

Tallahassee Little Theatre, Inc.

Project Title: 2023-24 Production Season

Grant Number: 24.c.ps.141.241

Date Submitted: Monday, May 30, 2022

Request Amount: \$40,000.00

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 1

Discipline: Community Theatre

Proposal Title: 2023-24 Production Season

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: Tallahassee Little Theatre, Inc. 
- b. DBA: Theatre Tallahassee
- c. FEID: 59-6140228
- d. Phone number: 850.224.4597
- e. Principal Address: 1861 Thomasville Road Tallahassee, 32303-5764
- f. Mailing Address: 1861 Thomasville Road Tallahassee, 32303-5764
- g. Website: www.theatretallahassee.org
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: Leon
- k. UEI: K85VEPUK6KAS
- l. Fiscal Year End Date: 06/30

1. Grant Contact *

First Name

Theresa

Last Name

Davis

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Email theresa@theatretallahassee.org

2. Additional Contact *

First Name

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Last Name

Davis

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3. Authorized Official *

First Name

Theresa

Last Name

Davis

Phone 850.224.4597

Email theresa@theatretallahassee.org

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

C. Eligibility Page 3 of 12

1. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

2. 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

3. Project start date: 7/1/2023 - Project End Date: 6/30/2024 *

- Yes (required for eligibility)
- No

4. 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

1. Applicant Mission Statement - (500 characters) *

The mission of Theatre Tallahassee is to further and promote a community understanding of literary and dramatic arts and provide experience and growth for performers, directors and designers.

2. 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.

Theatre Tallahassee is requesting support for its 2023-202 production season. Support from the Florida Department of State through the Division of Arts and Culture grant program, will insure the improved artistic development and successful marketing of Theatre Tallahassee's Mainstage and Studio Season, providing quality performing arts to the Tallahassee community. The success of our Season plays a pivotal role in assuring the ongoing successful implementation of every other project the theatre undertakes. It will also support the theatre's education program, including both senior and youth education.

2.1. Programming Goals (2000 characters)

Please list at least three goals associated with the project or program 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.

Theatre Tallahassee will provide opportunities for the community to participate in theater as both audience members, artists and students. Through open auditions, rotating directors and numerous volunteer and education opportunities; members of the community become part of the process either through direct participation or as patrons.

Live theatre is a special relationship of the artists and audiences sharing a common creative experience. The theatre uses this medium as a way of strengthening the common bonds of the community by engaging participation in theater arts and further developing the artistic excellence of Theatre Tallahassee as a whole.

Theatre Tallahassee will pursue the following goals to sustain the level of quality productions, education and community service that it has provided to the region for the past seventy-three years.

Goal #1 – Retain current and grow volunteer participation

Goal #2 – Return audience attendance numbers to the 2019-20 attendance numbers.

Goal #3 – Increase the number of new partnerships with organizations in the community

Goal #4 – Increase participation in our senior acting troupe (AUP)

Goal #5 – Increase the number of youth education classes available throughout the year

2.2. 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”

The above goals will be achieved through the following objectives:

- Present eight productions in various genres at a high artistic quality to increase general attendance by 10%
- Ensure that the production season and any special events offer a variety of show sizes and genres to provide various performance, designing and directing opportunities for our artists
- Offer a minimum of five free workshops on various production skills to train volunteers increase technical volunteers by 50%
- Increase the number of Mainstage Series subscribers by 5% and The Studio Theatre subscribers by 5% by increasing local marketing efforts by increasing direct mail, social media and billboard advertising by 50%
- Host a minimum of two local Business mixers at the Theatre to increase the number of corporate sponsors by 10%.
- Have an information table at a minimum of 10 local community events providing information about productions and education opportunities
- Provide youth education flyers and audition notices to the 10 local high-schools and 3 local colleges to increase youth participation by 25%
- The Acting Up Players (senior acting troupe) will perform at a minimum of 5 senior community centers or events to increase membership by 20%
- Provide each show a \$2,500-\$8,000 budget for production needs; a production team; staff support for any needs; and all show marketing. The Theatre will assemble production teams with the goal of having them contracted four months prior to opening date of each show. Directors are chosen for the entire season at least 4 months before opening of season.

