

Tampa Bay Performing Arts Center, Inc.

Project Title: 2023-2024 Season of Arts & Cultural Programs

Grant Number: 24.c.ps.180.199

Request Amount: \$150,000.00

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 3

Discipline: Sponsor/Presenter

Proposal Title: 2023-2024 Season of Arts & Cultural 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: 813.222.1035
- 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
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County:Hillsborough
- k. UEI: NPR7XYJH3XM1
- 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 *

First Name

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Britton

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3. Authorized Official *

First Name

Julie

Last Name

Britton

Phone 813.222.1035

Email julie.britton@strazcenter.org

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Performance Facility

4.3. Applicant Discipline

Multidisciplinary

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

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.

We are requesting funding from the Florida Division of Arts and Culture to help with the promotion and implementation of the Straz Center for the Performing Arts' 2023-2024 Season of Programs.

Each year, we present and/or produce a full, year-round season of the finest and most relevant theater, music, opera, dance, comedy, spoken word, touring Broadway and more on our four indoor, one outdoor and one teaching stages. In addition, we provide year-round performing arts education and training programs at our accredited Patel Conservatory and at no cost for up to 50 marginalized school and agency partners throughout the Tampa Bay region.

Between presenting a year-round slate of professional performing arts programs from around the world and around the corner, AND giving our students professionally produced performance opportunities on our main stages, AND providing mainstage performance schedules and assistance for our cultural constituents, including our resident theater company Jobsite Theater, The Florida Orchestra and others, AND hosting state and national performing arts conferences such as the Florida High School Thespian Conference (7,500 high school students), the Youth American Grand Prix international ballet competition, the Florida Music Educators Conference and more, there is never a dull moment at The Straz.

Newer initiatives include our Straz Salutes Veterans Initiative, Arts Legacy REMIX Community Cultural Celebrations, #BlackStoriesMatter programs, the Straz Jazz Project, Tampa Total Request LIVE social media platform, and Voices of the Community virtual town hall programs.

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.

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

- providing a high quality, inclusive, diverse, equitable, 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 – 2022 Strategic Plan (Attachment).

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”

Our objectives include achieving excellence and diversity in year-round programming and being accessible 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 600,000 people of all ages, races and cultures.
- 2) Further our artistic development, producing performing arts not otherwise available.
- 3) Provide 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, inclusive 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.

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.

Our 2023-24 Season will have a full range of inclusive, accessible, age-appropriate indoor and outdoor performing arts events; a comprehensive arts education and training program; and artists from across Florida and around the world. We will:

- **NEW: Present/produce free year-round outdoor performances by local/regional and cultural community artists on the Straz Riverwalk Stage: Arts Legacy Cultural Celebrations, student performances, guest artists.**
- **Present a full season of the finest, most diverse music, dance, theater, opera, and comedy, tying events to cultural diversity, tourism, regional festivals, placemaking and collaborations with local/regional partners.**
- **Produce a series of challenging plays through theater in residence with nationally recognized Jobsite Theater.**
- **Contract up to 10 major Broadway Tours, including shows with arts education and outreach components.**
- **Produce Straz Cabaret musicals, Opera Tampa productions, and Club Jaeb singer/songwriter series.**
- **Present and produce 10-12 curricula-connected School Field Trip Shows for K-12 schools.**
- **Hire performing arts instructors and train performing arts students and artists of all ages and skill levels at the accredited Patel Conservatory and virtually.**
- **Present Students on Straz Stages: Youth Pit Orchestra, Youth Theater Program, Classical Ballet Program, Youth Jazz Ensemble, Youth Choir, Adult & Youth Dance, and offer virtual and streamed performances to mobility limited community groups.**
- **Expand Community Engagement to provide live and virtual experiences for students, school partnerships, special needs groups, veteran/military community, culturally specific and general audiences. NEW - Present culturally diverse, BIPOC, and other marginalized local Florida artists through our #BlackStoriesAMatter and BIPOC Play Reading Series, AMPLIFY BIPOC Artists Performances, Live and Local Singer Songwriters, Straz Jazz Project, Voices of the Community Town Hall Talks, and more.**
- **Expand marketing plan with Virtual & Social Media Engagement to maximize attendance and cultural tourism awareness.**

Please see our attachments

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.

ACTIVITIES CONTINUED

- **Engage 50 underserved schools and community agencies in our Arts Education Partnerships Program. Virtual if needed.**

For 13 years we have increased the number of Title 1 schools and agencies to receive skill-building arts learning at no charge through this application and review-based program. We now have 42 partnerships in four counties.

