST has many partnerships in Sarasota and beyond.

For over 25 years, FST has worked with the Sarasota/Manatee County Public School Systems to teach children the art of playwriting. Through this partnership, FST has taken measures to ensure that the WRITE A PLAY Program coincides with the Florida State Standards for Language Arts. As the program has grown, FST has continued to use WAP to partner with more organizations outside of Sarasota. The WAP Program now partners with schools across the world in countries such as China, Russia, Mexico, and Israel.

Additionally, the FST Forums program creates a space where the community can engage in serious dialogues with community leaders on the issues of our day. FST Forums includes Panel Discussions, Post Show Discussions, Online Forums, TV Coverage, Pay-What-You-Can Nights, and other Community Events that encourage discussion about diversity in the community. Two years ago, the program won the Diversity & Inclusion Award from the State of Florida Division of Cultural Affairs for its in-depth work as a model for other organizations. FST Forums has also opened doors for partnerships with local high schools such as Booker High School to come attend mainstage performances for free and engage in post-show discussions with the actors.

Through this program, FST partners with dozens of local/national figures and organizations each year including: The Innocence Project, NAACP- Sarasota Chapter, the Jewish Federation of Sarasota-Manatee, Embracing Our Differences, Chautauqua Institute, the Child Protection Center, WWSB ABC 7 News, Pulitzer Prize winner Gilbert King and Sarasota leaders: Commissioner Willie Shaw, and Chief Judge Charles E. Williams of the 12th Judicial Circuit.

This season, FST began a partnership with UnidosNow to work with Latinx high school students and help foster their transition into college. FST Associate Artists worked with students to create a play based on their own stories and those students performed it on FST’s Keating Stage as a fundraiser for UnidosNow.

FST has also partnered with Humanity Working to End Genocide to host an Opioid Crisis symposium in Sarasota. As well as a benefit concert to aid Puerto Rico after Hurricane Maria in 2017.

Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Florida Studio Theatre is one of the only professional theatres to produce programming year-round, 52 weeks out of the year:

- The Winter Mainstage season runs from November through May and the Summer Mainstage season runs from June through August.
- The Winter Cabaret season runs from October through June and the Summer Cabaret season runs from June through September.
- The Stage III Series runs from January through May.
- Improv runs year-round with the annual Sarasota Improv Festival in July.
- New Play Development is a year-round activity. Readings are held throughout the season and the Young Playwrights Festival and Burdick Reading Series take place in May.
- Education classes run year-round, and include summer camps.
- WRITE A PLAY, the anchor of Children's Theatre, runs from September through May.
- The Children's Theatre Family Series runs from November through May, with a single-ticket show in the summer.

E. Impact Page 5 of 10

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 benefitting 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 benefitting should be one (1).

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

143

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

2,751

3. How many Adults will be engaged? *

191,764

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

47,000

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

5,052

6. How many artists will be directly involved? *

298

Total number of individuals who will be engaged?

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

Older Adults (65+ years)

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

Hispanic/Latino

White

9. 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.

10. 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.

Bay

Broward

Hillsborough

Lee

Levy

Manatee

Okaloosa

Sarasota

11. 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.

Florida Studio Theatre is nestled in the heart of Sarasota's downtown arts district. On any given Saturday, more than 1,500 people enter the campus, and annually, FST serves more than 215,000 attendees.

“Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts Organizations and Their Audiences in the Greater Sarasota/Bradenton Area” the most recent study by Americans for the Arts in 2015, finds that on top of the theatre admission price Sarasota arts patrons spend an average of more than \$27 per person per event in the community and non-Sarasota patrons spend over \$55 per person per event. Of FST’s 215,000 patrons, 150,000 are adults that are drawn to the theatre from around the region and across the country into downtown Sarasota, where they dine at local restaurants and purchase goods from neighborhood merchants, spending \$3.4 Million each year. This is in addition to the \$7.6 Million that FST invests directly into the local economy, through:

-Salaries paid to employees who live and shop in Sarasota,

-Vendors

-Local business

FST employs more than 50 full-time staff, 50 part time staff, 500 volunteers, 30 interns, as well as more than 250 artists each year from around the country. These are people who reside in Sarasota for from three months to dozens of years, earning and spending their income here and becoming a vital part of the local economy.