2.3. 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.

The above objectives will be achieved through the following specific activities, but are not limited to:

- Produce the Mainstage Series including 6 productions of various genres, selected to entertain the community at large and will be performed in the 271 seat auditorium.
- Produce The Studio Theatre Series of 2 shows in the 85 seat, black box theatre space. These shows are considered more artistic or intimate shows that may not appeal to our larger audience base. 2
- Produce one Matinee Series show performed by Theatre Tallahassee's resident adult acting group known as The Acting Up Players
- The Acting Up Players will perform shows at local senior communities to not only entertain but to invite seniors to join the group which creates friendships, assists with memory and balance, along with learning about theatre
- A minimum of 5 production meetings will be held for each show. Post production meetings include evaluations on any production issues and a budget review.
- Season brochures will be mailed to all current and two-year lapsed subscribers 5 months before opening of the season. Season announcement post cards will be mailed to 15,000 households that are not subscribers.
- Engage and train volunteers to fill technical production positions by having a minimum of five workshops on set painting techniques, costuming, lighting, sound design and stage management.
- Have a minimum of 10 events in our Studio After Dark Series, including cabarets, improv, stand-up, and miscast musicals; to offer short commitment opportunities for performers and reach a new audience to the theatre who might not have known about it
- Gather survey responses from emailing ticket purchasers and members and through Facebook to solicit input from our patrons to which shows they want to see in the future
- Continue to utilize Facebook, Twitter, Instagram and TikTok to increase our social media presence, which is beneficial to reaching younger audiences and performers
- Utilize billboard marketing for all shows at key intersections
- Have Board Members work an information table at local community events and university student common areas, to provide information about shows, education and special events
- Host business mixers sponsored by the local Chamber of Commerce, Leadership Tallahassee and Institute for Nonprofit Excellence at the Theatre, to introduce local business owners and members to our facility

2.4. Partnerships & Collaborations (2000 characters)

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.

Theatre Tallahassee enhances its presence as a vital member of the Tallahassee community through partnerships with other organizations. A series of Benefit Performances are available to provide a fundraising opportunity with an artistic emphasis to other not for profit groups. Many groups take advantage of this unique way to raise funds including the Friends

of 440 the Literacy Volunteers of Leon County, Kiwanis Clubs, PFLAG, and Zonta Cares. The Benefit Performances provide more performance opportunities for the actors and a small fee to cover the overhead for the Theatre. The benefit group has the opportunity to see tickets to the show, sell concessions and silent auction or other fundraising activities, and keep all of the funds generated for their organization.

We rent our facility to other organizations for their own events. From a small dance recital to huge events, the theatre has a facility that is open to the community and strives to provide excellent support to those performing in our space. We also loan costumes, props and set pieces, but most often we provide them as a courtesy to other theatre companies. Each year Quincy Music Theatre, TCC, Thomasville Arts Center, and FAMU borrow props and costumes from our inventory.

We also partner with local restaurant neighbors like the Food Glorious Food, Casa Grande and Midtown Pies to provide a more unique theatre experience for our patrons while also supporting local industries. This helps to keep dining and recreational businesses open and residents employed, but also create a better Tallahassee experience for cultural tourists. With the opening of new restaurants in the Midtown community, we continue to cultivate partnerships that are mutually beneficial.

Theatre Tallahassee began a partnership with SOMO Arts group in 2022. The group is a BIPOC Theatre Group that has struggled for many years to find a foothold and permanent space in the community. Theatre Tallahassee is working as a resource and support organization to help guide with administrative knowledge, production resources and community outreach to assist in building a strong foundation for the group. The theatres will do at least one joint project during the season.

E. Impact - Reach Page 5 of 12

For questions 1-6, 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.

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

36

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

63

3. How many Adults will participate in the proposed events?

15,000

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

0

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

200

6. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This

figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

6.1. Number of artists directly involved?

325

6.2. Number of Florida artists directly involved?

325

Total number of individuals who will be engaged?

15525

7. How many individuals will benefit through media?

22,500

8. 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.

