

Venice Theatre, Inc.

Project Title: General Program Support 2021

Grant Number: 21.c.ps.141.665

Date Submitted: Monday, June 3, 2019

A. Cover Page Page 1 of 10

Guidelines

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

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 3

Discipline: Community Theatre

Proposal Title: General Program Support 2021

B. Contacts (Applicant Information) Page 2 of 10

Applicant Information

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

1. Grant Contact *

First Name

Murray

Last Name

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Phone

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2. Additional Contact *

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Last Name

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3. Authorized Official ***First Name**

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Last Name

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4. National Endowment for the Arts Descriptors**4.1. Applicant Status**

Organization - Nonprofit

4.2. Institution Type

Performing Group - Community

4.3. 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 7/1/2020 - 6/30/2021? *

- ☒ 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)

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

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

2. Proposal Description

Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

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

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

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

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

GOALS

1. Venice Theatre will be the center for arts entertainment and education in south Sarasota County.
2. Venice Theatre will help students from all segments of the community build life skills through its outreach programs.
3. Venice Theatre will provide seniors with entertainment and arts education.
4. Venice Theatre will provide economic stimulus to its community, as well as national recognition.
5. Venice Theatre will expand its physical plant to accommodate a greater range of activity.

OBJECTIVES

1. Increase MainStage attendance by 3%.
2. Produce at least one new play per season.

3. Increase show attendance by youth by 3%.
4. Help adults with developmental disabilities "mainstream" into the job market through arts training. This includes training with a kinetic arts speech therapist.
5. Increase senior participation, volunteerism, and class enrollment by 3%.
6. Increase class participation by 15%.
7. Increase multi-cultural participation by 5% through recruitment, participation, and performance.
8. Increase first-time audience members by 5%.
9. Acquire and renovate additional educational facilities.

ACTIVITIES

(Objectives 1,2,3,7,8): Venice Theatre will present a diverse season. Most performances occur in our two spaces:

- a 432-seat proscenium MainStage and
- our 90-seat Pinkerton Theatre "black box."

There are multiple packages and seasons, each contributing to the objectives. We will offer:

- a MainStage season
- a Stage 2 season
- a Generations season
- school-time performances of appropriate shows
- a Concert season
- an 8-week summer Cabaret festival
- tour performances to schools
- tour performances to senior venues

The MainStage season involves broad appeal, mainstream, Broadway-style productions.

There will be 124 performances of 5 shows. Shows being considered include:

- *Arsenic and Old Lace*
- *Kinky Boots*
- *Million Dollar Quartet*
- *Fiddler on the Roof*
- *To Kill A Mockingbird*

The 2019-20 season includes:

- *Born Yesterday*
- *Mamma Mia*
- *Menopause, the Musical*
- *Guys and Dolls*
- *Chicago*

The Stage 2 season involves contemporary plays and musicals, and/or classic works produced in a variety of styles and formats. There will be 161 performances of 7 productions. Shows being considered include:

- *Dogfight*
- *The Curious Incident of the Dog in the Nighttime*
- *The Great American Trailer Park Christmas Musical*
- *The Fantasticks*
- *Paper Thin (original)*
- *A Doll's House*
- *A Doll's House Part 2*

The 2019-20 season:

- *The Bikinis*
- *Good People*
- *Assisted Living: The Home for the Holidays*
- *Gulf View Drive*
- *Yard Sale: A Musical About Junk*
- *Hamlet*
- *Blackbird.*

Generations shows are plays/musicals which are mostly family oriented and often multi-generational. There are 53 performances of 5 shows. Under consideration are:

- *Pippi Longstocking*
- *Tommy*
- *The Yellow Boat*
- *A Christmas Carol*
- *Schoolhouse Rock*

The 2019-20 season:

- *Willy Wonka, Jr.*
- *Urinetown*
- *The Jungle Book*
- *A Christmas Carol* (20th annual production)
- *Matilda*