- Program year five of STRAZ SALUTES INITIATIVE to engage Tampa Bay's diverse military community in multidisciplinary healing arts and artist residencies, addressing trauma and re-integration. Partner with FL DAC as one of 11 U.S. NEA Creative Forces Military Healing Arts sites serving veterans, their families and caregivers.

STRAZ SALUTES is a collaboration with the FL DAC, the NEA Creative Forces 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. This began when we partnered with the FL DAC and the NEA to host the 2017 Creative Forces Summit and has accomplished a nationwide 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 for a year-long residency and engaged Tampa Bay veterans, civilians, USF dance students and instructors, in a dance therapy workshop. This culminated in the veteran and civilian ensemble performing with Diavolo and the creation of the Straz Center Veteran-Civilian Creative Arts Ensemble that now does outreach for veterans across our region.

Straz Salutes includes live and virtual arts programs, podcasts and videos for veteran wellness, and a dedicated interactive website vetartapan.org. We host the region's VA Hospitals' Annual Arts Showcase, giving the event professional treatment and a broader audience, and we provide arts education for the children living on MacDill Air Force Base.

- Provide space and assistance to Local & State Cultural Constituents in Straz venues under formal agreements:

Jobsite Theater (plays and school field trip performances)

The Florida Orchestra

Florida Music Educators Association

The Master Chorale

Tampa Bay Children's Chorus

Heralds of Harmony

Gulf Coast Youth Choir

Tampa Bay Symphony

USF Music Department

FL High Schools Thespians Conference

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?

750

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

8,700

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

527,500

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

50,000

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

15,000

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?

7,500

6.2. Number of Florida artists directly involved?

400

Total number of individuals who will be engaged?

600000

7. How many individuals will benefit through media?

850,000

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) *

- American Indian or Alaskan Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White
- Other 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: *

- Individuals with Disabilities
- Individuals in Institutions
- Individuals below the Poverty Line

- Military Veterans/Active Duty Personnel
- Youth at Risk
- Other 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.

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. It is the largest metropolitan area in Florida - second in the Southeast to Atlanta.

The population: 4,457,280 as of 2019 / 22.4% of Florida.

Median household income: \$48,300. Per capita income: \$28,300.

Percent below poverty level: 15.7%

Age

Age 0 – 17: 22.0%

Age 18 – 34: 19.6%

Age 35 – 54: 27.3%

Age 55 – 64: 11.6%

Age 65 and over: 19.4%

Median Age: 43.8 years old

Ethnicity

Caucasian: 72.3%

Hispanic o Latino: 11%

African American: 9.5%

Asian/Pacific Islander: 1.8%

Other: 3.5%

Two or more races: 1.9%

Hispanic or Latino by Origin

Mexican: 30.4%

Puerto Rican: 28.2%

Cuban: 13.3%

All Others: 28.2%

Migration: From 2000 to 2004, total net migration for the Tampa Bay region was 262,961 or an average of 65,740 per year. During this time Tampa Bay accounted for nearly 20% of Florida's total net migration. Pasco County ranks 8th in the nation for net migration, and Hillsborough County ranks 13th out of more than 3,000 counties.

Tampa Bay is also the location of three major military installations: MacDill Air Force Base, Coast Guard Air Station Clearwater, Coast Guard Station St. Petersburg and includes US Special Operations Command. The region also is home to two VA hospitals, and in Hillsborough County alone, there are more than 98,000 veterans.

Tampa Bay has more than 14 universities and colleges, more than 20 major arts and cultural institutions, and more than six nationally acclaimed festivals.

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 Straz

Best artists to FL

Placemaking to engage all

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

Employment & achievements of FL artists & arts educators

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

State & national relationships that recognize/enhance FL's leadership in cultural resources

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

- Hernando**
- Hillsborough**
- Manatee**
- Pasco**

- Pinellas
- Polk
- Sarasota

12. What counties does your organization serve?

- 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

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.

Voices of the Community Virtual Town Halls -

provide a safe space for sharing stories and experiences and highlighting topics or pieces of art created by or about Black, Indigenous, Persons of Color (BIPOC) or groups. The goal is to educate those who want to understand BIPOC lives and the contributions of these communities. Town halls also amplify our role as a community partner for the empowerment of Tampa Bay's BIPOC community.

<https://www.strazcenter.org/Community-Impact/Cultural-Institute/Voices-of-the-Community>

Your VetChat Virtual Gatherings -

are monthly gatherings for active-duty military, veterans and their families focused on topics of their choice. VetChats offer a safe space for connections, emotional reinforcement, and provide an artistic outlet with guest presenters. These are part of our involvement in Creative Forces®:

NEA Military Healing Arts Network, an initiative of the National Endowment for the Arts, in partnership with the U.S. Departments of Defense and Veterans Affairs and state and local arts agencies.