8.1. Race Ethnicity: (Choose all that apply) *

No specific racial/ethnic group

8.2. Age Ranges (Choose all that apply): *

Children/Youth (0-17 years)

Young Adults (18-24 years)

Adults (25-64 years)

Older Adults (65+ years)

8.3. Underserved/Distinct Groups: *

No specific underserved/distinct group

9. Describe the demographics of your service area. (2000 characters)

Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and employment.

Tallahassee has a population of around 200,000 and averages about a 1.4% growth rate annual. Tallahassee is somewhat of a transient town due to being home to two universities. 43% of the population is of a minority decent, and although Tallahassee is the most highly educated county in the State, its poverty level is at 27%.

Tallahassee started a program in 2016 to market itself as a retirement destination and is marketing nationwide about wonderful amenities. Currently only 10% of the population is over the age of 60, while 47% of the population is under the age of 25, thanks to the universities.

10. Additional impact/participation numbers information (optional) (1500 characters)

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

The relatively new partnership with SOMO Arts, is expected to increase Theatre Tallahassee's demographics and increasing diversity both onstage and in the audience.

Prior to the pandemic, about 67% of season subscribers and individual ticket buyers were over the age of 62. Since re-opening the doors to full audiences, a shift has occurred lowering senior patrons to only 36%. If the trend continues, marketing and programming changes may shift to cater more to a new younger audience.

11. In what counties will the project/program actually take place?

Leon

12. What counties does your organization serve?

- Alachua
- Calhoun
- Dixie
- Franklin
- Gadsden
- Gulf
- Jackson
- Jefferson
- Leon
- Liberty
- Madison
- Okaloosa
- Suwannee
- Taylor
- Wakulla

13. Describe your virtual programming. Only for applicants with virtual programming. (2500 characters)

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.

14. Proposal Impact (3500 characters)

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

Organizations: Include education and outreach activities.

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

Theatre Tallahassee serves the entire Big Bend Region in Florida, and Thomas and Grady Counties in Georgia. TT's audience is an eclectic mix of people. A shifting of the average age of subscription holders to a younger age group has provided different impact in the community. TT has increased its Studio After Dark series to cater to the college age through middle-aged adult demographic.

The senior population has always been important to Theatre Tallahassee, and will continue to be as we transition to the new-normal environment of theatre. Senior comfort level in returning to auditoriums may never reach the level it was pre-pandemic. The Theatre plans to work with long-time partnering senior communities to provide access to their residents in an atmosphere they feel comfortable with. Some suggestions that are being evaluated are a designated show day for seniors and creating a special series of traveling shows that would be performed in the senior community auditorium space.

Theatre Tallahassee will continue to reach out to other diverse community organizations to create an impact within the different communities of our city. Building relationships within their community will help establish a trusting foundation to help TT better serve within their neighborhood and welcoming them to be more involved within the theatre.

Theatre Tallahassee has served as Tallahassee's community theatre for over 72 years. It is committed to involving people each year in theatre arts, not only as audience members, but as artists and volunteers. Auditions are open to anyone who expresses interest in performing. Director opportunities are open to any experienced applicants. Ticket prices are kept affordable in order to make attendance accessible to people of all economic backgrounds. With increased outreach and additional performances, the theatre is reaching audiences who may not have otherwise had the chance to participate in a live, theatrical experience.

In addition to its own productions, TT is home to a wide variety of performance groups and local authors who rent or co-produce at TT on an annual basis. The theatre has also hosted performers as diverse as the Capital Chordsmen barbershop quartet concerts, various church groups and a number of university students filming productions onsite. TT is a true theatre of the community, and a center for the arts in Tallahassee. As one of the only privately owned stages in the area, the theatre rarely has a dark day.

Theatre Tallahassee is a production resource for many local theatre and community groups. Props, costumes and set pieces are regularly loaned to other groups for their shows and trade ads are placed in season programs.

All the materials necessary to produce our shows are purchased locally, when available, to support the community. Our patrons and volunteers also support the local restaurants by eating out before and after shows and we are seeing increasing out of town visitors that are creating increase in hotel stays.