The Concert Season features 17 visiting artists (51 performances) for dark-day shows (Sunday nights, Monday afternoons and nights, and sometimes Tuesday afternoons). Some of the artists are known nationally. Schedule will be completed in spring of 2020. **The 2019-20 concerts include:**

- The Goldtones
- The Alter Eagles
- Bees Gees NOW!
- All About Soul, a tribute to Billy Joel
- Tribute to the King (Elvis), Dwight Icenhower
- Sounds of Christmas -- Ditchfield Family Singers

- The Capitol Steps - 2019
- Tusk, A Tribute to Fleetwood Mac
- Let's Hang On, Frankie Valli Tribute
- Herman's Hermits, starring Peter Noone
- Buddy Returns! (Buddy Holly tribute)
- Rocket Man (Elton John tribute)
- Back Home Again (John Denver tribute)
- The Capitol Steps (again -2020 edition)
- Sounds of Harry James and the Andrews Sisters
- Tribute to the King (again - Dwight D. Eisenhower)
- Livin in the USA (Linda Ronstadt tribute)

The 8th annual Cabaret Festival highlights 16-20 local artists. Each plays 1-3 nights in a Cabaret setting in the Pinkerton Theatre, depending on popularity. These performances occur nightly from early July through late August.

EDUCATION/OUTREACH

(Objectives 3,4,5,6,7,8) Venice Theatre's programs are extensive and diverse. In 2020-21, we will feature:

- 97 performances of 21 education/outreach projects
- 540 education/outreach daily classes, seminars and camp session
- 270 daily sessions of in-school theatre training in local schools
- 10 study-guide visits to local schools in preparation for school-time performances
- 90 sessions with Boys and Girls Club partnership
- multiple continuing education and community outreach partnerships (see impact section)
- 3 master classes from Broadway performers throughout the season

Venice Theatre programs include:

- 8 theatre camps
- daily after-school and weekend classes
- daily school partnerships
- internships--high school and college--in performance and technical theatre
- multiple opportunities to be involved in shows
- professional technical training
- continuing education for adults, including senior theatre
- partnerships with human services organizations

DIVERSITY

(Objectives 2,3,7,8): Venice Theatre employs a Director of Diversity. VT's diversity program includes:

- creating awareness of arts opportunities in all segments of the community

- working with staff and board to create opportunities
- working with staff and volunteers to create awareness of the community's diverse needs: racial, creed-based, economic, or from disabilities.

Venice Theatre hosts an international community theatre festival, sanctioned by the American Association of Community Theatre. VT will host the festival for the 4th time in June, 2020. During the grant period, VT will be preparing its next edition of **WorldFest**, to be held in June, 2022. (see supporting materials) The 2018 festival featured performances from Argentina, Armenia, Australia (2), Chile, Germany, Israel, Italy, Nepal, Poland, Slovenia, United Kingdom, and the U.S.A. (2). The festival promotes international understanding and goodwill, while creating economic stimulus for Venice in the summer months.

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 Programing (GPS). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

Venice Theatre features the following partnerships:

1. The Loveland Center (see impact section)
2. Boys and Girls Club (see impact section)
3. American Association of Community Theatre/WorldFest (see ACTIVITIES section)
4. Big Brothers/Big Sisters performance classes (ongoing)
5. Venice High School technical internship (see impact section)
6. Epiphany Cathedral School - daily classes at Venice Theatre, resulting in full production each spring. Epiphany contracts with VT for teaching and production responsibilities.
7. Venezia Hotel - bus tours and night/show partnership
8. Fairfield Inn -- bus tours and night/show partnership
9. Bentley's Hotel - night/show partnership

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

-
1. The MainStage season opens in late September and continues through late April.
 2. The Stage 2 season opens in late September and continues through early May.
 3. The Generations season occurs throughout the year, with productions in July, September, December, May, and June.

