

# Tampa Bay Performing Arts Center, Inc.

**Project Title:** Straz Center 2022-2023 Season of Programs

**Grant Number:** 23.c.ps.180.628

**Date Submitted:** Tuesday, June 1, 2021

## A. Cover Page Page 1 of 12

### Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 General Program Support Grant Guidelines

### Application Type

**Proposal Type:** Discipline-Based


**Funding Category:** Level 3

**Discipline:** Sponsor/Presenter

**Proposal Title:** Straz Center 2022-2023 Season of Programs

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

### Applicant Information

- a. **Organization Name:** Tampa Bay Performing Arts Center, Inc. 
- b. **DBA:** David A. Straz, Jr. Center for the Performing Arts
- c. **FEID:** 59-2037085
- d. **Phone number:** 813.222.1034
- e. **Principal Address:** 1010 North W.C. MacInnes Place Tampa, 33602-3720
- f. **Mailing Address:** 1010 North W.C. MacInnes Place Tampa, 33602-3720
- g. **Website:** [www.strazcenter.org](http://www.strazcenter.org)
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 144547908
- l. **Fiscal Year End Date:** 09/30

### 1. Grant Contact \*

**First Name**

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**Last Name**

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### 2. Additional Contact \*

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### 3. Authorized Official \*

**First Name**

Judith

**Last Name**

Lisi

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

**4.1 Applicant Status**

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Organization - Nonprofit

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**4.2 Institution Type**

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Performance Facility

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**4.3 Applicant Discipline**

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Multidisciplinary

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## C. Eligibility Page 3 of 12

**5. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?**

- Yes (required for eligibility)
- No

**6. Project start date: 7/1/2022 - Project End Date: 6/30/2023 \***

- Yes (required for eligibility)
- No

**7. What is the legal status of your organization?**

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

**8. How many years of completed programming does your organization have?**

- Less than 1 year (not eligible)
- 1-2 years (required for eligibility for GPS and SCP)
- 3 or more years (required minimum to request more than \$50,000 in GPS)

## D. Quality of Offerings Page 4 of 12

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

The Straz Center's mission is to inspire, educate and enrich our entire community through the transformative power of the performing arts.

### 10. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. 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.

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We are requesting Level 3 General Programming Support for the Straz Center's extensive 2022-2023 Season of Performing Arts Programs. We will be presenting and/or producing a full, year-round schedule of the highest quality, inclusive, diverse, and accessible performing arts and arts education offerings and experiences. This will be our 35<sup>th</sup> year of bringing all of the performing arts disciplines to Tampa Bay's residents and visitors. Programs will include presenting one of the nation's largest touring Broadway seasons and producing a full season of grand and concert opera with our inhouse Opera Tampa program.

Year-round programs will also include a full slate of the best dance, theater, music, and comedy artists and arts companies from around the state and around the world and presenting national speakers on "Arts and...other topics such as neuroscience, astrophysics, arts and health and worldwide explorations. Our co-presented season of thought-provoking plays will be produced by Jobsite Theater, our theater company in residence for 18 years. We will also work with The Florida Orchestra, another of our 10+ local cultural constituents, to bring high quality orchestra, masterworks and popular music performances to our stages and patrons.

Our free outdoor community engagement and cultural programs will give voices to our local BIPOC, veteran and other artists and community members.

Our arts education program will include conservatory and extensive arts outreach education classes, camps, workshops, and student performances; national arts training intensives; regional K-12 theater arts competitions, state high school theater conference, workshops with visiting mainstage artist and more. Also, we will produce two mainstage ballets by our nationally ranked, pre-professional Next Generation Ballet Program on the Carol Morsani Stage, and we will host numerous faculty artist performances. Our summer camp program also partners with the Hillsborough County Children's Board to scholarship and enroll our community's most at-risk youth. We also hope to be back to presenting and producing our well-known School Field Trip Series for regional school districts and Family Fun Series for families with young children, which have been suspended since the pandemic began.

Live programs will take place on our stages: Carol Morsani Hall (2,680 seats), Ferguson Hall (1,000 seats), Jaeb Theater (280 seats), Shimberg Playhouse (150 seats), and outdoor Riverwalk Stage (140 distanced seats). Arts Education and training programs will take place in our Patel Conservatory; at up to 50 regional underserved Title 1 schools and community agencies, and on our TECO Student Theater

(150 seats). Our students also perform on our mainstages throughout the year.

Also, as we are emerging from the COVID-19 pandemic, we will be continuing some of the virtual, interactive, hybrid and social media arts engagement programs that proved their accessibility and impact while our doors were closed. From podcasts and interactive arts for isolated veterans; virtual arts education for students and families at home; heightening our IDEA (Inclusion, Diversity, Equality, Accessibility) Initiative for staff, leadership and programming; and hosting community Town Halls for Black Lives Matter, we will remain committed to these offerings.

### **10.1 Programming Goals (2000 characters)**

Please list at least three goals associated with the project or program you are for which you are requesting funding.

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.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

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Lead the state and performing arts field in visionary artistic programming and arts education:

- providing a high quality, diverse, accessible and relevant cultural and performing arts menu;
- setting the standard in innovative performing arts education; and
- reflecting the diverse cultural life of our entire community.

In addition, our programmatic goals for regional and statewide impact, as well as facility and operational goals, are further detailed in our new 2017 – 2021 Strategic Plan (Attachment).

### **10.2 Programming Objectives (2000 characters)**

Please list the three corresponding objectives for the goals listed above.

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

Sample Objective: At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

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Our objectives include achieving excellence in year-round programming and bringing inclusiveness, diversity, equality and accessibility to artists, residents and visitors of Tampa Bay and to statewide presenting colleagues.

- 1) Present and produce world-class performing arts: 2,000 events, serving 700,000 people of all ages.
- 2) Further our artistic development, producing performing arts not otherwise available.
- 3) Provide excellent and culturally relevant arts education with significant impact, engaging 60,000 people in challenging, accessible on- and off-site performing arts education experiences for all ages.
- 4) Support professional development of 7,500 emerging and accomplished national and local

Florida artists and arts educators.

5) Nurture a culture that values all people, delivers superior customer care, and embraces innovation by increasing engagement with audiences on-site, off-site and online.

6) Maintain an overall strong economic impact of up to \$130 million and 1,800 FTE jobs on Florida's economy.

### 10.3 Programming Activities (2000 characters)

Please list the project or program activities.