Our main education focus for 15 years was senior education and The Acting Up Players. The AUP provides important outreach for the theatre, but also fills a whole in senior education. In the 2022-23 season, Theatre Tallahassee began its summer camp program, which had not been done in over 20 years. Many requests were made regularly for TT to provide a theatre summer camp to provide opportunities for many families who were not comfortable or interested in other local groups offering theatre education. Future plan is to offer regular workshops and intensives throughout the year for youth education to better prepare the students to audition and participate in shows within the community and at their schools.

Theatre Tallahassee is continually trying to foster new community partnerships with businesses, restaurants and bars. Partnerships with local restaurants encourage our patrons have dinner or drinks before shows by offering discounts for showing theatre ticket stubs. Theatre Tallahassee also participates in several “Share Nights” with different restaurants throughout the city.

15. Marketing and Promotion

15.1. How are your marketing and promoting your organizations offerings? *

- Billboards
- Brochures
- Collaborations
- Direct Mail
- Email Marketing
- Newsletter
- Newspaper
- Radio
- Organic Social Media
- Paid Social Media
- Television

15.2. What steps are you taking in order to build your audience and expand your reach? (3500 characters)

How are you marketing and promoting your organizations offerings?

Theatre Tallahassee builds its audience from an increasingly wide radius through specifically targeted marketing campaigns and careful selection of a season and directors that will interest all facets of our local community and surrounding areas. In addition, the diverse

casts and crews for each show routinely attract friends, family and former colleagues from out of state who visit the Tallahassee area specifically to attend Theatre Tallahassee, bringing many patrons to the Capital Area for the first time.

TT also strives to produce newly released big-named musicals annually which draw tourists from all over to see these never produced regionally productions.

THEATRE TALLAHASSEE ANNUAL MARKETING PLAN

LOCAL MARKETING

- Professional production photos taken of every production for advertising use and Theatre Tallahassee archives.
- Advertising commercial for the production season played during the Tony Awards, on a different TV station in July, and shared through social media.
- Individual show advertising through the Tallahassee Democrat, COCA newsletters, Facebook ads and posters
- Billboard advertising for individual Mainstage shows and Season Ticket Sales
- Radio spots for individual shows with Cumulus Broadcasting
- WFSU radio interviews for certain shows
- Season rack cards at COCA, Airport, Visit Tallahassee, and local hotels
- Season brochures mailed to all subscribers for past three years, plus 15,000 every door direct mail
- Trade ads with: Opening Nights, FSU Theatre, TCC Theatre, FAMU Theatre, Quincy Music Theatre, Tallahassee Symphony Orchestra, Essential Theatre, Monticello Opera House and Southern Shakespeare.
- Viral marketing through Facebook, Twitter, Instagram and TikTok
- Advertising with all senior communities for AUP Senior Education Program
- Information booths at downtown marketplace, What Women Want, FSU student union, Springtime Tallahassee, Tallahassee Winterfest and other events throughout the year

OUT OF COUNTY MARKETING

- Individual show advertising through ads placed in The Villages Newsletter, ValdostaTimes, Pensacola News Journal, Hippodrome Theatre Programs, Alhambra Theatre, Bainbridge Little Theatre, Saenger Theatre, and Theatre Guild Valdosta.
- Billboard advertising for individual Mainstage shows - out of area
- Viral marketing through Facebook, Twitter, Instagram and YouTube
- Rack cards sent to The Collier Companies for client distribution
- Viral marketing through Facebook, Twitter, Instagram and TicTok - out of area

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

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. In addition to your facility, what specific step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community? (3500 characters)

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 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.

Theatre Tallahassee strives to include the entire community in theatrical performances. Auditions are open to anyone who expresses interest in performing. Director opportunities are open to all qualified applicants. All other volunteer opportunities are open to any persons having interest without regard to training or experience. All of our audition notices, volunteer calls, and playbills state that we have opportunities available to anyone with an interest.

Ticket prices are kept affordable in order to make attendance accessible to people of all economic backgrounds. Free tickets are provided on a needs basis if requested, as we believe the arts should be accessible to all. Providing a free ticket to a member of the community to experience live theatre, perhaps for the first time, far exceeds any cost to us.