<https://www.strazcenter.org/Community-Impact/Straz-Salutes/Arts-and-the-Military>

VetArtSpan.org -

is an interactive website that fosters healing, wellness and smooth reentry of our veterans and their families into our community. It teaches civilians about military life and demonstrates creative support methods for veteran families through arts and meaningful discussion. We created and maintain VetArtSpan as part of the Creative Forces®.

<https://www.vetartspan.org>

Arts & Mind Village -

A collaboration with The Johns Hopkins School of Medicine, the Arts & Mind Village panel discussions feature professionals from the arts, science and medical research in conversations focused on exploring the arts as a healing modality. This series and other content are on the Straz Center's YouTube channel.

Tampa Total Request Live -

is a regular virtual program featuring regional performing artists. Episodes includes 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 series has more than 164,000 views.

Straz Center YouTube: <https://www.youtube.com/user/thestrazcenter/about>

Straz Center Twitter: <https://twitter.com/StrazCenter>

Straz Center Facebook: <https://www.facebook.com/StrazCenter>

Straz Center Instagram: <https://www.instagram.com/strazcenter/>

During the COVID shutdown of our facilities, our education programs continued in virtual and hybrid formats, enrolling more than 1,170 students learning remotely. During this time, thousands of teachers, parents and students also accessed our library of online content. We also created a Facebook group for 42 partnering underserved schools to access arts lessons, activities and videos from our conservatory library, resulting in 265,000 impressions, 16,500 engagements, and 24,500 total video views.

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.**

We serve 600,000 residents, visitors, local and touring artists in the Tampa Bay region with excellence in programming, arts education, public placemaking, award-winning accessibility, community relationships and informative marketing. We provide world-class performing arts programs and learning experiences year round, contributing to the cultural health and dynamics of the region.

2019 @ THE STRAZ (last completed full season)

546,115 people attended 1,663 performances & events, by more than 3,000 artists

42,177 tickets donated to individuals, organizations, schools

110,000 hotel room nights generated by touring shows and visiting patrons

221,924 hours of instruction for students in Straz education programs

12,327 students, parents & educators experienced educational performances

52 arts education partnerships for Title 1 schools & agencies serving marginalized youth

648 arts education scholarships awarded, totaling \$393,793

674 employees kept The Straz running

991 community volunteers gave 79,814 selfless hours of support

2,141 community jobs supported by Straz Center and audience spending

\$6,730,000 state and local revenue generated

\$52,500,000 impact on household incomes

\$70,770,000 Straz Center and audience expenditures

With a \$50 million average operating budget, we generate an estimated economic impact of \$130 million in our region. We:

- Implement a diverse slate of indoor & outdoor paid & free programs**
- Apply evaluations to program decisions**
- Respond to artistic, community and market trends**
- Build inclusive cultural, special needs, veteran & other programs to serve diverse target populations**
- Incorporate diverse ethnic & urban elements in mainstream programming**
- Collaborate with local artists & cultural groups to serve specific cultural interests**

- **Build interactive bridges between the community and our performance & educational offerings**

Education & Outreach

Our Patel Conservatory is accredited by the Southern Association of Colleges and Schools Council on Accreditation and School Improvement, which also accredits Florida public schools, including the Hillsborough Co. Schools system. Our Arts Education & Outreach Programs serve students of all ages, and our key arts education goal is:

Provide a diversity of innovative on- and off-site educational performing arts experiences through classes, arts enhancement activities, residencies, performances, and school and community partnerships.

Our Arts Education, Outreach & Community Engagement programs:

- **Nurture the creative process of youth and adults by sparking their imaginations and expressions**
- **Encourage children and adults to interact in developing innovative learning, artistic and life skills**
- **Reach beyond traditional boundaries to make the arts more accessible to the community through subsidized outreach, scholarship and community ticket programs**
- **Challenge advancing students and artists to obtain mastery of artistic skills**

During the 2023-2024 season, up to 60,000 students will participate in:

- **Patel Conservatory classes, camps, workshops, master classes, seminars and student productions**
- **School Field Trip, Wee Folk and Kid Time educational performances**
- **Arts education outreach, 40-50 school and community partnerships, artist residency programs, and student performances**
- **Performance lectures, post-show Q&As, study guides, teacher training**

Accomplished Florida Artists lead all our Patel Conservatory programs and our arts education outreach programs at schools and community venues. Conservatory offerings range from intro courses for arts enthusiasts and beginning students to training for advancing students, emerging and professional artists. Our outreach programs include multiple levels of 40-50 School & Community Arts Education Partnerships. These include arts curriculum, artist residencies, show-related projects and workshops, subsidized tickets, and conservatory scholarship opportunities.