4. The Concert season occurs from June through April each year, with the bulk of the season occurring December through March. Concerts happen during Venice Theatre's "dark days/nights." Most occur Sunday nights, Monday afternoons and nights, and occasionally Tuesday afternoons.
5. The Cabaret festival runs from early July through late August.
6. VT classes, as well as school partnerships classes, coincide with school semesters. They begin in September, finishing in April/May, with a holiday break in December.
7. Loveland Center classes and rehearsals begin in October and conclude with a full production in early June.
8. The Silver Foxes touring season starts in November and finishes in April each year.
9. Troupe in a Trunk tours in March and April.
10. Theatre camps occur during school holiday times: spring and summer breaks.

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? *

134

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

1,336

3. How many Adults will be engaged? *

96,000

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

15,000

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

5,200

6. How many artists will be directly involved? *

230

Total number of individuals who will be engaged?

116430

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

☒ No single age group made up more than 25% of the population directly benefited.

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

☒ 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.

Venice Theatre is attempting to buy an additional 9400 square foot building, located adjacent to VT property. It is a city-owned building which is being sold through a realtor. VT has extended an offer to purchase the property, with the view of expanding education offerings by a factor of three. Capital fundraising and renovation will take about a year. **However, the impact/participation numbers will increase substantially within three years if this purchase happens.** VT will have that answer by the grant panel review in September.

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.

☒ Charlotte

☒ Manatee

☒ 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.

ECONOMIC IMPACT

Venice Theatre is an economic driver for its community. It is downtown Venice's primary evening and weekend attraction. More than 500 audience members enjoy VT programming nightly in its two theatre spaces, filling local restaurants and stores. In tourist season Saturdays, Sundays, and Mondays (and now, often, Tuesdays) feature multiple performances in each space. More than 1,000 patrons per day are then the norm. The restaurants coordinate with Venice Theatre on show times, often doubling their staffs. VT generates more than \$4.0 million annually in direct financial benefit to the community.

The theatre creates jobs for 30 employees and more than 200 artists and teachers annually.

The theatre attracts tourists through its productions, concerts, and through the biennial WorldFest. VT has become a destination organization, featuring touring national acts and its international theatre festival. (For detail about WorldFest, see the supporting materials.)

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

EDUCATION IMPACT

Venice Theatre offers a wide range of education and outreach activities for the entire community. Those benefitting range from pre-school students to senior adults.

1. **The K-12 daily curriculum** provides sequential training in performance, technical theatre, and management.
2. The theatre provides **8 summer and spring break camps**. Seven camps feature performance AND technical theatre; one camp focuses solely on tech theatre.
3. **VT's Summer Stock** training program enters its 14th year. The program provides high school and college students with a "boot camp" experience. Aspiring professionals learn about summer stock life and early career expectations. Students rehearse a major production 8-9 hours per day for 4 weeks and then run for 3 weeks. The students also produce a Cabaret show. As examples to current casts, VT hires 1-4 graduates to design or perform professionally in the show.
4. **The Technical Theatre Apprenticeship Program** is accredited by the Florida Department of Education. The program is a 1,500-hour apprenticeship, with dual high school/college credit. Graduates earn theatre journeyman status through the U.S. Department of Labor.

5. Venice Theatre provides **in-school theatre studies**. The theatre maintains a 14-year partnership with a local middle school. Students work daily with VT staff at the school and at the theatre during school hours.
6. Venice Theatre provides **post-college internships**. Tech and management students work 9 months per year, receiving housing and stipends. Meanwhile, they study with staff designers, technicians, marketing staff, and sales staff.
7. VT provides **professional acting internships**. Recent college graduates perform in VT productions for 6-8 months, receiving housing and stipends. They work with VT staff in career preparation, such as resume building, auditioning, and management.
8. VT provides **continuing education** for adults and seniors with a variety of workshops, seminars, and multi-week classes.
9. **With scholarships**, VT never turns away a student due to lack of funds. Adults and families who cannot afford ticket prices gain admission to shows through volunteering.