FST is a member of the League of Resident Theatres. As the largest professional theatre association of its kind, LORT has 70 member theatres and holds collective bargaining agreements with Actor’s Equity Association, Society of Directors & Choreographers, and United Scenic Artists. This ensures that artists contracting with LORT theatres receive the highest pay within the nonprofit theatre world. In addition, FST utilizes TCG’s salary survey to ensure that artistic staff members are compensated at fair market value. FST is also a member of TCG and the National New Play Network.

Children’s Theatre and WRITE A PLAY (WAP)

Since 1991, WAP, an arts-in-education initiative, has introduced thousands of students to professional theatre providing them with the skills and motivation to create original plays. WAP provides children with exercises in critical and creative thinking while promoting literacy and strengthening language and communication skills that impact an average of 47,000 students each year.

FST has traveled as far as Scotland, Russia, and Israel in partnership with Sarasota’s Sister Cities Association to teach the WAP program. Teaching artists travel to schools in Florida, as well as Chautauqua, New York to teach students the art of playwriting.

FST has one of the largest children’s theatre programs in the nation. In 2017, FST began a new Children’s Theatre Family Series with shows on select Saturdays that are targeted to children and their families. Families can purchase a four show subscription for \$20 (\$5 per show) and enjoy a Saturday morning together as a family. Subscriptions tripled in growth for the 2017-18 season.

In The Schools

The ticket subsidy program invites high school students to see professional Mainstage productions. For many of these students, this is the first time they have ever seen anything like it. To supplement the production, the students are provided with pre-show visits from community leaders and post-show discussions

In the 2017-18 Season, students attended productions of *Native Gardens* and *The Things They Carried*, a high school English class staple.

Theatre School

Since 1982, FST's Theatre School has offered a wealth of opportunities for children and adults to discover their creativity through theatre workshops and classes.

Youth workshops target children and teens ages 5-18 are offered throughout the year such as acting, dance, improv, musical theatre, and spoken word.

Adult workshops offer a creative forum to explore their human and artistic potential. Year-round classes offer acting, voice, improv, theatre appreciation, and more.

Scholarships are offered to children and adults with financial need, as well as disabled youth.

FST provides corporate training in improvisational techniques where past clients have included US Sports Congress, United States Department of State, Sarasota Film Festival, and more.

12. 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.

The continued success of Florida Studio Theatre is a direct result of the theatre's Marketing Plan, which specifically targets both Sarasota County residents and tourists. This is evident in the theatre's increasing attendance base: FST now reaches over 215,000 people a year through its six major programs.

To market the 2019/20 Season, FST will continue to utilize the strategic plan outlined below. This marketing approach has been refined over the past 19 years and reflects the most successful and cost-effective methods of attracting year-round tourism.

Advertising in local, regional, and national publications – FST will advertise in newspapers such as the "Longboat Observer," "Bradenton Herald," and "American Theatre Magazine." In addition, the Sarasota Herald Tribune supplies FST with generous in-kind support in the form of print advertising.

Television - FST works with local and Tampa Bay news stations for special video spots and b-roll that runs on daytime news stations. FST's marketing team develops specific news spots with the TV anchors that are catered to each show.

Direct Mailing – FST will promote events through postcards, quarterly newsletters, show-specific newsletters, letters, and brochures.

Phone Campaign – FST will reach out to thousands of patrons with recorded messages, promoting upcoming productions.

Digital Media Marketing – FST's website, www.floridastudiotheatre.org, will promote the theatre. There will also be links to FST's site from other websites, including Visit Sarasota, The Arts and Cultural Alliance of Sarasota County, fellow members of TCG, and select area hotels. These links will also be provided on FST's supplementary websites such as Facebook, Twitter, Instagram, TripAdvisor, and YouTube.

FST recently implemented more digital capability with Google's Display Network. This allows the theatre to display images in conjunction with text ads based on strategic keyword searches, radius, and demographic criteria.

