

The Tampa Theatre, Inc.

Project Title: General Program Support 2020

Grant Number: 20.c.ps.109.391

Date Submitted: Thursday, May 31, 2018

A. Cover Page Page 1 of 10

Guidelines

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

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 3

Discipline: Media Arts

Proposal Title: General Program Support 2020

B. Contacts (Applicant Information) Page 2 of 10

Applicant Information

- a. **Organization Name:** The Tampa Theatre, Inc. [!\[\]\(95b42f0077faf7439a26242a54e021ec_img.jpg\)](#)
- b. **FEID:** 59-3191311
- c. **Phone number:** 813.274.8680
- d. **Principal Address:** 711 North Franklin Street Tampa, 33602-4435
- e. **Mailing Address:** P. O. Box 172188 Tampa, 33672-0188
- f. **Website:** www.tampatheatre.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Hillsborough
- j. **DUNS number:** 787030154

1. Grant Contact *

First Name

Maggie

Last Name

Webber

Phone

813.274.8680

Email

maggie@tampatheatre.org

2. Additional Contact *

First Name

John

Last Name

Bell

Phone**Email**

john@tampatheatre.org

3. Authorized Official *

First Name

John

Last Name

Bell

Phone

Email

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4. National Endowment for the Arts Descriptors

Applicant Status

Organization - Nonprofit

Institution Type

Cinema

Applicant Discipline

Media Arts

5. Department Name

C. Eligibility Page 3 of 10

1. What is the legal status of the applicant? *

- Public Entity
- Nonprofit, Tax-Exempt
- Solo or Individual artists or unincorporated performing company
- Other (not an eligible response)

2. Are proposed activities accessible to all members of the public? *

- Yes (required for eligibility)
- No

3. Do proposed activities occur between 7/1/2019 - 6/30/2020? *

- Yes (required for eligibility)
- No

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

- Less than 1 year
- 1-2 years
- 3 or more years (required minimum to request more than \$50,000 in GPS)

D. Excellence Page 4 of 10

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

Built in 1926 as one of America's major movie palaces, Tampa Theatre was rescued by the community from demolition in the 1970s and today operates as a non-profit film and cultural center, presenting films, special events, and educational programs year-round.

Tampa Theatre's mission is to preserve, protect and program Tampa Theatre as a creative film and cultural center for the benefit of Tampa's residents and visitors.

2. Proposal Description

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

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

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

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

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

The doors to our majestic movie palace first opened in 1926 at the height of the silent film era. Built by Paramount, the intent of the Theatre's over-the-top architecture was to overwhelm the audience with opulence, creating an atmosphere in which patrons became receptive to entertainment. Ninety-one years later Tampa Theatre remains committed to being a showplace that elevates the art of film in a palatial environment that welcomes all.

The Theatre's dedicated staff prides itself on keeping our Theatre relevant by adapting to new technologies, audiences and opportunities. Our goals, objectives and activities for 2019-2020 are inspired by our mission to preserve, protect and, most importantly, program the Theatre as a creative film and cultural center for Tampa's residents and visitors.

Goal #1: Unite our community through our inventive film programming.

Objective #1: To expand Tampa Theatre's reach by showcasing at least 100 first-run independent and classic film screenings annually that celebrate the creators, the legends, the trailblazers, the jesters, the strong voices, the alternative thinkers and the changing face of our community.

Activities:

First-Run Film Programming: With the advent of Netflix, MoviePass, Redbox and other film distribution platforms, the movie industry is rapidly changing. What will never change is our commitment to showcasing compelling new works by filmmakers in one of the world's most celebrated cinemas. We will

present more than 400 screenings of new first-run independent films in the coming year.

Repertory Classic Series: Our multiple Classic/Repertory film programs span more than 100 years of cinematic history, packaged in five seasonal or thematic series. The Theatre's flagship Summer Classic Movie Series on Sunday afternoons from June - September is now entering its 27th season.

Film Festivals / Partnerships: Tampa Theatre is proud to host and support fellow nonprofit organizations by providing the venue free-of-charge for the Tampa Bay Gay and Lesbian International Film Festival each fall, and the Gasparilla International Film Festival each spring.

Silent Film Showcase: We present silent films as they were originally intended: in a movie palace with professional musicians providing live musical accompaniment. We will present four silent film events this coming year accompanied by renowned theatre organist Dr. Steven Ball on the Theatre's restored Mighty Wurlitzer Theatre Organ.

Local Community Showcase: We share the excitement of local filmmakers when we host premieres of their works. This past season we hosted premieres of three locally produced films: Brett Culp's *Look to the Sky*, Deborah Kerr's *Stop the Presses*, and Whitestoneridge Productions' *The Weight of Remembering*.

Community Partner Events: We frequently partner with local community organizations to present special screenings that will benefit the community. Recently we partnered with Centro Español de Tampa to host *The Weight of Remembering*, with WEDU-PBS to host a premiere of *Little Women*, and with A&E to premiere their series *Nightwatch*, which featured the Tampa Police Department.

Goal #2: Enrich our community through our film-centric learning programs.

Objective 1: To provide at least twenty film-related educational opportunities for children, teens and adults (all ages) annually.