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

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

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Our **2022-2023 Season** will include a full range of accessible and diverse, age-appropriate indoor and outdoor performing arts events; a comprehensive arts education program; and artists from across Florida and around the world. We will:

- NEW: Present and produce free year-round outdoor performances on the new **Straz Riverwalk Stage**, including performances by local and regional BIPOC artists and the Arts Legacy Remix Cultural Celebrations presenting cultural community organizations, and performances by Patel Conservatory students and guest appearances by visiting artists.
- Program third season of **STRAZ SALUTES & VET-ART-SPAN INITIATIVE** to engage Tampa Bay's diverse military and veteran community in multidisciplinary arts, arts healing and artist residencies, addressing trauma and community re-integration. Continue partnering with FL DCA as one of 11 U.S. NEA Creative Forces Military Healing Arts Network sites for serving veterans, their families and caregivers, providing live and virtual components and can be delivered totally virtually if necessary. Activities to include: VetArtSpan interactive website, Your VetChat podcasts, How to Make Arts videos, Veteran-Civilian Dance Ensemble training and performances, and producing the annual Combined James Haley and Bay Pines VA Hospitals Creative Arts Showcase.
- Present a full season of the finest, most diverse and inclusive **music, dance, theater, opera, comedy, and speakers** including BIPOC artists and audiences, tying events to cultural diversity, world issues, tourism, regional festivals, community placemaking and cultural collaborations with local and regional partners.
- Produce a series of challenging plays, workshops and second stage programs through **theater in residence**, the locally acclaimed and nationally recognized **Jobsite Theater**.
- Contract up to 10 major **Broadway Tours**, including two long-running shows and shows that include arts education and outreach components and provide Straz Center discounted and subsidized Community Tickets for underserved community groups.
- Produce musical cabaret and opera through the **Straz Cabaret and Opera Tampa** productions and **Club Jaeb** singer/songwriter series.
- Engage up to 50 underserved and geographically remote schools and community groups in

our application-based **Arts Education School & Community Partnerships Program**. Work with teachers, school districts and community organizations to encourage applications and award partnership programs and to engage schools and community groups in Straz Center shows and educational opportunities. Include Opera Tampa, Jobsite Theater and visiting artists in arts education outreach offerings. If needed can be delivered virtually.

- Engage the finest performing arts instructors and train performing arts students and artists of all ages, interests and skill levels at the **Patel Conservatory** and virtually. Include K-12 learning and pre-professional training in music, theater and dance; programs for lifelong learners, and performances by faculty and resident artists.
- Present **Performing Arts Students on Straz stages**, including the Youth Pit Orchestra, Youth Theater Program, Youth and Pre-Professional Classical Ballet Program, Youth Jazz Ensemble, Youth Choir, and Adult & Youth Dance Programs, including expanded virtual and streamed performances to engage mobility limited community groups.
- Provide professional settings and support for arts education conferences and convenings, including the Florida High School State Thespian Conference, Florida Music Educators' Conference, Youth American Grand Prix (ballet), The Jimmies (national youth theater competition and awards), and more.
- Expand **Community Engagement Projects** to provide in-depth, live and virtual experiences for students, school partnerships, special needs groups, our veteran/military community, BIPOC, culturally specific and general audiences. Include Military Family Nights at Broadway shows, BIPOC playwrights Play Reading Series, Voices of the Community Town Hall Conversations, Straz Latin Jazz Initiative, Tampa Total Request Live featuring regional emerging artists' videos, interviews and live performance, and more.
- Provide performance space, professional development and assistance to **Local and Constituent Organizations**, including The Florida Orchestra, Jobsite Theater, Florida Music Educators, Florida High School Thespians Conference and others.
- Expand **Marketing through Virtual and Social Media Engagement** and interaction opportunities and generate maximum attendance and cultural tourism awareness with a comprehensive marketing plan. Include artists interviews, commentaries and community visits.
- Work with **Visit Tampa Bay and the Hillsborough Tourist Development Council** to promote Straz Center events and programs to regional and national tourists.

Our staff researches local to international talent based on quality, genre, diversity, availability and ability to interface with arts education and community interests. We preview artists and performances in-person, nationwide, via agency materials and at booking conferences. Each season is built a year out, allowing time for budgeting, marketing, fundraising, facility preparations and balancing our schedule.

**Application support materials include:** 2018 Patel Conservatory Summer brochure, 2019-20 Straz Center Season Catalog, 2020-21 Season Sneak Peek, 2019 Broadway at the Straz Ticket Sales Map, 2019-20 Arts Education Partnerships Report, VetArtSpan website and video links, YouTube video links, letters, media clips and more. These demonstrate the variety and merit of our programs.

## 10.4 Partnerships & Collaborations

Describe any partnerships and/or collaborations with organizations directly related to General



Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

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Many of our partnerships are reflected above.

For 15 years our Patel Conservatory has increased the number of Title 1 schools and community agencies to receive our **Arts Education Partnerships Program**. An application and review-based program, partners receive creative skill-building curriculum at no cost. Today, we provide up to 50 partnerships in Hillsborough, Pasco and Pinellas Counties.

Our **STRAZ SALUTES & VET-ART-SPAN INITIATIVES** developed from significant collaborations with the FL DCA, the NEA Creative Forces Military Healing Arts Network, Americans for the Arts, the James A. Haley and Bay Pines Veteran's Hospitals, Johns Hopkins University Brain Mind Institute, ArtThread Foundation and others. We provide bridges of arts engagement and education to help veterans and their families in healing and transition to community life. This began when we partnered with the DCA and the NEA to host the Creative Forces Summit in 2017. Today, we have built an amazing model program that guides communities, veterans, their families and caregivers across a bewildering cultural divide to awareness, understanding, engagement and reintegration to community life. In 2019, we partnered with **Diavolo** dance company and engaged local veterans, civilians, USF dance students and instructors, in a dance therapy workshop that culminated in a veteran/civilian group performing with Diavolo and the creation of the Straz Center Veteran-Civilian Dance Ensemble that now does outreach performances for veterans across our region. We also host the region's VA Hospitals' Annual Arts Showcase and provide arts education for the children of the 600 active duty families living on the MacDill Air Force Base.

With the **Children's Board of Hillsborough Co.**, we provide free summer camp for some of our county's most at-risk children.

With **Visit Tampa Bay**, we provide performing arts content for their extensive national/international print, website, virtual and showcasing tourism campaigns.

With **Florida's major performing arts centers** and **The Broadway League**, we provide advocacy for the non-profit performing arts and bring Broadway's first touring productions to our state.

**Local partnering constituents performing in Straz venues under formal agreements:**

Jobsite Theater

The Florida Orchestra

The Master Chorale

Tampa Bay Children's Chorus

Heralds of Harmony

Gulf Coast Youth Choir

Tampa Bay Symphony

USF Dance Dept.

## 11. Project/Program Evaluation

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

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We are completing a 2017-21 strategic plan (see attachments) for measuring accomplishments to strengthen our mission. As we emerge from the COVID19 pandemic, we will assess our needs and build a new five-year plan to optimize our mission.

Tools used to measure outcomes: institutional statistics, audience surveys, arts education assessments, evaluation rubrics, performance reviews, participant/parent/teacher interviews and surveys, audio/visual documentation, strategic planning surveys, ticket sales and enrolment data. Assessments are used for discovering community, programming, arts education, operations and facility needs.