OUTREACH PROGRAMMING IMPACT

Venice Theatre benefits more than 25,000 students and seniors through its outreach programming:

- **Troupe in a Trunk**, adults performing for students. Each show is thematic (e.g., anti-bullying). The show plays for 9600 students in area elementary schools. (began 1995)
- **The Silver Foxes**, a professionally-directed seniors troupe. This troupe tours to 5,000-plus seniors annually, and plays to 2,000 more in a MainStage production. (began 1991)
- **The Loveland Center Project**. Loveland is a center for adults with developmental disabilities. VT teachers work with the clients throughout the year, developing performing and life skills. The clients perform a show each year to 2,000 people. (1995)
- **School-time performances** of VT shows. 3,000 students will bus in to see VT productions. Half of the bus costs are covered by VT donors.
- **Boys and Girls Club**. Students study all aspects of theatre daily, with a show at year's end (2012)
- **The Peanut Gallery**, a youth improvisation troupe, which tours 6 months each year. (2018)

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.

Venice Theatre uses a diverse marketing approach. VT still uses traditional methods, such as:

- local newspaper and magazine advertising for most events.
- radio and local cable TV advertising

- promotional television appearances
- press releases to all area print and electronic media sources
- short-form PSA's for radio coverage
- direct mail (at least one per month) of postcards and newsletters
- local saturation coverage of downtown area with posters and flyers
- postings at local event kiosk
- electronic marquee
- rack cards and literature at Chamber of Commerce, Venice MainStreet, VisitSarasota, hotels, restaurants, and other outlets.

Venice Theatre also uses:

- website (hosted by SiteGround), updated daily, with event descriptions, promotional videos, and streamlined sales system (Patron Manager)
- MailChimp e-blasts to 40,000 audience members, 1-3 times per week. Other blasts targeted to specific audiences (e.g., all Stage 2 season buyers, or previous buyers to the Capitol Steps) at least once per week
- use of social media--Facebook, YouTube, Twitter, Instagram, and Snapchat--including active involvement of casts and crews
- promotional appearances, including speaking engagements, in-school demonstrations and performances, and open houses (1-3 per week)
- point-of-contact tours for new volunteers, customers, and potential donors (1-2 tours per week)
- pre-show videos in lobby and MainStage auditorium, cross-promotional programming
- web banner advertising
- advertising in regional, state, and national trade publications and tourist outlets, such as AACT's Spotlight magazine, VisitFlorida, and Florida Lifestyles.

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.

Venice Theatre is healthy, but not wealthy.

The theatre has eliminated more than \$480,000 in short-term debt since 2009 (recession deficits), with a total of more than \$1,000,000. The mortgage is now below \$800,000 on a property valued at approximately \$6 million. Debt service is less than 2% of operating budget.

VT has grown its endowment funds to over \$300,000. The company has also completed more than \$600,000 in repairs and upgrades to its two existing buildings in the past four years.

Now **Venice Theatre is trying to buy a third property**, adjacent to the current location. This property, owned by the city of Venice, was recently used as a Sarasota County temporary library. The building has almost 10,000 square feet of floor space. The total property has 35,000 square feet. The acquisition will allow the theatre to triple its class offerings, which are now maximized. VT has arranged for temporary financing of the purchase (about \$1 million). However, the company is launching a new campaign to pay for the building and renovations within 5 years.

The decision is expected from the city on June 11, eight days after the grant deadline. VT will be able to update the panel at the September grant review.

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.

1. Venice Theatre will monitor tickets sales through box office returns. VT will use peer reviews, audience satisfaction surveys, and media reviews to monitor artistic success.

2. Venice Theatre will review success of internships through evaluation by schools' deans and teachers, and by VT staff.

3. Venice Theatre will monitor sales increases to youth through sales receipts.

4. Venice Theatre and Loveland staffs conduct annual staff-to-staff review of Loveland project. The review is an open-forum format involving VT's professional artists and Loveland staff.