Outreach venues include community centers, hospitals, schools, and shelters. We specifically target children at risk, special needs youth, underserved residents in remote areas, migrant communities, veterans, the elderly, and those physically unable to visit the Straz Center.

15. Marketing and Promotion

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

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

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?

2023-2024 Marketing & Promotion

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.

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 electronic and snail mailings, make public speaking engagements, and coordinate free 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 use extensive distribution channels and implement innovative ways to attract interest and attendance, including our very popular E-Center Newsletter, a myriad of virtual and social media platforms (including Tampa Total Request Live, the What You Missed Blog and Straz Center Facebook, Twitter, Instagram, YouTube, Tumblr, and MySpace). Marketing staff also:

- 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 ethnic radio talk shows
- Engage a wide range of travel and Internet media
- Maintain strong advertising relations with national press such as *The New York Times*, *Vanity Fair*, *Bon Appetite*, 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. The Straz Center also produces Center TV, a monthly cable television show that is aired daily on a local cable network, featuring upcoming artists, events and behind-the-scenes stories.

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.

We are mission-driven to make high quality performing arts and arts education accessible, celebrating diverse cultural interests and engaging those facing wellness, physical, developmental, geographical and financial barriers.

We bring curriculum in dance, music and theater to children, young adults and seniors in up to 50 partnering Title 1 schools and agencies during the school year - *at no cost* to our Arts Education Partners, with opportunities to attend performances, and scholarships for continued learning. For example:

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

At Pepin Academies, our sensory-friendly student performances create performing arts experiences welcoming to families with children who have sensory sensitivities.

A new peer-mentoring program pairs 30 home schooled students with student peers 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 and Pyramid Inc. with weekly adaptive dance classes and modified dance instruction for children with Down syndrome.

New: We were selected with 10 other nationwide organizations to develop NEA Creative Forces demonstration programs for engaging veterans, their families and caregivers in arts and cultural experiences designed to help with healing and community reintegration.

In 2011, we received the Arts Presenters/MetLife Exemplar Institution Award for Access for outstanding access services to individuals with disabilities.

Free dress rehearsals, preview performances, subsidized tickets

Student, teacher, veteran, and military family ticket discounts

Amplified hearing headsets for performances

Open captioning, signing, audio descriptions

Broadway Family Night activities

Military Family Night activities

Community outreach engages the geographically remote

In addition to using the accessibility symbols throughout our facility and in promotions and materials, 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:

Access information on websites

Signed performances, open captioning and audio descriptions

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

Disability Services Coordinator

Box office (TDD) services for the deaf

Bi-lingual box office personnel

Infrared hearing devices for performances

Seating for disabilities and mobility impairments

Companion seating

Handicap and valet parking

Usher training for 900 volunteers

Guide dog training

Accessible restrooms, water fountains and phones

Wheelchair-height box office window

Passenger elevators with Braille buttons

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?

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? 7/1/2021

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

- Yes
- No

5.1. If yes include here. (500 characters)

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.

Changing the world requires the efforts of everyone. Now, more than ever, each of us has an indispensable part to play.

Also continued in the next three boxes.

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

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...

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 ... 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 an emphasis on executive leadership and upper level management positions.
3. Increase board member diversity.
4. Create a mentorship program in arts administration 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 to an I.D.E.A (Inclusion, Diversity, Equity and Access) Committee model in alignment with national diversity conversations.
8. Increase representation to amplify the 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 to educate those who seek more profound understanding of Black lives and the contributions of the Black community. Each town Hall will also 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 which serve BIPOC students and families.

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

We work at making our staff, board and volunteers as diverse as our community. Our staff includes BIPOC, LGBTQ+, people with disabilities, veterans and other underrepresented people. Our board of trustees is actively seeking and realizing increased diversity. Our efforts will improve as we improve our knowledge about and practices against racial and other bias.

Our DEI committee (now IDEA committee) leads us in addressing social justice, and we are working with Dr. Shirley Davis, a well-known global workforce consultant, to strategically improve the inclusivity of our staff, board and volunteers.

“As President and CEO of SDS Global Enterprises, Inc., Dr. Shirley Davis brings a unique background as a seasoned HR and Diversity & Inclusion global thought leader, ... SDS is a woman and minority-owned C-Corporation that provides strategic development solutions that enable organizational leaders to build high performing and inclusive cultures that thrive in a competitive and changing environment. We specialize diversity & inclusion, leadership effectiveness, personal and professional reinvention, and organization/culture transformation.”