App Enhanced Marketing – FST hopes to start utilizing Zapper as a way to provide tourists with additional information about our shows. A patron will use the app to scan a code on our posters, brochures, and mail in order to gain access to more information such as cast videos and exclusive pictures.

Email Blasts – FST will promote the theatre's varied events with broadcast emails to the theatre's email club, which boasts a membership of over 15,800.

Press Releases – Local, state and national press representatives and other media contacts will receive an exclusive press release announcing FST's activities. Special attention will be placed with national trade publications such as "American Theatre Magazine."

Special Events – FST will provide community outreach events to help further the discussion of plays and their themes. For example, this season three productions were used as a center point for panel discussions, community events, and online forums to discuss important themes such as war, women's issues, and racism. FST also expanded its Pay What You Can Night to include Pay What You Can Vouchers for Winter Mainstage, Winter Cabaret, and Stage III performances.

New Large Group Sales and Events Coordinator – FST recently hired a coordinator who will work closely with patrons to bring in more large groups to the theatre. A significant portion of this job is to work closely with area hotels in order to build stronger partnerships and a business model to cater to tourists of the Sarasota area

FST has well-established and long-lasting relationships with the hospitality industry. The theatre will market its events through the following methods

Hotel Program - Partnerships with area hotels will encourage guest attendance by supplying 2-for-1 coupons, ticket discounts, and free ticket offers that have been essential to forming a partnership with the new Art Ovation Hotel just next door. Once the partnership has been established, the marketing model will be pitched to other hotels in the area in order to create cohesive collaboration

Restaurant 2-for-1 Partnership - Diners at area restaurants will receive 2-for-1 offers for subscription tickets. Table tents on dining tables will advertise productions to tourists. Seven restaurants participated last year

F. Management and Operating Budget Page 6 of 10

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.

The fiscal stability of FST is exemplary and continues to strengthen and grow through keen attention to detail and diligent financial management of all programs. In 2005, FST established an endowment that currently stands at over \$7.6 million.

Earned income represents the theatre's strongest source of revenue, accounting for an historical average of 77% of the theatre's annual operating budget. FST attributes this impressive statistic to 2 fundamental formulas that have driven the financial engine of the theatre for decades:

* High Salaries for artists = High Quality on the stage.

* Low-ticket prices = High Volume participation.

Consequently, FST generated over \$3.5 million in ticket sales, over \$250K in workshop fees, and more than \$1.8 million in other income during the most recently completed 2016-2017 fiscal year.

In 2013 FST opened 3 new spaces. As a result, FST has increased its attendance by over 20% to reaching over 200,000 people a year. In addition, to growth in existing programming, FST began program expansion during the 2017 season.

- Stage III launched a 3 show subscription series.
- Children's Theatre launched a new Family Series.

FST has expanded staff including a new Group Sales and Events Coordinator. The Marketing, Business, Development, and Box Office Departments have expanded.

In December 2017, FST completed construction of new artist housing, debt free, in the Rosemary District of downtown Sarasota. This project encompassed the construction of five town homes at 751 Cohen Way, each containing 1,529.6 sq. feet with 4 bedrooms, 2 bathrooms, a large kitchen, spacious living room, and new appliances.

Unearned income represents the remaining 23% of the theatre's revenue. FST is constantly working to sustain the theatre's programming by diversifying its resources amongst Government, Corporate, Foundation, and Private Support.

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.

Evaluation is an integral component of FST's daily operations. Each of the theatre's 6 main programs is analyzed on an ongoing basis. FST uses a variety of tools including daily reports from all departments, detailed survey analysis, and independent outcomes measurement.

Attendance patterns and audience development are evaluated through a detailed reporting system that includes:

- * Box Office Sales and Closing Reports
- * Stage Management Performance Reports
- * House Management Closing & Financial Reports
- * Concessions Reports
- * Cabaret Management/Restaurant Reports
- * Marketing Results by Performance
- * Subscription Campaign Reports
- * Post-Show Discussion Reports
- * FST annual survey of the three theatres
- * Specific, issue-related, surveys as necessary
- * Utilize independent evaluator for analysis of selected program areas.
- * Post-class surveys for parents and adult students
- * Teacher surveys

By analyzing reports, spreadsheets, surveys, audience feedback and ticket sales, the theatre is able to accomplish a variety of goals. For example:

- * Executing the most cost effective marketing and development campaigns
- * Analyzing zip codes for penetration of residential areas to identify underserved groups
- * Tracking changes in audience characteristics

Finally, all qualitative and quantitative data is analyzed and filtered to assess the overall artistic effectiveness of each program.