5. Venice Theatre education/outreach department will monitor enrollment increase and diversity of new participants.

6. Venice Theatre board and staff will monitor capital acquisition and renovation fundraising.

7. Venice Theatre board and producing executive director will monitor monthly and end-of-year financial reports.

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

6/30/2018

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$432,359	\$435,902	\$453,000
2. Personnel: Programmatic	\$359,192	\$383,611	\$422,000
3. Personnel: Technical/Production	\$307,705	\$352,074	\$407,000
4. Outside Fees and Services: Programmatic	\$851,106	\$935,640	\$1,015,000
5. Outside Fees and Services: Other	\$166,308	\$160,000	\$189,000
6. Space Rental, Rent or Mortgage	\$89,693	\$52,000	\$79,500
7. Travel	\$93,166	\$42,500	\$95,000
8. Marketing	\$175,379	\$235,722	\$270,000
9. Remaining Operating Expenses	\$878,773	\$951,000	\$1,025,425
A. Total Cash Expenses	\$3,353,681	\$3,548,449	\$3,955,925

B.	In-kind Contributions	\$372,631	\$394,272	\$439,547
C.	Total Operating Expenses	\$3,726,312	\$3,942,721	\$4,395,472
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$2,089,933	\$2,350,500	\$2,619,100
11.	Revenue: Contracted Services	\$251,148	\$291,000	\$291,000
12.	Revenue: Other	\$241,877	\$238,000	\$304,000
13.	Private Support: Corporate	\$17,000	\$19,500	\$25,000
14.	Private Support: Foundation	\$115,000	\$90,000	\$115,000
15.	Private Support: Other	\$511,173	\$525,000	\$540,000
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$49,222	\$10,323	\$46,706
18.	Government Support: Local/County	\$90,029	\$92,701	\$90,237
19.	Applicant Cash			
D.	Total Cash Income	\$3,365,382	\$3,617,024	\$4,031,043
B.	In-kind Contributions	\$372,631	\$394,272	\$439,547
E.	Total Operating Income	\$3,738,013	\$4,011,296	\$4,470,590

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

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

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

- previous fiscal year is 2017-18
- current is 2018-19
- next is 2019-2020.

The Proposal Budget, however, is for 2020-2021.

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

- financial or bookkeeping
- volunteers
- legal costs
- entertainment/concessions
- development, except staff payroll
- debt service
- capital donations or expenses

The budget is usually higher in all even years, due to costs/income of WorldFest.

There is a substantial increase in admissions income for 2018-19. This number is not projected. It is actual through June 2.

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>.

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	General Manager/Director of Diversity	\$0	\$67,000	\$0	\$67,000
2	Box Office Staff	\$0	\$75,000	\$0	\$75,000
3	Group/Ad Sales	\$0	\$40,000	\$0	\$40,000
4	Development Staff	\$0	\$116,000	\$0	\$116,000
5	Marketing Staff	\$0	\$95,000	\$0	\$95,000
6	HR Director/Volunteer Co-ordinator	\$0	\$48,000	\$0	\$48,000
7	Event Coordinator	\$0	\$16,000	\$0	\$16,000
8	Development Volunteers	\$0	\$0	\$30,000	\$30,000
9	Front of house Volunteers	\$0	\$0	\$80,000	\$80,000
Totals:		\$0	\$457,000	\$110,000	\$567,000

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Producing Executive Staff	\$20,000	\$87,000	\$0	\$107,000
2	Artistic Director	\$20,000	\$58,000	\$0	\$78,000
3	Education Director	\$10,000	\$51,000	\$0	\$61,000
4	Assistant Education Director	\$10,000	\$38,000	\$0	\$48,000
5	Resident Scenic Designer	\$0	\$52,000	\$0	\$52,000
6	Sound Designer	\$0	\$36,000	\$0	\$36,000
7	Teachers	\$0	\$82,000	\$0	\$82,000
8	Staff Costume Designer	\$0	\$40,000	\$0	\$40,000
Totals:		\$60,000	\$444,000	\$0	\$504,000