We engage artists, students, teachers, parents, patrons, organization leadership, volunteers, staff, business managers, consultants, field specialists, school districts, state and local government in program design, strategic planning, needs assessments and evaluation processes.

**2009:** Built assessment system for arts education

**2009:** Measured impact on tourism & hotel nights

**2011:** New strategic plan & capital needs assessments for 2011–16

**2012:** Conservatory fully accredited by the SACSC-ASI

**2015:** Engaged national master planning firm in updating facility for future generations

**2016:** New 2017–21 strategic plan

**2017:** Feasibility study of region to support a master plan capital campaign

**2017:** AFTA Economic Impact Study for Hillsborough Co.

**2018:** Updated AFTA PV economic impact data for Straz Center

**2019 - 2020:** Built online program to compile & assess institution's data

### **WE EVALUTATE:**

Artistic excellence

Audience development

Programming

Performance diversity

Collaborations

Education program quality, effectiveness, diversity

Student skills

Community outreach

Budgeting

Fundraising

Strategic Plans

Ticketing

Marketing

House management

**OUTCOMES MEASURED:**

Attendance & Subscriptions

Ticket & Group sales

Program costs

Audience trends

Student enrollment, achievement, re-enrollment

Community partnerships

Ticket subsidy & scholarship use

Media coverage & reviews

Peer reviews

Financial position

Staff accomplishments

Strategic Plan success

**11.1 Artist Projects only**

Describe the expected outcomes of the project. How will you determine the success of the project?

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## E. Impact - Reach 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.

#### 12. What is the estimated number of events related to this proposal?

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750

#### 13. What is the estimated number of opportunities for public participation for the events?

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8,700

#### 14. How many Adults will participate in the proposed events?

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650,000

#### 15. How many K-12 students will participate in the proposed events through their school?

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50,000

#### 16. How many individuals under the age of 18 will participate in the proposed events outside of their school?

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15,000

#### 17. 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.

### 17.1 Number of artists directly involved?

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3,500

### 17.2 Number of Florida artists directly involved?

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400

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

718500

### 18. How many individuals will benefit through media?

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700,000

### 19. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the “No Specific Group” options.

#### 19.1 Race Ethnicity: (Choose all that apply) \*

- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White
- Other racial/ethnic group
- American Indian or Alaskan Native

#### 19.2 Age Ranges (Choose all that apply): \*

- Young Adults (18-24 years)
- Adults (25-64 years)
- Older Adults (65+ years)
- Children/Youth (0-17 years)

#### 19.3 Underserved/Distinct Groups: \*

- Individuals in Institutions
- Individuals below the Poverty Line
- Individuals with Limited English Proficiency
- Military Veterans/Active Duty Personnel
- Youth at Risk
- Other underserved/distinct group
- Individuals with Disabilities

### 20. Describe the demographics of your service area.

The Straz Center is in Tampa, FL, a minority-majority city. The 5 largest ethnic groups in Tampa, FL are White (Non-Hispanic) (43%), Black or African American (Non-Hispanic) (22.7%), White (Hispanic) (19.7%), Asian (Non-Hispanic) (3.76%), and Other (Hispanic) (3.57%). 0% of the households in Tampa, FL speak a non-English language at home as their primary language, and 91.5% of the residents in Tampa, FL are U.S. citizens.

The most common European ancestry groups include German (9.2%), Irish (8.4%), English (7.7%), Italian (5.6%) and French (2.4%). Tampa is home to a large gay population and culture known as the GaYbor District.

With a 2020 population of **404,636**, Tampa is the **3rd** largest city in Florida (after Jacksonville and Miami) and the **47th** largest city in the United States . Tampa is currently growing at a rate of 0.61% annually and its population has increased by 20.53% since the most recent census, which recorded a population of **335,709** in 2010. Tampa reached it's highest population of 404,636 in 2021. Spanning over 176 miles, Tampa has a population density of 3,549 people per square mile.

The average household income in Tampa is \$87,818 with a poverty rate of 18.60%. The median rental costs in recent years comes to \$1,131 per month, and the median house value is \$238,900. The median age in Tampa is 35.7 years, 35 years for males, and 36.2 years for females.

The largest universities in Tampa, FL are University of South Florida-Main Campus (13,079 degrees awarded in 2019), Hillsborough Community College(5,718 degrees), and The University of Tampa (2,246 degrees).

Tampa is part of a large metropolitan area called the Tampa Bay Area (2.8 million population), and the city is also part of the Tampa-St. Petersburg-Clearwater Metropolitan statistical area. This is the fourth largest metro area in the Southeastern U.S. after Miami, Washington, D.C., and Atlanta. The Greater Tampa Bay area has more than 4.3 million people and is projected to hit 4.56 million by 2021.

The Greater Tampa Bay Area includes Hillsborough, Pinellas, Hernando, Pasco, Citrus, Manatee, Sarasota and Polk Counties, as defined by Tampa Bay Partnership. Principal cities with populations over 100,000 include: Tampa, St. Petersburg, Clearwater, Sarasota, Lakeland, Brandon and Spring Hill.

## **21. Additional impact/participation numbers information (optional)**

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

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The Straz Center is “more than a place to see a show.” We are a creative presenting, producing, collaborating, convening, initiating and instigating leader in the performing arts, forging beneficial programs, services and alliances to help address local to universal issues, needs and callings – merging the transformative impact of the arts with other equally passionate arts and non-arts partners.

This results in a considerable organizational responsibility and takes tremendous commitment, planning, and resources.

We are dedicated to superior outcomes on our stages, in our classrooms, and throughout Florida.

Our impact is not a result – it is our goal.

As an industry leader, we work broadly outside of our walls and plan the resources to achieve great outcomes with lasting impact – pioneering national tours; helping build Florida into the nation’s third largest Broadway market; partnering with the National Sculpture Society to fill our lobbies with the country’s best contemporary visual arts; working with partners across the country to build model arts engagement programs to help veterans overcome trauma; providing arts education at as many Title 1 underserved schools as possible; programming for other community venues, festivals, celebrations and events; promoting other cultural constituents; leading mitigation plans to help performing arts centers and venues across the US prepare for post-pandemic operations; leading national advocacy for our industry, helping to prove the tremendous impact the pandemic has had on the arts and our nonprofit performing arts industry.

Our accredited conservatory is staffed 100% with outstanding Florida artists and artist educators. Many of our staff are practicing Florida artists. The first artist on our stage when we opened in 1987 is today leading us and our community into a more informed and proactive commitment to and relationship with our BIPOC neighbors, patrons, students, staff, volunteers, and artists.

Four school districts, 50 Title 1 schools, 10+ local cultural constituents, two regional veterans hospitals, a multi-command military base, two national medical institutions, universities and colleges, numerous special needs groups, our nation’s two leading arts agencies and the FL DCA, 11 other arts and healing partnerships across the US, a growing number of BIPOC artists and arts groups, and many more put their trust in us to lead and deliver.