TT is committed to compliance with the ADA both technically and in the larger spirit of its regulations. TT's parking lots and entrances are wheelchair accessible. Four wheelchair locations are available in the main auditorium (can be increased as needed). TT is constructed as a ground level facility. Railings were installed in the auditorium to help mobility-impaired patrons safely enter and exit the auditorium. Additional step lighting and overhead lighting have also been added to provide increased safety for patrons entering or exiting the auditorium. Water fountains are installed at a height to accommodate wheelchair patrons, and the theatre has several wheelchair accessible restrooms. Copies of each play are made available to hearing disabled patrons who prefer to familiarize themselves with the script before attending a performance. Electronic copies of Playbills are available in advance.

The Telecoil hearing assist system is installed in the mainstage auditorium. It has been a great asset to our hearing impaired guests, making live theatre something they can enjoy again. For patrons with hearing aids not telecoil compatible, six headsets are available for use. TTheatre Tallahassee has also partnered with the North Florida Audiology Group to act as a demonstration site for individuals seeking hearing assistive devices and provides a space for Ability 1st, The Center for Independent Living to hold an annual fundraising event.

Theatre Tallahassee utilized accessibility symbols in its programs and in the lobby of the theatre. Symbols include wheelchair accessibility, assistive listening systems, accessible print and closed captioning when available on our virtual offerings. Digital programs are created for all shows and are made available on the website and to all ticket purchasers ahead of the show,

to allow patrons to view the program digitally in a size and time-frame comfortable to them. QR codes with links to the digital program are also prominently displayed in the lobby to encourage patrons to utilize a digital program rather than paper ones.

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?

Theresa Davis

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? 2/1/2021

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

Yes

No

5.1. If yes include here. (500 characters)

TT is committed to EDI in all aspects of the theatre. We are committed to a creative and dynamic theatre that celebrates individual differences and diversity and treats everyone with fairness and respect.

This statement is the foundation for creating actions that will encourage equity and make an impact in our community. The Arts have a transformative power to enrich lives and revitalize communities.

We are committed to listening to diverse populations of our community and will strive to create a culture of inclusion to build an organization where full and fair participation is the standard.

6. Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all? (2000 characters)

Diversity in race, ethnicity, age and physical ability has served to enrich experiences at TT for all involved and is part of the creative spirit we seek to foster. With show selection, consideration is given to shows to include actors of various cast sizes, genders, ethnicity and ages.

Theatre Tallahassee staff and Board made community outreach a top priority in 2022, with the goal of reaching communities within the city that may not have been aware of or felt invited or comfortable at TT. Building trust within these communities and learning what changes Theatre Tallahassee can do to make everyone feel welcomed and involved is the first step in making improvements.

Theatre Tallahassee shifting focus to youth education in 2022 was a step to provide programming for an audience that had not been targeted in twenty years. The senior education program provides seniors with theater education, performance opportunities, and vital personal interaction with others. Studies have shown the health benefits that participating in live theatre, as performers or viewers, can have on seniors. Cultural engagement contributes significantly to senior's overall well-being, positive outlook, mental health, reduced stress, and improved cognition.

7. Describe the Diversity of your staff, volunteers, and board members. (1000 characters)

TT has always strived to create a welcoming atmosphere. Approximately 10% of the volunteer base is African-American, Asian, or Hispanic; with 8% of the audience comprised of these ethnicities. The Board has of four men and eight women of varying economic and cultural backgrounds, 3 non-Caucasian and one LGBTQ member. The Governing Committee is currently recruiting new members and specifically trying to build a more diverse board.

The paid staff is currently comprised of five women and two men, one of Hispanic ethnicity. An additional paid staff position is currently vacant with plans to fill it by 2023. Regular production staff, both stipend and volunteer, varies annually. For the 2021-2022 season, seven of the 19 key production staff members for the eight shows were African American and three were LGBTQ.

G. Track Record Page 7 of 12

1. Organization History (2000 characters)

Briefly describe your organization's history including founding dates and significant changes in management, location, mission, etc. Also, include major accomplishments and program growth, adaptation to external factors and significant relationships and partnerships.

Theatre Tallahassee was founded on February 10th, 1949 as Tallahassee Little Theatre (TLT). In 1952, TLT incorporated to become a non-profit organization whose mission was to further and promote a community understanding of the literary and dramatic arts.