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.

The Straz Center, a nonprofit, community-based and nationally ranked presenting, producing and educating organization, serves 600,000 people annually. Built on an abandoned lot in a city that was lacking cultural offerings, the Straz Center began as the dream of a community and has served more than 17.5 million people since opening in 1987.

We have an annual economic impact of \$130 million on the State of Florida.

Four indoor state-of-the-art theaters and a 250-seat teaching theater are under one roof, and we have a new outdoor stage. Offerings range from touring Broadway and grand opera to one-person shows, cultural celebrations and student showcases. Our Community Tickets Program engages first-time and underserved audiences by providing free admissions subsidized through fundraising. We are committed to presenting all the performing arts, and our 2,600-seat Carol Morsani Hall achieves top rankings in the worldwide industry charts of *Venues Today*, *Billboard* and *Pollstar*.

More than a dozen constituent companies, including The Florida Orchestra, Spanish Lyric Theater and the Tampa Bay Children's Chorus present part or all of their seasons at the Straz Center.

Resident companies include Opera Tampa, producing opulent grand opera, and the award-winning Jobsite Theater that produces a full season of thought-provoking plays.

Our arts education programs impact more than 60,000 children, adults, teachers and seniors annually, including underserved, at-risk and remote members of our region. Our Arts Education Partnerships Program provides arts learning curricula, at no cost, in up to 50 underserved schools and community agencies throughout the region, and we also identify and enroll underserved children in all of the Patel Conservatory's offerings through our Access Arts Scholarship Program.

Our Patel Conservatory, opened in 2004, is accredited by the Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS CASI), and is a bustling community-based facility providing a wide range of learning experiences in music, theater and dance. More than 28,000 children and adults have enrolled in more than 100 different seasonal, after school and year-round courses for beginners to professionals. Our Next Generation Ballet Program provides professional development for young dancers and has won Best School at the Youth America Grand Prix in New York.

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 Straz Center's fiscal condition has remained stable for more than 30 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 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. In addition to ticket and tuition income, we consistently seek new earned revenue sources such as facility rentals, concessions, retail sales, and catering. We also re-project our operating budget on a quarterly basis.

Our Annual Campaign raises more than \$7 million in contributed revenue and in-kind services from individuals, corporations, foundations, special events and public entities to help support our annual budget for programs and operations, which averages approximately \$50 million. Campaign goals increase yearly and are achieved through the combined efforts of staff and community volunteer leadership.

Our board, comprised of 60 community leaders, contributes more than \$470,000 and leverages additional gifts to help raise more than \$4 million in private support for annual operations. Their advocacy also helps secure funding from the City of Tampa, Hillsborough Co. and the State. Our 500+ volunteers provide 75,000 hours of service, valued at \$567,000, to help make us one of the top performing arts facilities in the nation.

We have developed our process for programming over the course of 35 years and use many funding sources to bring our programs to fruition. Local and national industry partnerships, field representatives and colleagues also contribute to the professional caliber of artists, craftsmen, and arts administrators engaged in our program development.

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?

Our 2017-22 extended strategic plan (attachments) chronicles the goals from which our measurable objectives are derived. Measuring these achievements, we strengthen our mission. From this, we will also assess our needs and build a new five-year plan.

Measurement methods: 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 are used to discover community, programming, arts education, operations, and facility needs.

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

We also are assessing inclusion, diversity, equity and accessibility internally and externally, from staffing and leadership to programming, arts education, community engagement, audience development, and marketing.

2009: Built assessment system for arts education

2009: Measured impact on tourism & hotel nights

2011: New strategic plan & capital needs assessments 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, ext. to 2022

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

2017: AFTA Economic Impact Study for Hillsborough Co.

2018: Updated AFTA economic impact data for Straz Center

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

2022: Institutional data to include online and virtual participation

WE EVALUTATE:

Artistic excellence

Audience development

Programming

Collaborations

Education programs

Student skills

Community outreach

Inclusion, diversity, equity, accessibility

Budgeting

Fundraising

Strategic Plans

Ticketing

Marketing

House management

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

Our expected outcomes are based on achieving excellence and diversity in year-round programming and being accessible to artists, residents and visitors of Tampa Bay. (in Quality of Offerings) Programming activities and related outcomes measured include:

BROADWAY SERIES: Oct.–May; Eight major tours from Broadway or London

BROADWAY ENCORES: June-Sept.; Four popular return tours

OPERA TAMPA: Nov.–Apr.; Three grand operas, concerts and outreaches

STRAZ CABARET: Nov.–Aug.; three productions

LIVE & LOCAL: 12 singer/songwriters free on Riverwalk Stage

ARTS LEGACY REMIX: Eight free outdoor cultural arts celebrations on Riverwalk Stage (Placemaking)