## **22. 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.

- Hernando
- Hillsborough
- Manatee
- Pasco
- Pinellas
- Polk
- Sarasota

## **23. What counties does your organization serve?**

Select the counties in which your organization provides services. For example, if your organization is located in Alachua County and you provide resources and services in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. This might include groups that visit your facility from other counties.

- Alachua
- Baker
- Bay

- Bradford
- Brevard
- Broward
- Calhoun
- Charlotte
- Citrus
- Clay
- Collier
- Columbia
- DeSoto
- Dixie
- Duval
- Escambia
- Flagler
- Franklin
- Gadsden
- Gilchrist
- Glades
- Gulf
- Hamilton
- Hardee
- Hendry
- Hernando
- Highlands
- Hillsborough
- Holmes
- Indian River
- Jackson
- Jefferson
- Lafayette
- Lake
- Lee
- Leon
- Levy
- Liberty
- Madison
- Manatee
- Marion
- Martin
- Miami-Dade
- Monroe
- Nassau
- Okaloosa
- Okeechobee
- Orange
- Osceola
- Palm Beach
- Pasco



- Pinellas
- Polk
- Putnam
- Santa Rosa
- Sarasota
- Seminole
- St. Johns
- St. Lucie
- Sumter
- Suwannee
- Taylor
- Union
- Volusia
- Wakulla
- Walton
- Washington

#### **24. Describe your virtual programming - (Maximum characters 3500.)**

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

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Our virtual programs includes parts of our VetArtSpan Initiative, arts education outreach, giving voices to our BIPOC community and artists, keeping audiences engaged, and expanding our marketing and social media.

Due to the pandemic, we pivoted many arts education and community engagement programs. We also addressed Black Lives Matter from within our organization and made a renewed commitment to inclusion, diversity, equality and accessibility with virtual programs for internal and community voices. We felt it was a response of immediacy, but we also realized the huge value of virtual programming in reaching isolated audiences and audiences that don't feel valued or included.

Because we could not present the James Haley and Bay Pines VA Hospitals Creative Arts Showcase live at the Straz Center this year, we produced it in isolation and presented it virtually in Facebook, YouTube and Instant Encore.

**Our Tampa Total Request Live (TTRL)** is a weekly virtual program featuring the finest emerging regional performing artists and is packed with interviews, videos and live performances. It won *Creative Loafing's* 2020 "Best of the Bay" award, and Tampa Downtown Partnership's 2021 Urban Excellence Arts & Culture Award. The TTRL weekly episodes have more than 164,000 views, and more than twice the attendance than we could fit in both Morsani and Ferguson Halls!

With The Johns Hopkins School of Medicine, we host the **Arts & Mind Village** series of panel discussions. Featuring professionals from the arts, science and medical research, these educational conversations build a bridge between two worlds that are considered to be in contrast and explore the arts as a healing modality. *This series and other content are archived on the Straz Center's YouTube channel.*

We serve our veteran community, their families and caregivers through a variety of programs including monthly virtual **Your VetChat** art-based discussions facilitated by Marine Corps veteran, world-

renowned artist and Straz Community Engagement artist-in-residence Fred Johnson.

**Vetartspan.org** was visited more than 14,000 times by over 7,500 unique visitors between October 2020 and January 2021. Guided by veterans, the website is a highly interactive resource for veterans, families and caregivers.

**Arts Legacy REMIX** is our series of free events celebrating Tampa Bay's evolving cultural diversity. In March 2020, these curated events went virtual to keep the community connected. Virtual REMIX livestreams have more than 11,500 viewers, with additional views on the Straz Center's YouTube channel.

The first in our monthly series of **Voices of the Community Town Halls** live-streamed on July 30, 2020 with 3,693 viewers — more people than we could have fit in our largest hall.

*These gatherings provide a safe space for sharing story and experience, highlighting subjects or artwork created by or about people of color. They serve those who seek to more profoundly understand Black lives and contributions, empower the community to have a stronger foundation of inclusion, equity and change and to amplify the role we choose to play as a true community partner as we weave a culturally vibrant tapestry of Tampa Bay. – Fred Johnson, facilitator*

Over the 2020 summer and fall semesters, our **Patel Conservatory** enrolled more than 1,170 students in safe in-person, Zoom-based and hybrid performing arts classes, intensives and camps.

Thousands of teachers, parents and students at 42 **Arts Education Partner schools and agencies** continue to connect with our growing library of online content. For instance, we created a Facebook group where partnering schools in four counties can access valuable arts learning activities, videos, and lessons from our Patel Conservatory.

Engagement with our Facebook Arts Education page includes more than 265,000 impressions, 16,500 engagements and 24,500 total video views. From March to November, we saw a 30% increase of students reaching out for the arts via Instagram, with 76,300 impressions and 6,400 engagements.

During COVID-19 isolation, we also participated with livestreaming recorded and live performances from artists around the globe.

## **25. Proposal Impact - (Maximum characters 3500.)**

How is your organization benefitting your community .What is the economic impact of your organization?

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

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### **ECONOMIC & TOURISM IMPACT**

- 2,141 community jobs supported by Straz Center and Straz audience spending
- **\$130,000,000 annual economic impact to Hillsborough County & Florida**
- 110,000 hotel room nights generated annually
- 40,000 statewide and nationwide visiting ticket buyers (not attendance) in 2019
- \$6,730,000 state and local tax revenue achieved annually

### **ANNUAL INFRASTRUCTURE**

- \$50+ million annual Straz Center operations budget
- 738 full-time, part-time and seasonal Straz Center employees in 2019
- 950 volunteers serving more than 79,000 hours

### **EACH YEAR, THE STRAZ CENTER...**

- Serves 700,000 Florida residents and visitors
- Programs events 364 days/year, including off-peak season
- Contracts more than 3,000 artists from around the world
- Presents, produces, hosts more than 1,600 performances, events, conferences, training, business and community meetings

### **ARTS EDUCATION IMPACT**

- 50,000 participants engaged in arts learning programs
- 221,924 instruction hours in theater, music and dance delivered in 2019
- 50+ partnering schools and agencies in need receive services at no cost
- Patel Conservatory enrolled students from 32 states and 5 countries in 2019
- 648 arts education scholarships awarded in 2019, totaling \$393,793

### **LEADERSHIP IN THE INDUSTRY**

- The largest nonprofit arts and cultural institution in Florida
- One of the largest performing arts centers in the nation
- Consistently ranked among the top 10 PACs in the world in *Billboard*, *Venues Today* and *Pollstar* for more than 15 years

### **@The Straz**

Employing, presenting and producing FL artists & arts educators

Multi-discipline outdoor and indoor placemaking

Arts & culture as resource for economic growth, tourism, education, communities

Business & tourism partnerships for economic development

Arts Education leadership and resources

Resources, training & services to make arts accessible

Title 1 schools, community agencies, hospitals, veterans, special needs

Economic opportunities & partnerships that attract new performing arts projects to FL

State & national relationships that enhance FL's leadership in arts and cultural resources

## **26. Marketing and Promotion**

**26.1 How are you marketing and promoting your organizations offerings? \***

Billboards

Brochures

Collaborations

- Direct Mail
- Email Marketing
- Magazine
- Newsletter
- Newspaper
- Pay Per Click (PPC) Advertising
- Podcast
- Radio
- Organic Social Media
- Paid Social Media
- Television
- Other

## **26.2 What steps are you taking in order to build your audience and expand your reach? - (Maximum characters 3500.)**

How are you marketing and promoting your organizations offerings?