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

11/30/2017

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$1,399,171	\$1,470,502	\$1,528,742

2.	Personnel: Programmatic	\$869,905	\$919,635	\$955,505
3.	Personnel: Technical/Production	\$473,012	\$527,309	\$548,104
4.	Outside Fees and Services: Programmatic	\$1,140,934	\$1,238,228	\$1,291,272
5.	Outside Fees and Services: Other	\$33,782	\$32,000	\$33,000
6.	Space Rental, Rent or Mortgage			
7.	Travel	\$160,404	\$177,400	\$181,450
8.	Marketing	\$520,856	\$561,900	\$579,586
9.	Remaining Operating Expenses	\$2,437,212	\$2,566,215	\$2,481,052
A.	Total Cash Expenses	\$7,035,276	\$7,493,189	\$7,598,711
B.	In-kind Contributions	\$190,114	\$185,000	\$195,000
C.	Total Operating Expenses	\$7,225,390	\$7,678,189	\$7,793,711
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$3,548,118	\$3,560,274	\$3,627,500
11.	Revenue: Contracted Services	\$290,821	\$330,782	\$313,600
12.	Revenue: Other	\$1,838,863	\$2,067,669	\$2,098,850
13.	Private Support: Corporate	\$15,000	\$15,000	\$17,500
14.	Private Support: Foundation	\$214,703	\$220,600	\$215,600
15.	Private Support: Other	\$1,144,144	\$1,148,000	\$1,205,400

16.	Government Support: Federal			\$15,000
17.	Government Support: State/Regional	\$95,403	\$49,428	\$10,067
18.	Government Support: Local/County	\$103,528	\$101,436	\$95,194
19.	Applicant Cash			
D.	Total Cash Income	\$7,250,580	\$7,493,189	\$7,598,711
B.	In-kind Contributions	\$190,114	\$185,000	\$195,000
E.	Total Operating Income	\$7,440,694	\$7,678,189	\$7,793,711

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.

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 10

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.florida-arts.org/grants/guidelines/2017-2018.gps.guidelines.cfm#budget>.

Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Administrative Salaries, Pension & Welfare Health Insurance	\$0	\$1,605,179	\$70,000	\$1,675,179
Totals:		\$0	\$1,605,179	\$70,000	\$1,675,179

Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artistic Salaries (less outside artists/interns), Pension & Welfare Health Insurance	\$50,000	\$934,170	\$0	\$984,170
Totals:		\$50,000	\$934,170	\$0	\$984,170

Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Technical/Production Salaries, Pension & Welfare Health Insurance	\$25,000	\$514,547	\$25,000	\$564,547
Totals:		\$25,000	\$514,547	\$25,000	\$564,547

Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
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#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Guest Artist Fees (Actors, Designers, Directors & Overhire)	\$50,000	\$1,276,760	\$0	\$1,326,760
Totals:		\$50,000	\$1,276,760	\$0	\$1,326,760

Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Professional Fees	\$0	\$34,000	\$5,000	\$39,000
Totals:		\$0	\$34,000	\$5,000	\$39,000

Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Outside Artist Travel	\$74,700	\$0	\$74,700
2	Outside Artist Housing Rentals/Maintenance	\$0	\$5,000	\$5,000
3	Hotel/Per Diems	\$28,800	\$0	\$28,800
4	Gas & Vehicle Maintenance	\$22,600	\$0	\$22,600
5	Auditions/Employee Search	\$43,900	\$0	\$43,900
Totals:		\$170,000	\$5,000	\$175,000

Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Playbill	\$0	\$28,250	\$0	\$28,250
2	Photography	\$0	\$8,000	\$0	\$8,000
3	Website	\$0	\$10,000	\$0	\$10,000
Totals:		\$10,000	\$574,650	\$80,000	\$664,650