In 1957, a patron donated 3.1 acres of land to TLT. A building fund was begun, life memberships were established, and TLT built its permanent home. By the end of 1961, TLT had a Stage House that included rehearsal space, workshop and property storage and a stage, seating area for 100 and heating. In 1974, air conditioning refined the theatregoers experience even further.

Although TLT experimented over the years with various numbers of plays and formats; the five play Mainstage season has remained since 1982. In years since, the amount of theatrical activity has been greatly increased through summer productions, Reader's Theatre, a Coffeehouse series of blackbox theatre began in 1994 in the east lobby.

In 1991, TLT again expanded. The theatre grew to include an enlarged west lobby, a new east lobby, a new scene shop, and a 271-seat auditorium featuring an enlarged stage and improved lighting and sound features. The new building was dedicated on May 1, 1994, almost forty-five years to the day since the theatre was first organized.

In 2012, TLT began a capital campaign to renovate the building to sustain it into the future. In August 2013, the name was change to Theatre Tallahassee, to eliminate confusion about the word "Little" which brought ideas of a children's theatre or a small one.

Renovations began in the summer of 2013, with the auditorium, including new seating, carpeting, paint, new sound system, fire suppression, and house lighting. In 2015, renovations to the Coffeehouse theatre were completed, turning the space into a fully functional black-box performance space, with a bar, updated sound system, more comfortable seating and changing the name to The Studio Theatre. Administrative offices were added, and dressing rooms expanded to accommodate larger casts. Additional handicap parking was added. In 2017, renovations of the main lobby and box office were completed, providing a modern space large enough for event rentals. All renovations brought the facility up to current ADA standards creating a space that can be better utilized by the entire community.

2. Fiscal Condition and Sustainability (2000 characters)

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

The renovations from 2013-2018 and the creation of The Studio Theatre, the black box space that seats 85, showed a positive ROI with increased attendance and a 40% increase in Studio subscriptions and a 22% increase in Mainstage subscriptions prior to the pandemic. Due to the smaller space, all Studio shows were cancelled for the 2020 season, but audiences sold out the shows offered in 2021-22 season and asked for Studio After Dark events to return.

A Facility Planning Committee on the Board maintains a Facilities Maintenance Schedule documenting all equipment and proposed maintenance plans. The Fundraising Committee holds an annual event supporting the Building Fund to ensure there are funds set aside to maintain the facility. TT has a 50/50 drawing at each show with the donations restricted to the building fund that will continue into the future as well. The Theatre has an endowment fund with the Community Foundation of North Florida that is a partially restricted fund.

Grant opportunities are researched regularly and written for specific and general projects. With down time during the pandemic, box office staff dedicated their time to digitizing, organizing and sharing theatre archives. An archival grant was applied for.

Theatre Tallahassee took a \$150,000 loan in 2019 to replace multiple HVAC systems and to assist with costume storage that was unexpectedly lost during renovations. Loss of income during the pandemic extended the time-frame planned to repay the full loan.

The SVOG and other special funding opportunities during the pandemic kept the theatre going. The theatre showed its resiliency by switching to virtual shows and workshops until doors could be opened again. The theatre was closed to audiences from March 2020 to June 2021, and only returned to full audiences in March 2022. Loyal patrons have increased support, ensuring that the theatre remains strong. The addition of summer camps in 2023 will provide additional funding to support operations.

3. Program Evaluation (2000 characters)

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?

Community theatre is a hybrid of process and product. To help ensure optimum satisfaction of volunteers participating in our shows, post production meetings are held to evaluate each show. For the 2023-24 season, surveys will be automatically emailed to individual ticket buyers to ask where they heard about the show, is it their 1st time attending, and how they enjoyed the experience. If they are from an out of county zip code, they will also be asked how long they stayed in town and where they stayed.

TT has found that viral communication has become increasingly effective, and has made aggressive efforts to capture new and existing attendees email, Facebook and Twitter contact information. This allows up-to-the-second communication and increased feedback.