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The Straz Center has a dedicated in-house Marketing Department with 19 field representatives, design artists and specialized support staff, ranging from Vice President of Programs & Marketing, Directors of Marketing, PR, Creative, Digital Media, Publications, and Video Projects, to Marketing Managers of Broadway, Education, Audience Development, Digital Media, Graphics, and Group Sales. These skilled professionals work closely with local, state, and national media, hotels, visitor centers, convention centers, visitor bureaus and VISIT FLORIDA to cross-promote our programs. We also have two full-time Education Marketing Coordinators who focus only on arts education and outreach programs and student performances.

Our marketing staff is charged with identifying ongoing and potential new audiences and, with input from senior staff, devising marketing and audience development strategies. These strategies are detailed in the Center's annual operating plan. In addition to a fully developed advertising and public relations system, staff members market to groups, design and operate STRAZCENTER.ORG, OPERATAMPA.ORG and PATELCONSERVATORY.ORG, develop numerous print marketing tools, develop mailing lists, send informational mailings, make public speaking engagements, and coordinate special events to engage the community and attract a wide variety of new patrons to Straz Center performances, programs and activities.

With marketing support from the Hillsborough County Tourist Development Tax, our marketing staff works closely with Visit Tampa Bay (CVB) to advertise Straz Center shows and programs through direct advertising and campaign promotions in statewide, national and global markets.

Straz Center marketing staff also uses its extensive distribution channels and implements innovative ways to attract interest and attendance, including our very popular E-Center Newsletter, a myriad of social media (ranging from the Tampa Total Request Live program, Culture Shock and What You Missed Blogs and Twitter to Facebook, MySpace and YouTube), and website virtual tours.

Marketing staff also:

- Online promotion of mobile-friendly strazcenter.org with targeted offers, live chats, pre-sales, and member benefits
- Dynamic pricing to drive ticket sales and revenue

- Press openings to generate feature and review coverage
- Target specific niche markets with ads in publications such as La Gaceta, Watermark (LGBTQ+), and the Florida Sentinel
- Traditional print and Internet advertising in English and Spanish media outlets throughout the region
- Outdoor advertising on Interstate billboards, building wraps, kiosks, and banners
- Participation in national and international campaigns with VISIT FLORIDA, Visit Tampa Bay, AAA and other tourism-focused groups
- Promote events to culturally specific audiences by being regular presenters on Hispanic and BIPOC radio talk shows
- E-blasts to targeted subscribers and single ticket buyers with new show offers, 350,000 current contacts
- Social media plans are created for most shows and events and launched on Facebook, Twitter, Instagram, Instant Events and more
- Engage a wide range of travel and Internet media
- Press coverage with local and national print, TV and radio media, averaging 175 placements per month
- Maintain strong advertising relations with national press such as *The New York Times*, leading performing arts programs *Metropolitan Opera PLAYBILL*, *Kennedy Center PLAYBILL*, and industry publications such as *VARIETY*, *Billboard* and *Venues Today*.

Attendance from outlying/suburban communities is also addressed through ongoing audience development initiatives and community outreach events at community centers, bookstores, malls, etc. Straz Center CEO Judy Lisi with programming and staff and visiting artists also appear on regional television talk shows (and occasionally on national talk shows) to feature upcoming artists, events, behind-the-scenes stories.

## F. Impact - Diversity, Equity and Inclusion Page 6 of 12

**27. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility.\* In addition to your facility, what step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community?)**

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at <http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/>. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

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The Straz Center is mission-driven to make high quality performing arts and arts education accessible, celebrating diverse cultural interests and engaging those impacted by racial/cultural, wellness, physical, developmental, geographical and financial barriers.

From podcasts and interactive arts for isolated veterans; virtual arts education for students and families at home; heightening our IDEA (Inclusion, Diversity, Equality, Accessibility) Initiative for staff, leadership and programming; renewed commitment to BIPOC programming; hosting Voices of the Community Town Halls for Black Lives Matter, Arts Legacy REMIX cultural events; we will continue to build our diversity, equality and inclusion initiatives.

We bring accessible curriculum in dance, music and theater to children, young adults and seniors in 50+ partnering Title 1 schools and agencies, including special-needs partnerships with Pepin Academy, MacDonald Training Center, Gigi's Playhouse of Tampa, and Pyramid, Inc.

Our theater improvisation classes help special needs adults at MacDonald Training Center learn to adapt to change so they can have a shot at an independent life.

Sensory-friendly student performances welcome families with children who have sensory sensitivities.

Our Broadway Buddies peer-mentoring program pairs 30 home schooled students with student on the spectrum to attend theater classes together, build socio-emotional and interpersonal skills, and attend age-appropriate theater performances together.

We provide Gigi's Playhouse of Tampa with weekly adaptive dance classes and modified dance instruction for children with Down syndrome.

We partner with the FL DCA, AFTA and 10 nationwide organizations to develop NEA Creative Forces demonstration programs for veterans, their families and caregivers.

We promote our open captioning and audio description services to make community organizations serving the hearing and vision impaired aware of these services, including Deaf Services Center, Tampa Lighthouse for the Blind and others.

### **Accessibility services:**

Free dress rehearsals, preview performances, subsidized tickets

Student, teacher, veteran and military family ticket discounts

Amplified hearing headsets

Open captioning, signing, audio descriptions

Access information on websites

Signage, ADA symbols, large print, Braille and Spanish language

Disability Services Coordinator

Box office (TDD) services for the deaf

Bi-lingual box office personnel

Seating disabilities and mobility impairments

Companion seating & restrooms

Handicap and valet parking

Usher training for 900 volunteers

Guide dog training

Accessible water fountains and phones

Wheelchair-height box office window

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

## **28. Policies and Procedures**

Yes

No

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

Yes

No

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

Lorrin Shepard, Exe VP & COO

## **30. 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.

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

Yes

No

**31.1 If yes include here:**

OUR COMMITMENT TO ANTI-RACISM

We promise to do more to support the lives, art, stories and culture of those who are Black, Indigenous and Persons of Color. And, we promise to hold our institution accountable.

Listening. Learning. Sharing. Taking action. Advancing ideas and solutions to accelerate social justice demands for Black, Indigenous and People of Color.