Activities:

Tampa Theatre Film Camp: Now in its 14th year, our partnership with the Florida Center for Instructional Technology at the University of South Florida teaches students in grade 3-12 the creative process of live-action and stop-motion animation film-making, from concept and story-boarding through filming, editing and production. Each summer, 4–5 weeks of camp are presented serving approximately 200 students per year.

CinemaSTEM: This year we unveiled a new program that combines STEM topical speakers with films. For example, in July 2018, the Theatre will screen *The Perfect Storm* paired with a local meteorologist who will speak about hurricane season preparation and what a "perfect storm" would mean for Tampa Bay. During our program's inaugural year, we plan to present a variety of CinemaSTEM pairings quarterly.

Film Talks: After all Summer Classic movies, a local film expert will lead the audience in a film talk. This partnership with the Osher Lifelong Learning Institute offers non-credit courses to "seasoned" adults over 50.

Educational Field Trips: Our 38-year partnership with the Hillsborough County School Board has provided more than 1 million school children an introduction to the arts and historic preservation. We present 8-12 curriculum based productions a year that fill our 1,250 seat auditorium, and also offer class-sized tour opportunities to teachers.

Goal #3: Protect and preserve Tampa Theatre as one of America's most celebrated historic theatres.

As the Theatre's original designers intended, we believe that viewing films within a beautiful, majestic cinema enhances and elevates the experience and the art form. Our commitment to preserving and authentically restoring the Theatre is an integral part of our business plan and strategy for audience development.

Objective 3a: Continue planning for the full restoration of the Theatre.

Objective 3b: To share the history of Tampa Theatre to as many residents and visitors as possible each year.

Activities:

Tour Programs: The Theatre offers bi-monthly tours to the public for \$10 per person and are led by senior staff members. These tours include information about the Theatre's history, architecture and insights into the Theatre's programming, the movie industry, and how technological changes impact how we produce and view moving images.

Seat Campaign ("Cush Your Tush"): A campaign that gives opportunities for individuals to sponsor one of our new seats.

Pause (Happy Hour): Whenever our schedule allows we open the Theatre lobby from 4:30 – 6:30 pm free of charge, encouraging visitors to explore the Theatre with volunteer tour guides, learn about our programs, and become immersed in the atmosphere of this grand movie palace.

Partnerships & Collaborations - (Maximum characters 2000.)

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

Tampa Theatre's programming and industry partnerships build audiences for new and classic films as well as play an important role in creating a strong and vibrant cultural center for our community.

- Sundance Institute Art House Project Theatre - Tampa Theatre was chosen as one of 23 North American cinemas to be awarded this distinction
- Member of the League of Historic American Theatres - a national association of historic theatres
- Hillsborough County's Field Trip office - we are an official venue for the county's field trip offerings.
- University of South Florida's Florida Center for Instructional Technology and their Director Dr. James Welsh - partnering with the Theatre for 14th summer in a row in creating and implementing the Tampa Theatre Film Camp
- Tampa Bay International Gay and Lesbian Film Festival - hosting their film festival
- The Gasparilla International Film Festival - hosting their film festival
- Centro Espanol de Tampa - partnering on film screenings
- The Tampa Hillsborough Film and Digital Media Commission - marketing and event partnership
- Oxford Exchange - partnering on a live author series
- Visit Tampa Bay - marketing partnership
- WUSF Public Media - marketing and event partnership
- WEDU PBS - marketing and event partnership

For our annual fundraisers WineFest, BeerFest and Hollywood Awards Night, the Theatre works with over 40 local, independent restaurants, breweries, and wineries to promote their businesses while they donate their time and goods to us.

New partnerships this year include:

- In 2018, the Theatre began working with the following partners on our new program, CinemaSTEM, including the Tampa Bay STEM Network, the Hillsborough County Public Schools STEM Education program, The Florida Aquarium, the University of South Florida, and Busch Gardens to identify subject-expert speakers and pair them with films that may not appear to be "about" science on the surface, but prove that STEM topics influence nearly every aspect of our lives.
- Other new partnerships were reciprocal relationships to provide our members with member benefits at these organizations (and vice versa): Tampa Bay History Center, the Plant Museum, and FMoPA (the Florida Museum of Photographic Arts).

Formal agreements are in place for a majority of these relationships. Working together with other nonprofits, businesses, and civic counterparts makes Tampa a better city for all.

Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Here is a timeline based on our current fiscal year (10/1/17 - 9/30/18)

On-going:

- Receive first-run specialty film titles from our film booker on an on-going basis. Add that content to our website, begin selling tickets and promoting show times through our regular channels.
- Schedule bi-monthly tours led by Senior Staff throughout the year and highlight our recent restoration work.
- Plan for current education programs in terms of scope, audience, and goals.
- Choose film titles and begin marketing push for the monthly dates for the *Rewind* series based on recommendations from staff, patrons and social media fans.

October - Plan film titles and programming themes for Annual Classics series: Family Favorites, Summer Classics, Nightmare on Franklin Street, and the Holiday Classics. Plan which silent films we will be screening and during which series, and then contract with a professional organist for live musical accompaniment. Tampa Bay Gay and Lesbian International Film Festival is presented.