STRAZ ON THE RIVER & STRAZ LIVE! In the Park: Free outdoor public engagement projects, varying disciplines, from permanent public art to concerts (Placemaking)

JOBSITE THEATER SERIES: Sept.–Aug.; Seven plays cutting edge to classical, include 12 performances of one school field trip production

MUSIC @ THE STRAZ: Sept.–May; Six concerts, diverse artists from around the world

CLUB JAEB SERIES: Sept.–May; Eight intimate concerts, popular and rising artists

DANCE @ THE STRAZ: Dec.–May; Six classical to contemporary and culturally specific programs and two Next Generation Ballet productions

THEATER, COMEDY & MORE: Oct.–May; 15 popular cutting-edge artists; theater, dance, comedy, magic, storytelling and speakers, ensembles, single artists and NatGeo LIVE! explorers

SCHOOL FIELD TRIP SERIES: Oct.–May; 10 educational, curriculum-connected productions for K-12

PATEL CONSERVATORY CLASSES: Over 100 classes, camps, master classes and workshops in music, dance, theater, comedy, and stagecraft

ARTS EDUCATION PARTNERSHIPS: Oct.–May; 50 partnerships delivering curricula to schools and agencies serving marginalized children and families

STUDENT PERFORMANCES: On Straz Center stages, fall, spring and summer sessions, highlighting student achievements

ACCESS ARTS SCHOLARSHIPS: Conservatory faculty work with arts education partnerships, the Children's Board of Hillsborough Co. and arts magnet schools to identify and scholarship underserved students for classes and camps

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

4. Completed Fiscal Year End Date (m/d/yyyy) * 9/30/2021

5. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$1,117,247	\$3,886,831	\$3,750,000
2. Personnel: Programmatic	\$5,132,647	\$8,683,986	\$8,952,000
3. Personnel: Technical/Production	\$638,161	\$783,251	\$817,850
4. Outside Fees and Services: Programmatic	\$5,265,564	\$13,746,842	\$14,026,500
5. Outside Fees and Services: Other	\$1,298,143	\$4,806,231	\$4,950,800
6. Space Rental, Rent or Mortgage	\$220,042	\$598,000	\$598,000
7. Travel	\$69,759	\$601,168	\$620,700
8. Marketing	\$813,231	\$3,274,207	\$3,315,200
9. Remaining Operating Expenses	\$145,549	\$5,337,484	\$5,450,000

A.	Total Cash Expenses	\$14,700,343	\$41,718,000	\$42,481,050
B.	In-kind Contributions	\$321,000	\$650,000	\$650,000
C.	Total Operating Expenses	\$15,021,343	\$42,368,000	\$43,131,050
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$1,241,232	\$20,814,430	\$21,135,000
11.	Revenue: Contracted Services	\$1,824,282	\$1,864,860	\$2,904,200
12.	Revenue: Other	\$11,166,596	\$9,887,141	\$9,105,000
13.	Private Support: Corporate	\$484,191	\$850,000	\$910,000
14.	Private Support: Foundation	\$656,496	\$710,000	\$715,000
15.	Private Support: Other	\$4,063,502	\$4,686,125	\$4,728,000
16.	Government Support: Federal	\$8,152,124	\$40,000	\$40,000
17.	Government Support: State/Regional	\$219,065	\$109,000	\$180,000
18.	Government Support: Local/County	\$1,991,482	\$1,754,833	\$1,233,833
19.	Applicant Cash		\$1,001,611	\$1,530,017
D.	Total Cash Income	\$29,798,970	\$41,718,000	\$42,481,050
B.	In-kind Contributions	\$321,000	\$650,000	\$650,000
E.	Total Operating Income	\$30,119,970	\$42,368,000	\$43,131,050

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."

The surplus income in the Completed FY is available for our capital expenses, accounts payable and accrued expenses. This is in our attached audit by Cherry Bekaert, CPAs, for fiscal years 2021 and 2020, pages 9-13.

Our revenue surplus reflects how our Broadway Series costs fluctuate yearly with bigger tours in alternating seasons. One year may include a blockbuster such as HAMILTON and other major tours, while the following year may not.

Our attached audit explains that "timing differences among revenue recognition may result in contract assets or liabilities. Contract liabilities ... totaled approximately \$11,277,000 as of September 30, 2021, and primarily represent cash received from advance ticket sales, box office fees, concession, education class tuition, subscriber memberships, and event sponsorships, which are recognized after related performances, classes, and events are completed and the associated cost settlements are calculated.