HOW YOU CAN TAKE ACTION

REGISTER TO VOTE

TAKE THE 2020 CENSUS

CONTACT YOUR REPRESENTATIVES

HOW THE STRAZ IS TAKING ACTION (from our website - has tons more)

Our Commitment to Anti-Racism

We at the Straz Center are committed to being an anti-racist organization. We will expand the depth and breadth of opportunities for Black, Indigenous and People of Color (BIPOC), including staff, artists, board members and community members. This commitment is ongoing and represents our desire to create and nurture an organizational culture that espouses anti-racism, equity and belonging throughout the entire Straz family. We devote ourselves to setting higher standards for how we conduct ourselves and our business every day.

Led by the Straz Center's Community Engagement team, we are building on work that has already begun at The Straz. Below are pursuits which we will prioritize and weave throughout the fabric of our institution. These are not intended to be immediate solutions, but rather iterative strategies that will help us reach our goals over time to foster anti-racism within the organization and across the performing arts.

1. Conduct internal and external listening and learning sessions to implement an organizational learning plan enabling all in our organization to recognize the societal challenges of Black, Indigenous and People of Color while rejecting white privilege in all its forms.
2. Diversify further our recruitment and hiring practices with emphasis on executive leadership and upper level management positions.
3. Increase board member diversity.
4. Create an arts administration mentorship program for Black, Indigenous and People of Color (BIPOC).
5. Provide training and enrichment opportunities for internal BIPOC staff to encourage career advancement.
6. Create a Community Engagement External Advisory Committee.
7. Expand current internal Diversity, Equity and Inclusion Committee by transitioning to an



I.D.E.A (Inclusion, Diversity, Equity and Access) Committee model alignment with national diversity conversations.

8. Increase intentional representation to amplify voices of BIPOC artists on our stages through programming branded #BlackStoriesMatter.
9. Conduct monthly town halls to provide a safe space for sharing stories and experiences, serving to educate those who seek more profound understanding of Black lives and the contributions of the Black community. Each town Hall will highlight a subject or piece created by a BIPOC artist.
10. Continue to grow community partnerships to provide arts education and social issue conversations in schools that serve BIPOC students and families.

### **32. Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all?**

#### **Accessibility @ The Straz Includes:**

Free dress rehearsals, preview performances, subsidized tickets

Student, teacher, veteran and military family ticket discounts

Target specific niche markets with ads in publications such as La Gaceta, Watermark (LGBTQ+), and the Florida Sentinel

Promote events to culturally specific audiences by being regular presenters on Hispanic and BIPOC radio talk shows

Partner with Title 1 schools, community agencies, hospitals, veterans, special needs

**Vetartspan.org website** Guided by veterans, the website is a highly interactive resource for veterans, families and caregivers.

**Arts Legacy REMIX** is our series of free events celebrating Tampa Bay's evolving cultural diversity.

Our **Voices of the Community Town Halls** live-streamed to 3,693 viewers — more people than we fit in our largest hall.

#### **#BlackStoriesMatter EVENTS**

To bring our community together and to encourage everyone to take part in the movement to ensure civil rights for all, the Straz Center will be announcing a series of events focused on promoting racial equality and social justice. Check back as we confirm how and when you can participate in those initiatives. To view past town halls, go here.

Voices of the Community: Dance, Dance, Dance

Artists and experts, representing a broad range of the African American tapestry of dance in the Tampa Bay area, will discuss how the art form helped define the communal and cultural richness of our communities of color.

#### **RESOURCES to advance ideas and solutions (THIS IS A LONG LIST OF RESOURCES POSTED ON WWW.STRAZCENTER.ORG)**

Here you can find resources that will help you take action and better understand the issues of social injustice in the U.S. Join us here to learn more, do more and help our nation achieve the more perfect union it always promised.

FOR EVERYONE

WATCH / READ / LISTEN

*A Love Song for Latasha* – Netflix; *A Love Song for Latasha* is a 2019 American biographical documentary short film directed by Sophia Nahli Allison. Drawing on memories from the subject's cousin and best friend, the film reimagines the life of Latasha Harlins, a Black Los Angeles girl shot and killed by a convenience store owner in 1991. It is nominated for an Academy Award for Best Documentary Short Subject at the 93rd Academy Awards.

*Waffles and Mochi* – Netflix; Curious puppet pals Waffles and Mochi travel the world exploring the wonders of food and culture while learning how to cook with fresh ingredients.

*Amend: The Fight for America* – Netflix; Will Smith hosts this look at the evolving, often lethal, fight for equal rights in America through the lens of the US Constitution's 14th Amendment.

**VISIT OUR WEBSITE FOR THE REMAINING HUNDREDS OF RESOURCES FOR FAMILIES, CHILDREN, EDUCATORS AND MORE.**

<https://www.strazcenter.org/Community-Impact/Mission-Statement>

### **33. Describe the Diversity of your staff, volunteers, and board members.**

The 5 largest ethnic groups in Tampa, FL are White (Non-Hispanic) (43%), Black or African American (Non-Hispanic) (22.7%), White (Hispanic) (19.7%), Asian (Non-Hispanic) (3.76%), and Other (Hispanic) (3.57%). 0% of the households in Tampa, FL speak a non-English language at home as their primary language, and 91.5% of the residents in Tampa, FL are U.S. citizens.

Although the diversity of our staff and volunteers is not as strong as the diversity of Tampa, we work proactively for our staff, volunteers and board members to reflect the diversity of all the communities we serve. Through our institutional IDEA Initiative, we are working diligently through a renewed commitment to responsibly represent the cultural fabric of the Tampa Bay area in recruiting and hiring staff and volunteers as well as partnering with local business and civic organizations.

# G. Track Record Page 7 of 12

## 34. Fiscal Condition and Sustainability

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.

Except for the current COVID19 Pandemic, the Straz Center's fiscal condition has remained stable for more than 29 years. This is due to sustained efforts by our administration and board to ensure long-term stability through a successful model of earned revenue and nonprofit funding resources.

We pray that by the 2021-2022 season of arts and cultural offerings, that the Straz Center and all the creative industries will be resuming arts and arts education programming much like those prior to January 2020. If not, we will have developed a new model for success.

Our fiscal condition is healthy due to sustained efforts by the administration and board to ensure long-term stability for the organization. We have not had an accumulated debt since 1996. Operational stability is secured by a positive cash position due to advanced season and individual ticket sales. Additional earned revenue includes facility rentals, concessions, retail sales, and catering.

The Straz Center has an exceptional earned to contributed revenue ratio of 80% earned to 20% contributed.

Our Annual Campaign raises more than \$7.1 million in contributed revenue and in-kind services from individuals, corporations, foundations, special events and public entities to help support our annual budget, which averages approximately \$50 million.

Our board of trustees, 62 community leaders, contributes more than \$450,000 raises more than \$3.9 million for annual operations. Their advocacy also helps secure additional funding from the City of Tampa, Hillsborough County and the State of Florida. Our 600+ volunteers provide approximately 70,000 hours of service, valued at \$567,000, to help make the Straz Center one of the top performing arts facilities in the nation.