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
4	Media Advertising	\$10,000	\$403,000	\$70,000	\$483,000
5	Public Relations Expense	\$0	\$32,900	\$0	\$32,900
6	Printing & Postage	\$0	\$92,500	\$10,000	\$102,500
Totals:		\$10,000	\$574,650	\$80,000	\$664,650

Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Production Materials	\$0	\$152,700	\$0	\$152,700
2	Royalties	\$15,000	\$213,554	\$0	\$228,554
3	Music Rentals	\$0	\$9,500	\$0	\$9,500
4	Scripts & Literary	\$0	\$2,500	\$0	\$2,500
5	Staff Training	\$0	\$10,000	\$0	\$10,000
6	Box Office Supplies	\$0	\$18,540	\$0	\$18,540
7	General Office Supplies/Postage	\$0	\$19,199	\$0	\$19,199
8	Education Materials/Supplies	\$0	\$20,500	\$0	\$20,500
9	Fundraising	\$0	\$47,000	\$0	\$47,000
10	Utilities/Sanitation/Maintenance	\$0	\$356,750	\$0	\$356,750
11	Insurance	\$0	\$222,000	\$0	\$222,000
12	Telephone	\$0	\$17,800	\$0	\$17,800
13	Equipment Contracts	\$0	\$96,490	\$0	\$96,490
Totals:		\$15,000	\$1,213,515	\$0	\$1,228,515

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
14	Memberships	\$0	\$26,982	\$0	\$26,982
Totals:		\$15,000	\$1,213,515	\$0	\$1,228,515

Amount of Grant Funding Requested:

\$150,000

Cash Match:

\$6,322,821

In-Kind Match:

\$185,000

Match Amount:

\$6,507,821

Total Project Cost:

\$6,657,821

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.

Revenue: Admissions *

#	Description	Cash Match	Total
1	Subscriptions	\$2,667,200	\$2,667,200
2	Single Tickets	\$1,287,500	\$1,287,500
Totals:		\$0	\$3,954,700

Revenue: Contracted Services *

#	Description	Cash Match	Total
1	WRITE A PLAY Residencies	\$18,000	\$18,000
Totals:		\$0	\$323,000

#	Description	Cash Match	Total
2	Outreach	\$20,000	\$20,000
3	Education Income	\$285,000	\$285,000
Totals:		\$0	\$323,000

Revenue: Other *

#	Description	Cash Match	Total
1	Playbill Advertising	\$60,000	\$60,000
2	Space Rentals	\$134,621	\$134,621
3	Laundry	\$1,600	\$1,600
4	Interest	\$226,060	\$226,060
Totals:		\$0	\$422,281

Private Support: Corporate *

#	Description	Cash Match	Total
1	Corporate Support	\$22,500	\$22,500
Totals:		\$0	\$22,500

Private Support: Foundation *

#	Description	Cash Match	Total
1	Foundation Support	\$241,000	\$241,000
Totals:		\$0	\$241,000

Private Support: Other *

#	Description	Cash Match	Total
Totals:		\$0	\$1,240,340

#	Description	Cash Match	Total
1	Other Private Support	\$1,240,340	\$1,240,340
Totals:		\$0	\$1,240,340

Government Support: Federal *

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

Government Support: Local/County *

#	Description	Cash Match	Total
1	Tourist Development Council	\$94,000	\$94,000
2	Visit Sarasota	\$10,000	\$10,000
Totals:		\$0	\$104,000

Total Project Income:

\$6,657,821

Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	2%
B.	Cash Match	\$6,322,821	\$6,322,821	95%
	Total Cash	\$6,472,821	\$6,472,821	97%
C.	In-Kind	\$185,000	\$185,000	3%
	Total Proposal Budget	\$6,657,821	\$6,657,821	100%

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.

H. Accessibility Page 8 of 10

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.

In accordance with its mission “to make theatre accessible and affordable to as many people as possible,” all of FST’s facilities are ADA compliant. FST is always looking for ways to improve. Most recently, both Cabaret theatres were installed with the t-coil hearing loop system to add to the system that was already installed in the Mainstage theatres. In addition, every show that is a part of the WRITE A PLAY program travels out into schools all around the state, as well as bringing its unique playwriting curriculum to those who might otherwise never have the opportunity to attend a theatrical production.