TT Board Strategic Planning Committee plans to send a comprehensive survey about the overall operations of Theatre Tallahassee in Fall 2022, to both current subscribers and with an effort to reach residents who may not know about the theatre. During the 21-22 season, the Committee updated the Strategic Plan and is put a priority on community outreach. In 2023, a

comprehensive survey will be issued in partnership with Downs & St. Germain Research to patrons and to the community at large, to determine where improvements need to be made to better serve the community.

3.1. Describe the expected outcomes of the project. How will you determine the success of the project? (2000 characters)

The most direct measure of a successful season is three fold; an increase in membership, single admission tickets, and volunteer participation. The season subscriptions and walk-up sales of Theatre Tallahassee are tracked on an annual basis to determine growth trends.

Individual show sales are tracked beginning four weeks from opening to gauge the need for additional marketing to reach attendance goals.

The expected outcome is to see an increase in attendance from both individual ticket sales and subscriptions, as marketing efforts increase. The goal by 2023-24 season is to reach pre-pandemic attendance numbers.

Volunteer participation is also expected to increase. Many regular actors, designers and house volunteers moved away during the pandemic, or took jobs that do not have flexibility to participate. Efforts of volunteer recruitment and training is a focus to surpass the number of volunteers by 50% over 2021-22 season.

The education program will be measured on participation by students. Expanding the youth program from summer camp to include year-round programming should significantly increase participants.

4. Completed Fiscal Year End Date (m/d/yyyy) * 6/30/2021

5. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$44,606	\$60,000	\$60,000
2. Personnel: Programmatic	\$60,256	\$70,000	\$85,000
3. Personnel: Technical/Production	\$33,142	\$40,000	\$45,000
4. Outside Fees and Services: Programmatic	\$2,400	\$9,900	\$13,950
5. Outside Fees and Services: Other	\$4,192	\$4,200	\$4,200
6. Space Rental, Rent or Mortgage	\$19,440	\$19,440	\$19,440

7. Travel			
8. Marketing	\$3,593	\$10,000	\$12,000
9. Remaining Operating Expenses	\$79,052	\$165,242	\$246,270
A. Total Cash Expenses	\$246,681	\$378,782	\$485,860
B. In-kind Contributions		\$5,000	\$5,000
C. Total Operating Expenses	\$246,681	\$383,782	\$490,860
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions	\$28,350	\$150,000	\$240,485
11. Revenue: Contracted Services	\$660	\$660	\$42,875
12. Revenue: Other	\$1,344	\$16,500	\$45,645
13. Private Support: Corporate	\$6,478	\$7,000	\$15,000
14. Private Support: Foundation	\$5,500		\$3,500
15. Private Support: Other	\$70,311	\$35,000	\$50,000
16. Government Support: Federal	\$2,047	\$116,552	
17. Government Support: State/Regional	\$2,047	\$32,969	\$33,277
18. Government Support: Local/County	\$30,000	\$20,101	\$36,000
19. Applicant Cash	\$66,833		\$19,078
D. Total Cash Income	\$213,570	\$378,782	\$485,860

B. In-kind Contributions		\$5,000	\$5,000
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E. Total Operating Income	\$213,570	\$383,782	\$490,860
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6. Additional Operating Budget Information (1000 characters)

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."

Major fluctuations of expenses and revenues show the theatres changes throughout the pandemic. Projected numbers are returning closer to pre-pandemic budget. In Contracted Services, the addition of a summer camp program in 2023 is the cause of that large increase in revenue. Grant numbers are not expected to increase back to our pre-pandemic levels until the next grant cycle. Being closed for over a year significantly lowered our revenue, dropping us into lower grant funding categories.

7. 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

8. Hours *

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

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

- Yes
- No

10. Rural Economic Development Initiative (REDI) and Underserved Waiver

- Yes
- No

H. Budget Page 8 of 12

1. 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 dos.myflorida.com/cultural/grants/grant-programs.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (these are earned or contributed funds supplied by your organization)
- c. In-kind (the value of donated goods and services)
- d. Save each individual line within the budget.
- e. To update budget totals, save each page.

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).

For Specific Cultural Projects the Proposal Budget expenses must equal the Proposal Budget income.