Also, in FY21 we received two federal Paycheck Protection Loans, now in the process of being forgiven, and we benefited from IRS Employee Retention Tax Credits, all established through the "COVID-19" Cares Act/American Recovery Plan.

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	Administrative	\$0	\$1,982,750	\$0	\$1,982,750
2	Human Resouces	\$0	\$280,000	\$0	\$280,000
3	Finance Staff	\$0	\$962,750	\$0	\$962,750
4	Systems IT	\$0	\$720,000	\$0	\$720,000
Totals:		\$0	\$3,945,500	\$0	\$3,945,500

1.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Programming Staff	\$0	\$1,964,200	\$0	\$1,964,200
Totals:		\$0	\$9,135,400	\$0	\$9,135,400

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Education Staff	\$0	\$1,096,000	\$0	\$1,096,000
3	Dance, Ballet, Music, Theater Faculty	\$0	\$1,648,000	\$0	\$1,648,000
4	Patron Services & Box Office Staff	\$0	\$1,427,000	\$0	\$1,427,000
5	Opera Tampa Staff	\$0	\$217,000	\$0	\$217,000
6	Marketing Staff	\$0	\$1,958,200	\$0	\$1,958,200
7	Security Staff	\$0	\$825,000	\$0	\$825,000
Totals:		\$0	\$9,135,400	\$0	\$9,135,400

1.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Production Staff	\$0	\$481,000	\$0	\$481,000
2	Operations & Building Services	\$0	\$460,000	\$0	\$460,000
Totals:		\$0	\$941,000	\$0	\$941,000

1.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Royalties, ASCAP/BMI	\$0	\$1,015,000	\$0	\$1,015,000
2	Musicians	\$0	\$587,000	\$0	\$587,000
3	Event & Conservatory Production Labor	\$0	\$1,780,000	\$0	\$1,780,000
4	Union Dues	\$0	\$9,200	\$0	\$9,200
Totals:		\$0	\$19,272,400	\$0	\$19,272,400

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
5	Artistic Fees / Season Guarantees	\$0	\$15,881,200	\$0	\$15,881,200
Totals:		\$0	\$19,272,400	\$0	\$19,272,400

1.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Auditing Fees	\$0	\$65,000	\$25,000	\$90,000
2	Consultants & Contract Labor	\$0	\$745,900	\$25,000	\$770,900
3	Service Contracts	\$0	\$1,475,300	\$0	\$1,475,300
4	Security, Fire, Police	\$0	\$621,000	\$0	\$621,000
Totals:		\$0	\$2,907,200	\$50,000	\$2,957,200

1.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Production Rentals	\$85,200	\$0	\$85,200
2	Rentals & Equipment Leases	\$512,800	\$0	\$512,800
Totals:		\$598,000	\$0	\$598,000

1.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Production Travel	\$2,700	\$0	\$2,700
2	Hotels & Transportation	\$241,400	\$0	\$241,400
3	Travel Per Diem	\$557,300	\$0	\$557,300
Totals:		\$801,400	\$0	\$801,400

1.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Advertising	\$150,000	\$2,015,300	\$700,000	\$2,865,300
2	Print Materials & Billboards	\$0	\$398,330	\$0	\$398,330
3	Audience Development & Trade Shows	\$0	\$135,500	\$0	\$135,500
4	Photography, PR, Press Clipping	\$0	\$35,000	\$0	\$35,000
5	Season Marketing Materials	\$0	\$41,750	\$0	\$41,750
Totals:		\$150,000	\$2,625,880	\$700,000	\$3,475,880

1.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Costumes, Wardrobe, Music, Scores, Sound, Lights	\$0	\$795,000	\$0	\$795,000
2	Custodial	\$0	\$967,000	\$0	\$967,000
3	Insurance	\$0	\$681,000	\$0	\$681,000
4	Maintenance & Repair	\$0	\$645,000	\$0	\$645,000
5	Materials, Supplies, Scenery, Props	\$0	\$712,000	\$0	\$712,000
6	Non-Capitalized Equipment	\$0	\$41,500	\$0	\$41,500
7	Telephone, Utilities, Garbage	\$0	\$1,125,000	\$0	\$1,125,000
8	Miscellaneous	\$0	\$975,900	\$0	\$975,900
Totals:		\$0	\$5,942,400	\$0	\$5,942,400

1.10. Amount of Grant Funding Requested:

\$150,000

1.11. Cash Match:

\$46,169,180

1.12. In-Kind Match:

\$750,000

1.13. Match Amount:

\$46,919,180

1.14. Total Project Cost:

\$47,069,180

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	Ticket Sales	\$25,758,347	\$25,758,347
Totals:		\$0	\$25,758,347