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Tech Director	\$20,000	\$45,000	\$0	\$65,000
2	Asst. T.D. /Carpenter	\$10,000	\$30,000	\$0	\$40,000
3	Asst. T.D./Electrician	\$0	\$35,000	\$0	\$35,000
4	Audio Engineer	\$0	\$40,000	\$0	\$40,000
5	Asst. Engineer	\$0	\$28,000	\$0	\$28,000
6	Costume Staff	\$0	\$85,000	\$0	\$85,000
Totals:		\$30,000	\$308,000	\$0	\$338,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
7	Production Stage Mgr	\$0	\$45,000	\$0	\$45,000
Totals:		\$30,000	\$308,000	\$0	\$338,000

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Concert Fees	\$60,000	\$292,000	\$0	\$352,000
2	Guest Directors	\$0	\$65,000	\$0	\$65,000
3	Music Directors	\$0	\$44,700	\$0	\$44,700
4	Choreographers	\$0	\$12,500	\$0	\$12,500
5	Designers	\$0	\$57,500	\$0	\$57,500
6	Musicians	\$0	\$79,500	\$0	\$79,500
7	Actors/Performers	\$0	\$89,000	\$0	\$89,000
8	Guest Stg. Mgrs.	\$0	\$16,000	\$0	\$16,000
9	Royalty	\$0	\$140,000	\$0	\$140,000
10	Guest Teachers	\$0	\$80,000	\$0	\$80,000
11	Add'l Tech Labor	\$0	\$50,000	\$0	\$50,000
12	Volunteer Costume Staff	\$0	\$0	\$80,000	\$80,000
13	Volunteer Carpenters/Painters	\$0	\$0	\$95,000	\$95,000
Totals:		\$60,000	\$926,200	\$314,200	\$1,300,400

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
14	Volunteer Actors	\$0	\$0	\$139,200	\$139,200
Totals:		\$60,000	\$926,200	\$314,200	\$1,300,400

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Facility Cleaning	\$0	\$28,000	\$0	\$28,000
2	Facility Maintenance maintenance/repair	\$0	\$101,000	\$0	\$101,000
3	NYC Trip w Patrons	\$0	\$82,000	\$0	\$82,000
Totals:		\$0	\$211,000	\$0	\$211,000

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Guest Actor Housing	\$35,000	\$0	\$35,000
Totals:		\$35,000	\$0	\$35,000

2.7. Travel (match only) *

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

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Playbills	\$0	\$68,000	\$0	\$68,000
2	Paid Advertising	\$0	\$175,000	\$0	\$175,000
3	Direct Mail	\$0	\$45,000	\$0	\$45,000
4	E-blasts/Mail Chimp	\$0	\$3,000	\$0	\$3,000
5	White Studio - consultants	\$0	\$21,600	\$0	\$21,600
Totals:		\$0	\$312,600	\$0	\$312,600

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Utilities	\$0	\$92,000	\$0	\$92,000
2	Insurance	\$0	\$393,000	\$0	\$393,000
3	Office costs	\$0	\$55,000	\$0	\$55,000
4	Off-year WorldFest costs	\$0	\$10,000	\$0	\$10,000
5	Volunteer costs	\$0	\$16,000	\$0	\$16,000
6	Production Materials	\$0	\$260,000	\$0	\$260,000
7	Other Employee cost	\$0	\$130,000	\$0	\$130,000
Totals:		\$0	\$956,000	\$0	\$956,000

Amount of Grant Funding Requested:

\$150,000

Cash Match:

\$3,667,800

In-Kind Match:

\$424,200

Match Amount:

\$4,092,000

Total Project Cost:

\$4,242,000

3. Proposal Budget Income:

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

3.1. Revenue: Admissions *

#	Description	Cash Match	Total
1	Subscriptions	\$450,000	\$450,000
2	Single Admissions	\$2,126,800	\$2,126,800
Totals:		\$0	\$2,576,800
			\$2,576,800

3.2. Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Tuition	\$160,000	\$160,000
2	Epiphany School	\$25,000	\$25,000
3	Silver Foxes tour	\$10,000	\$10,000
Totals:		\$0	\$195,000
			\$195,000