1.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive Director	\$6,000	\$10,000	\$0	\$16,000
Totals:		\$6,000	\$10,000	\$0	\$16,000

1.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Education Staff	\$6,000	\$10,000	\$0	\$16,000
Totals:		\$6,000	\$10,000	\$0	\$16,000

1.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Technical Director	\$10,000	\$10,000	\$0	\$20,000
Totals:		\$10,000	\$10,000	\$0	\$20,000

1.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Directors and Designers	\$8,000	\$4,000	\$0	\$12,000
Totals:		\$8,000	\$4,000	\$0	\$12,000

1.5. Outside Fees and Services: Other *

1.6. Space Rental (match only) *

1.7. Travel (match only) *

1.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Social Media Paid Advertising	\$1,000	\$1,000	\$0	\$2,000
2	Billboards	\$1,000	\$1,000	\$0	\$2,000
Totals:		\$2,000	\$2,000	\$0	\$4,000

1.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Royalties	\$8,000	\$10,000	\$0	\$18,000
Totals:		\$8,000	\$10,000	\$0	\$18,000

1.10. Amount of Grant Funding Requested:

\$40,000

1.11. Cash Match:

\$46,000

1.12. In-Kind Match:

1.13. Match Amount:

\$46,000

1.14. Total Project Cost:

\$86,000

2. 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.

2.1. Revenue: Admissions *

#	Description	Cash Match	Total	
1	Individual Ticket Sales	\$20,000	\$20,000	
2	Subscriptions	\$10,000	\$10,000	
Totals:		\$0	\$30,000	\$30,000

2.2. Revenue: Contracted Services *

#	Description	Cash Match	Total	
1	Summer Camp	\$5,000	\$5,000	
Totals:		\$0	\$5,000	\$5,000

2.3. Revenue: Other *

#	Description	Cash Match	Total	
1	Canteen	\$1,000	\$1,000	
Totals:		\$0	\$6,000	\$6,000

#	Description	Cash Match	Total
2	Rentals	\$5,000	\$5,000
Totals:		\$0	\$6,000

2.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Individual Donations	\$5,000	\$5,000
Totals:		\$0	\$5,000

2.5. Private Support: Foundation *

2.6. Private Support: Other *

2.7. Government Support: Federal *

2.8. Government Support: Regional *

2.9. Government Support: Local/County *

2.10. Applicant Cash *

2.11. Total Project Income:

\$86,000

2.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$40,000	\$40,000	47%
B.	Cash Match	\$46,000	\$46,000	53%
	Total Cash	\$86,000	\$86,000	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$86,000	\$86,000	100%

3. Additional Proposal Budget Information (optional) (1000 characters)

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.

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.

1. Required Attachment List

Please upload your required attachments in the spaces provided.

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute W9.pdf	33 [KB]	5/30/2022 4:20:53 PM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
Form 990 - Tallahassee Little Theatre Inc. FY2020.pdf	316 [KB]	5/30/2022 4:22:15 PM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
TT EDI Statement.pdf	Theatre Tallahassee EDI Statement	full statement that was reduced for space in grant	21 [KB]		View file
TT 3 year attendance history.pdf	TT 3 Year Attendance		398 [KB]		View file
2022-2023 Brochure.pdf	2022-23 Season Brochure		3157 [KB]		View file
TT Strategic_Plan 2022.pdf	Theatre Tallahassee Strategic Plan		460 [KB]		View file
SpongeBob-Program (1).pdf	SpongeBob Program	sample of program created for each show	20842 [KB]		View file
LadyDay-Poster-01.jpg	Poster for Lady Day		3137 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

Notification of International Travel

In accordance with **Section 15.182, Florida Statutes**, the grantee shall notify the **Department of State** of any international travel at least **30 days** before the date the international travel is to commence or, when an intention to travel internationally is not formed at least **30 days** in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include **date, time, and location** of each appearance.

1. Notification of International Travel

I hereby certify that I have read and understand the above statement and will comply with **Section 15.182, Florida Statutes**, International travel by state-funded musical, cultural, or artistic organizations; notification to the **Division of Arts and Culture**.

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 following the close of your fiscal year.

1. 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

1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.036, Florida Administrative Code.

2. Review and Submit

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

2.1. Signature (Enter first and last name)

Theresa Davis