However, FST’s approach to accessibility is not limited to ADA regulations. The organization recognizes that there are other definitions for this word, including, “easy to get to,” “comprehensible,” and “approachable.” As a result, the theatre considers such aspects as affordability and diversity of programming in its activities. FST fulfills the above mission point through the following:

- Reasonable ticket prices, the most that a person will pay for a 4-play subscription to the Mainstage series is \$79, or \$19.75 per show. A 4 show children’s theater subscription is \$20, or \$5 per show.
- The Cabaret series, which was established to develop new audiences who might not otherwise participate in theatrical events.
- Subsidized ticketing for Title I schools taking part in the WRITE A PLAY program.
- An ASL performance of *How To Use a Knife* for deaf patrons
- Scholarships for FST Theatre School students who would not otherwise be able to participate.
- Partnering with local schools, such as Booker High School to see FST Mainstage Productions such as *Native Gardens* and *The Things They Carried* at little to no cost to the students.
- The VIP Program, a performing arts program for special needs youth in grades K-12, including children with physical challenges, such as blindness or hearing impairments; mental challenges, such as Down’s Syndrome, Autism and other developmental delays; and emotional or behavioral challenges, such as Attention Deficit Disorder and Hyperactivity.
- FST’s Improv Program, designed for those that are attracted to a different form of theatre.
- Forums Series, free panels and post-show discussions where leaders in the community and community members of all backgrounds can attend to discuss conflicts within the plays and how they relate to their community so we can improve it together.
- New education programming to reach new groups- such as FST’s Blue Butterfly program that is designed to help children coping with grief.
- Pay What You Can Program where any patron with the voucher can attend any performance at FST paying any price they can afford, bringing in new audiences who might otherwise never be able to afford a theatre ticket. Last year, the program expanded from just a single night to a season-wide initiative.

FST is a village of diverse theatres built for a community of people with different needs, different tastes and widely varying sensibilities. The theatre aims to serve and celebrate diversity.

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes

No

If yes, what is the name of the staff person responsible for accessibility compliance?

Joe Goepfrich

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.

If yes, when was the evaluation completed?

5/1/2018

I. Attachments and Support Materials Page 9 of 10

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 or .gif	5 MB
documents	.pdf or .txt	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

1. Required Attachment List

Please upload your required attachments in the spaces provided. .

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute W-9.pdf	33 [KB]	5/24/2018 6:34:49 PM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
Cover Letter.pdf	Cover Letter	Cover Letter from Richard Hopkins, Producing Artistic Director and CEO of FST	447 [KB]		View file
Florida Studio Letters of Reccomendation.pdf	Letters of Reccomendation	Letters of support from community members, community leaders, representatives, and senators	421 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
ProgramInformation18.pdf	FST Programmatic Information	Information sheet regarding the 6 major programs at FST	1288 [KB]		View file
2017-18 Press Coverage.pdf	2017-18 Season Press Coverage	Press Coverage selection covering the wide range of offerings at FST	8333 [KB]		View file
Season Histories.pdf	FST Performance History	A master list of all shows performed at FST from 2008 to present	824 [KB]		View file
17-18 Winter Brochure.pdf	2017-18 Winter Season Brochure	A brochure of shows performed on FST's Mainstage and Cabaret Theatres during the 2017-18 Winter Season	1989 [KB]		View file
FST Board of Trustees.pdf	Board of Trustees	A document listing the biographies and contact information for FST's Board of Trustees	309 [KB]		View file
2017-22 Strategic LRP and Business Plan 2018 Update.pdf	Long Range and Business Plan	FST's Long Range and Business Plan. We are currently in year 2 of the plan	261 [KB]		View file

J. Review & Submit Page 10 of 10

1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Florida Studio 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.

Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program as outlined under section , Florida Statutes 265.286 and 1T-1.036, Florida Administrative Code.

Signature (Enter first and last name)

Melanie Slusar