3.3. Revenue: Other *

#	Description	Cash Match	Total
1	Playbill Advertising	\$150,000	\$150,000
Totals:		\$0	\$150,000
			\$150,000

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Pinkerton Financial	\$5,000	\$5,000
2	Taylor Financial	\$5,000	\$5,000
3	Venice Regional Hospital	\$10,000	\$10,000
Totals:		\$0	\$20,000
			\$20,000

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	Gulf Coast Comm. Fdtn	\$50,000	\$50,000
2	Ehrhart Family Fdtn	\$30,000	\$30,000
3	Plantation Comm. Fdtn	\$5,000	\$5,000
Totals:		\$0	\$85,000
			\$85,000

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Individual Donations	\$550,000	\$550,000
Totals:		\$0	\$550,000
			\$550,000

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	Sarasota Tourist Development Grant	\$91,000	\$91,000
Totals:		\$0	\$91,000
			\$91,000

Total Project Income:

\$4,242,000

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	4%
B.	Cash Match	\$3,667,800	\$3,667,800	86%
	Total Cash	\$3,817,800	\$3,817,800	90%
C.	In-Kind	\$424,200	\$424,200	10%
	Total Proposal Budget	\$4,242,000	\$4,242,000	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.

The operating budgets listed were for 2017-18 (last completed), 2018-19 (current), and (2019-20) next.. The proposal budget is for 2020-21.

The proposal budget does not include any non-allowable costs. Financial, bookkeeping, entertainment, concession, and non-salary development expenses are excluded. Accordingly, admissions and contributed income are reduced by an equal amount.

Also, the proposal does not account for any additional income or expenses related to the new building. Venice Theatre does not know if the purchase will happen. The theatre will adjust budget if/when the purchase occurs.

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.

PHYSICAL ACCESSIBILITY

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

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

Venice Theatre has recently installed two new ramps:

- in the greenroom; actors in wheelchairs do not have to detour to access the room.
- at the rear of the building, attached to an emergency exit hallway.

VT is also planning to install a wheelchair lift so that actors may access the stage from the stage right hallway. Currently, actors in wheelchairs must access the deck only from stage left.

CULTURAL ACCESSIBILITY

Venice Theatre employs a Director of Diversity. He is the only employee of his kind at any U.S. community theatre. VT recognizes the changing demographics of our coverage area. Our population is becoming more diverse. This diversity is cultural, racial, and economic.

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

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

- 130-plus actors and crew members from 15 seven years ago
- approximately 3,000 audience members from less than 500 seven years ago

These numbers represent only 8% of total volunteers and less than 3% of audience members.

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

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

ECONOMIC ACCESSIBILITY

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

No student is ever turned away due to lack of ability to pay. VT solicits scholarship funds to make sure that funding is available. In 2018-19, almost 40% of students received at least partial scholarships.

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

Finally, VT has increased its school-time performances. In 2020-21, VT will offer at least 10 performances for schools, at reduced prices. VT provides study guides for each performance, as well as previews in schools by acting interns.

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?

Lori Chase

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?

3/1/2018

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
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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. .

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
substituteW-9.2019.pdf	33 [KB]	6/3/2019 3:34:54 PM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
1A-Reviews2018-2019.pdf	Artistic Support Section 1	Theatre reviews from the 2018-2019 VT season	4784 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
1B-Reviews-2016-2018.pdf	Artistic Support Section 1	Theatre reviews from past VT seasons 2016-2018	4549 [KB]		View file
2C-1International.pdf	Community Impact Section 2	AACT WorldFest	3806 [KB]		View file
2C-2ALives.pdf	Community Impact Section 2	Lives	1416 [KB]		View file
2C-2BLives.pdf	Community Impact Section 2B	Lives	6475 [KB]		View file
2C-3Students-Schools.pdf	Community Impact Section 2	Students and Schools	1074 [KB]		View file
3-Organizational.pdf	Organization Support 3	Board of Directors and Key Personnel	540 [KB]		View file
VTWebLinks.pdf	VT Web Links	Venice Theatre online presence	10762 [KB]		View file

2.1.

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 Venice Theatre, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

1.1. 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.

1.2. Signature (Enter first and last name)

Murray Chase