2.2. Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Rent	\$375,000	\$375,000
2	Education Revenue	\$2,165,000	\$2,165,000
3	Service Revenue	\$950,000	\$950,000
Totals:		\$0	\$3,490,000

2.3. Revenue: Other *

#	Description	Cash Match	Total
1	Box Office Fees	\$4,362,000	\$4,362,000
2	Concessions	\$4,495,000	\$4,495,000
3	Investment Return - Non-capital	\$400,000	\$400,000
Totals:		\$0	\$9,257,000

2.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Corporate Support	\$930,000	\$930,000
Totals:		\$0	\$930,000

2.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	Foundation Support	\$720,000	\$720,000
Totals:		\$0	\$720,000

2.6. Private Support: Other *

#	Description	Cash Match	Total
1	Individual Support & Special Events	\$4,750,000	\$4,750,000
Totals:		\$0	\$4,750,000

2.7. Government Support: Federal *

2.8. Government Support: Regional *

#	Description	Cash Match	Total
1	FL DAC-NEA Partnership Grant - Straz Salutes Veterans Project	\$30,000	\$30,000
Totals:		\$0	\$30,000

2.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	City of Tampa	\$492,075	\$492,075
2	Hillsborough County	\$741,758	\$741,758
Totals:		\$0	\$1,233,833

2.10. Applicant Cash *

2.11. Total Project Income:

\$47,069,180

2.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	0%
B.	Cash Match	\$46,169,180	\$46,169,180	98%
	Total Cash	\$46,319,180	\$46,319,180	98%
C.	In-Kind	\$750,000	\$750,000	2%
	Total Proposal Budget	\$47,069,180	\$47,069,180	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.

In comparing the Personnel: Administrative costs our operating budgets for Current and Next fiscal years to the Proposal Budget, costs are scheduled to go down slightly in the Next fiscal year then increase in the Proposal budget. This is because our 30-year CEO is retiring at the end of the Current fiscal year, and the new CEO will start at a slightly lower salary beginning in the Next fiscal year.

Also, our Proposed Budgeted Season of 2023-2024 we will be in the busiest construction phase of a campus-wide master plan project, which is scheduled to be complete in early 2025. During this time, we will be operating our programs and performances around construction schedules and intermittent area closures, and some programs may be held offsite.

Outside Fees and Services: Programmatic in the Proposal Budget represent higher contract costs for a blockbuster Broadway season. Our plan is for ticket sales to offset revenue losses due to potential business interruption.

The Proposal Budget also indicates revenue growth as our Arts Education Programs recover and rebuild from the pandemic.

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)
TBPAC Straz Ctr Substitute W-9 5-31-21.pdf	34 [KB]	5/25/2022 5:33:00 PM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
TBPAC Straz Ctr 990 - 2019 (FY2020).pdf	512 [KB]	5/25/2022 5:33:27 PM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
TBPAC Straz Ctr GREAT PROGRAMS.pdf	TBPAC Straz Center - GREAT PROGRAMS		6694 [KB]		View file
TBPAC Straz Ctr LIVE VIRTUAL & REACHING OUT.pdf	TBPAC Straz Center - LIVE, VIRTUAL & REACHING OUT		2074 [KB]		View file
TBPAC Straz Ctr INSIDE Mag_winter 2021.pdf	TBPAC Straz Center - INSIDE Magazine - Winter		14867 [KB]		View file
Straz Ctr INSIDE Mag_spring 2022.pdf	TBPAC Straz Center - INSIDE Magazine - Spring		19894 [KB]		View file
Straz Ctr PATEL 2022 Summer Brochure.pdf	TBPAC Straz Center - Patel Conservatory Summer 2022		7073 [KB]		View file
Straz Ctr 22-23 BWY Booklet.pdf	TBPAC Straz Center - 22-23 Broadway Season		5350 [KB]		View file
TBPAC Straz Ctr GREAT SUPPORT LETTERS.pdf	TBPAC Straz Center - GREAT SUPPORT LETTERS		1327 [KB]		View file
TBPAC Straz Ctr - 2022 Trustees & Extended Strategic Plan.pdf	TBPAC Straz Center - 2022 Trustees & Extended Strategic Plan		1302 [KB]		View file
TBPAC Straz Ctr IN THE PRESS.pdf	TBPAC Straz Ctr IN THE PRESS		7209 [KB]		View file
Straz Center Audit 9-30-2021 FS.pdf	TBPAC Straz Ctr - Audit 2020 & 2021		720 [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 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.

2.1. Signature (Enter first and last name)

Donna McBride