**35. Completed Fiscal Year End Date (m/d/yyyy) \*** 9/30/2020

## 36. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$3,564,496	\$3,484,192	\$4,302,745
2. Personnel: Programmatic	\$7,797,842	\$2,445,312	\$8,394,391
3. Personnel: Technical/Production	\$928,918	\$353,159	\$849,711

4.	Outside Fees and Services: Programmatic	\$8,048,337	\$4,189,299	\$23,927,704
5.	Outside Fees and Services: Other	\$264,089	\$845,055	\$679,840
6.	Space Rental, Rent or Mortgage	\$197,827	\$175,782	\$226,308
7.	Travel	\$178,705	\$215,286	\$430,572
8.	Marketing	\$2,796,148	\$467,123	\$3,575,695
9.	Remaining Operating Expenses	\$5,669,153	\$3,737,563	\$8,001,508
<b>A.</b>	<b>Total Cash Expenses</b>	<b>\$29,445,515</b>	<b>\$15,912,771</b>	<b>\$50,388,474</b>
<b>B.</b>	<b>In-kind Contributions</b>	<b>\$291,000</b>	<b>\$300,000</b>	<b>\$300,000</b>
<b>C.</b>	<b>Total Operating Expenses</b>	<b>\$29,736,515</b>	<b>\$16,212,771</b>	<b>\$50,688,474</b>
	<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
10.	Revenue: Admissions	\$9,440,068	\$2,237,096	\$28,649,715
11.	Revenue: Contracted Services	\$3,148,664	\$1,474,788	\$5,330,083
12.	Revenue: Other	\$4,587,130	\$2,143,548	\$9,244,749
13.	Private Support: Corporate	\$653,614	\$650,000	\$820,000
14.	Private Support: Foundation	\$640,365	\$695,000	\$650,000
15.	Private Support: Other	\$3,821,370	\$1,543,604	\$4,300,000
16.	Government Support: Federal	\$50,000	\$20,000	\$50,000
17.	Government Support: State/Regional	\$81,411	\$75,000	\$70,000

18. Government Support: Local/County	\$1,007,520	\$957,038	\$1,273,927
19. Applicant Cash	\$12,056,024	\$6,116,697	
<b>D. Total Cash Income</b>	<b>\$35,486,166</b>	<b>\$15,912,771</b>	<b>\$50,388,474</b>
<b>B. In-kind Contributions</b>	<b>\$291,000</b>	<b>\$300,000</b>	<b>\$300,000</b>
<b>E. Total Operating Income</b>	<b>\$35,777,166</b>	<b>\$16,212,771</b>	<b>\$50,688,474</b>

**37. Additional Operating Budget Information - (Maximum characters 500.)**

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

FY20: pandemic ended season, closed facility, layoffs, cancelled programs, halted non-essential costs. Ticket refunds, but fundraising @ 90%. Applicant cash & surplus: funds from endowment, Paycheck Protection loan, settlement f/ BP Oil Spill. Basic facility operations, 335,000 sq ft, and staff for HVAC and restrooms mitigation. BP funds now invested.

FY21: maintain minimal staffing, facility operations, pivoting education and community engagement. Received a 2nd Paycheck Protection loan; applied for federal Shuttered Venue Operators Grant.

FY22: fully reopening.

Normally 500 characters will work for this...

**38. Paid Staff**

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

**39. Hours \***

- Organization is open full-time
- Organization is open part-time

**40. Does your organization have a strategic or long range plan?**

Yes

No

# H. Track\_Record Page 8 of 12

## 41. Rural Economic Development Initiative (REDI) Waiver

Yes

No

## 42. 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.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (theses are earned or contributed funds supplied by your organization))
- c. In-kind (the value of donated goods and services)

Do not include any non-allowable expenses in the proposal budget. (see non-allowable expenses).

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

### 42.1 Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Admin Staff	\$0	\$2,291,679	\$0	\$2,291,679
2	HR, Finance, Systems	\$0	\$1,813,208	\$0	\$1,813,208
3	Box Office, Patron Services	\$0	\$1,286,050	\$0	\$1,286,050
4	Security, Bldg. Service, Operations	\$0	\$1,067,808	\$0	\$1,067,808
5	Marketing, Community Services	\$0	\$1,767,358	\$0	\$1,767,358
<b>Totals:</b>		<b>\$0</b>	<b>\$8,226,103</b>	<b>\$0</b>	<b>\$8,226,103</b>

### 42.2 Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
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#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Programming	\$0	\$379,356	\$0	\$379,356
2	Opera Tampa	\$0	\$166,974	\$0	\$166,974
3	Education	\$0	\$2,271,680	\$0	\$2,271,680
<b>Totals:</b>		<b>\$0</b>	<b>\$2,818,010</b>	<b>\$0</b>	<b>\$2,818,010</b>

#### 42.3 Personnel: Technical/Production \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Tech/Production Staff	\$0	\$260,241	\$0	\$260,241
<b>Totals:</b>		<b>\$0</b>	<b>\$260,241</b>	<b>\$0</b>	<b>\$260,241</b>

#### 42.4 Outside Fees and Services: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Royalties & Guarantees	\$150,000	\$17,739,772	\$0	\$17,889,772
2	Outside Artists & Musicians	\$0	\$682,378	\$0	\$682,378
3	ASCAP/BMI	\$0	\$15,604	\$0	\$15,604
4	Production Labor & Union Dues	\$0	\$1,769,267	\$0	\$1,769,267
<b>Totals:</b>		<b>\$150,000</b>	<b>\$20,207,021</b>	<b>\$0</b>	<b>\$20,357,021</b>

#### 42.5 Outside Fees and Services: Other \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Finance, HR, Legal, Filing/Licenses	\$0	\$130,240	\$0	\$130,240
2	Consultants	\$0	\$409,300	\$0	\$409,300
<b>Totals:</b>		<b>\$0</b>	<b>\$2,619,472</b>	<b>\$0</b>	<b>\$2,619,472</b>



#	Description	Grant Funds	Cash Match	In-Kind Match	Total
3	Other Contract Labor	\$0	\$569,788	\$0	\$569,788
4	Education Contract Labor	\$0	\$18,150	\$0	\$18,150
5	Postage, Courier, Copier, Graphics, ADA	\$0	\$245,982	\$0	\$245,982
6	Police, Security, Firewatch	\$0	\$520,647	\$0	\$520,647
7	Service Contracts	\$0	\$725,365	\$0	\$725,365
<b>Totals:</b>		<b>\$0</b>	<b>\$2,619,472</b>	<b>\$0</b>	<b>\$2,619,472</b>

#### 42.6 Space Rental (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Equipment Rental	\$306,189	\$0	\$306,189
2	Misc. Production Rent	\$65,580	\$0	\$65,580
<b>Totals:</b>		<b>\$371,769</b>	<b>\$0</b>	<b>\$371,769</b>

#### 42.7 Travel (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Production Travel	\$2,350	\$0	\$2,350
2	Hotels, Transportation, Travel Per Diem	\$786,853	\$100,000	\$886,853
<b>Totals:</b>		<b>\$789,203</b>	<b>\$100,000</b>	<b>\$889,203</b>

#### 42.8 Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Event Advertising & Billboards	\$0	\$1,996,611	\$500,000	\$2,496,611
<b>Totals:</b>		<b>\$0</b>	<b>\$2,757,644</b>	<b>\$500,000</b>	<b>\$3,257,644</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Season Marketing, Ad, Brochure	\$0	\$367,479	\$0	\$367,479
3	Print Materials	\$0	\$356,304	\$0	\$356,304
4	PR, Clippings, Photography, Signs & Banners	\$0	\$37,250	\$0	\$37,250
<b>Totals:</b>		<b>\$0</b>	<b>\$2,757,644</b>	<b>\$500,000</b>	<b>\$3,257,644</b>

#### 42.9 Remaining Proposal Expenses \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Box Office Charges	\$0	\$661,635	\$0	\$661,635
2	Utilities, Telephone, Garbage	\$0	\$921,853	\$0	\$921,853
3	Sound, Lights, Costumes, Scenery	\$0	\$296,639	\$0	\$296,639
4	Insurance	\$0	\$379,997	\$0	\$379,997
5	Materials & Supplies	\$0	\$748,470	\$0	\$748,470
6	Special Projects	\$0	\$259,101	\$0	\$259,101
7	Maintenance & Repairs	\$0	\$336,080	\$0	\$336,080
8	Custodial	\$0	\$153,093	\$0	\$153,093
9	Seminars & Meetings	\$0	\$112,969	\$0	\$112,969
10	Volunteer Expense	\$0	\$60,400	\$0	\$60,400
11	Research, Subscriptions, Books	\$0	\$50,095	\$0	\$50,095
12	Parking	\$0	\$50,862	\$0	\$50,862
<b>Totals:</b>		<b>\$0</b>	<b>\$5,820,768</b>	<b>\$0</b>	<b>\$5,820,768</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
13	Misc. Remaining Expenses	\$0	\$1,789,574	\$0	\$1,789,574
<b>Totals:</b>		<b>\$0</b>	<b>\$5,820,768</b>	<b>\$0</b>	<b>\$5,820,768</b>

**Amount of Grant Funding Requested: \$150,000**

**Cash Match: \$43,870,231**

**In-Kind Match: \$600,000**

**Match Amount: \$44,470,231**

**Total Project Cost: \$44,620,231**

#### 43. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

##### 43.1 Revenue: Admissions \*

#	Description	Cash Match	Total
1	Ticket Sales	\$23,088,408	\$23,088,408
<b>Totals:</b>		<b>\$0</b>	<b>\$23,088,408</b>

##### 43.2 Revenue: Contracted Services \*

#	Description	Cash Match	Total
1	Education & Humanities	\$2,465,322	\$2,465,322
<b>Totals:</b>		<b>\$0</b>	<b>\$2,465,322</b>

##### 43.3 Revenue: Other \*

#	Description	Cash Match	Total
<b>Totals:</b>		<b>\$0</b>	<b>\$10,641,426</b>

#	Description	Cash Match	Total
1	Box Office Fees	\$4,062,440	\$4,062,440
2	Rent & Service Revenue	\$6,578,986	\$6,578,986
<b>Totals:</b>		<b>\$0</b>	<b>\$10,641,426</b>

#### 43.4 Private Support: Corporate \*

#	Description	Cash Match	Total
1	Corporate Support	\$820,000	\$820,000
<b>Totals:</b>		<b>\$0</b>	<b>\$820,000</b>

#### 43.5 Private Support: Foundation \*

#	Description	Cash Match	Total
1	Foundation Support	\$940,000	\$940,000
<b>Totals:</b>		<b>\$0</b>	<b>\$940,000</b>

#### 43.6 Private Support: Other \*

#	Description	Cash Match	Total
1	Private Support	\$2,390,000	\$2,390,000
2	Special Events	\$1,843,000	\$1,843,000
<b>Totals:</b>		<b>\$0</b>	<b>\$4,233,000</b>

#### 43.7 Government Support: Federal \*

#	Description	Cash Match	Total
1	National Endowment for the Arts	\$20,000	\$20,000
<b>Totals:</b>		<b>\$0</b>	<b>\$20,000</b>

#### 43.8 Government Support: Regional \*

#	Description	Cash Match	Total
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#	Description	Cash Match	Total
1	State DCA	\$70,000	\$70,000
<b>Totals:</b>		<b>\$0</b>	<b>\$70,000</b>

**43.9 Government Support: Local/County \***

#	Description	Cash Match	Total
1	City of Tampa	\$492,075	\$492,075
2	Hillsborough County	\$1,100,000	\$1,100,000
<b>Totals:</b>		<b>\$0</b>	<b>\$1,592,075</b>

**43.10**

**Total Project Income: \$44,620,231**

**43.11 Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	0%
B.	Cash Match	\$43,870,231	\$43,870,231	98%
	Total Cash	\$44,020,231	\$44,020,231	98%
C.	In-Kind	\$600,000	\$600,000	1%
	Total Proposal Budget	\$44,620,231	\$44,620,231	99%

**44. Additional Proposal Budget Information (optional)**

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.

This budget does not include costs nor revenues for Food & Beverage, Scholarships or Awards.

# 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 DAC 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.

## 45. Required Attachment List

Please upload your required attachments in the spaces provided.

45.1

### Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
TBPAC Straz Ctr Substitute W-9 June 2021.pdf	30 [KB]	6/1/2021 3:27:13 PM	View file

## 46. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
TBPAC Straz Ctr Mission & Programs.pdf	Straz Center Mission & Programs		15258 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Straz Center Letters of Support.pdf	Straz Center Letters of Support		1106 [KB]		<a href="#">View file</a>
Straz Center Arts Ed & Special Initiatives.pdf	Straz Center & Special Initiatives		2067 [KB]		<a href="#">View file</a>
2021 Straz Center Board of Trustees.pdf	Straz Center Board of Trustees		209 [KB]		<a href="#">View file</a>
Straz Center Podcasts _ VetArtSpan.pdf	Straz Center VetArtSpan Podcasts		4427 [KB]		<a href="#">View file</a>
Straz Center 2019 & 2020 Audit.pdf	Straz Center Audit 2020 & 2019		652 [KB]		<a href="#">View file</a>

**46.1**

## **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.

### **47. 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

In accordance with Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes, and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN (insert FEIN here) expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Florida Single Audit Act. You will be required to complete a separate certification form in [dosgrants.com](https://dosgrants.com) following the close of your fiscal year.

### 48. Florida Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with Section 215.197, Florida Statutes, Florida Single Audit Act and the policies and procedures established by the Division of Arts and Culture.

# L. Review & Submit Page 12 of 12

## 49. 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.

## 50. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Tampa Bay Performing Arts Center, 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.

### 50.1 Signature (Enter first and last name)

Donna McBride