November - Plan for Holiday Classics in terms of curtain speeches, Marketing Plans, and plan a Membership Mixer for one of the Holiday Classics. CinemaSTEM event takes place.

December - Execute all Holiday Classics and associated events. Annual New Year's Event planning and execution.

January - Plan and execute winter classics series.

February - Valentine's Day Vow Renewal and film screening. This was our 2nd year inviting couples to renew their vows or get married in a mass vow renewal/ceremony. CinemaSTEM event takes place.

March -Family Favorites series begins. Gasparilla Film Festival is presented. WineFest - the Theatre's annual fundraiser, takes place.

April - Family Favorites series continues. Plans for Summer Classics begin. CinemaSTEM event takes place.

May - Summer Classics: begin contest (we solicit suggestions from fans/email subscribers to pick their "Fan Favorite Classic"); contact experts for post-talk requests after select films; bulk mail for direct mail piece; send press release; pitch press for editorial and ensure coverage in event listings.

June - Summer Classics series begins. Film Talks begin following these films.

July - BeerFest - annual fundraiser occurs. CinemaSTEM program event occurs.

August - Annual Members Appreciation Reception takes place.

September - Plan for next fiscal year's programming.

E. Impact Page 5 of 10

Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefitting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefitting should be one (1).

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

150

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

600

3. How many Adults will be engaged? *

85,000

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

15,000

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

10,000

6. How many artists will be directly involved? *

50

Total number of individuals who will be engaged?

7. How many individuals will benefit through media? *

50,000

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

Adults (25- 64 years)

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

Hispanic/Latino

White

10. Additional impact/participation numbers information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

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

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county. *State Service Organization* applicants: Select all counties that will be served by your programming.

Hillsborough

12. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

Organizations: Include the economic impact of your organization as a whole.

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

Economic Impact

Based on our total expenses for FYE 2017, the Americans for the Arts' Arts & Economic Prosperity

IV calculator revealed that Tampa Theatre's estimated economic impact is \$5,121,980 annually. It employs 34 individuals and has a direct impact on 152 full-time jobs in the area, generating \$237,014 in local government revenue and \$289,652 in state revenue income.

Geographically, we serve west central Florida, including Pinellas, Pasco and Polk counties, but primarily serve all of Hillsborough County. Our audience surveys reveal 64% are Hillsborough County residents; 23% are Pinellas County residents; 5% are Pasco County residents; 3% are Polk County residents; 1% are Manatee County residents and 4% are from beyond the Tampa Bay area.

Education and Outreach

As a motion picture "palace for the people" and Tampa's only non-profit film and cultural center, we serve as many segments of our community as possible. From children attending a field trip to adult learners listening to a post-film discussion, we present films, special events, and educational opportunities to serve the needs of the Tampa Bay region. We have flourished as an architectural treasure and cultural touchstone for 91 years and have served five million Bay-area and surrounding county residents and visitors since the Theatre's rescue in 1977.

Educating the next generation and bringing generations together is why the classic film series exists. Tampa Theatre's Summer Classics series is the longest-running curated classics series in the state of Florida and fosters the study and appreciation of classic film and all of the insight and entertainment that filmmakers such as Capra, DeMille, Hitchcock, Kazan, Welles and many others have provided.

For the adults, film programming is augmented whenever possible with guest speakers and filmmaker Q&As. For all Summer Classics, films are complemented with film talks following the film led by experts in the field.

For students, the Tampa Theatre Film Camp, presented in collaboration with the Florida Center for Instructional Technology at the University of South Florida for the 14th summer this year, invites campers entering grades 3-12 to actively participate in the creative process of digital filmmaking, from brainstorming, storyboarding, and scriptwriting to filming, lighting and editing.

The Theatre also hosts scores of on-school time field trips and tours introducing many students to their first experience at a major cultural facility. The Theatre is also an active participant in the Tampa Downtown Partnership's (TDP) Arts & Culture committee - which secures low- and no-cost marketing opportunities for about a dozen Tampa arts & culture organizations that are collectively branding a downtown "arts district" - as well as TDP's Fourth Friday program, which promotes exploration of the city's cultural organizations through once-a-month extended hours, tours and special programming.

13. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

Tampa Theatre's marketing strategy is designed to build new audiences, inspire current audiences to keep attending, and to be a good community partner with other local organizations through an integrated marketing approach.

New initiatives we've undertaken this year to build upon our current audience-building strategy are introducing private groups and civic organizations to Tampa Theatre's mission, operations and restoration efforts. We have also recently introduced extended pre-film lobby hours and concessions specials, available to downtown employees/residents and out-of-market tourists without having to purchase a film ticket.

Given the diversity of the Theatre's 600+ annual show times and events, there is also an emphasis placed on institutional marketing that positions each series or show as vibrant, relevant artistic and educational content taking place within one of Tampa's most culturally significant historic venues.

Tampa Theatre advertises in the following publications and outlets:

- Paid Facebook ads and post/event boosts
- Print ads in Tampa's daily newspaper *The Tampa Bay Times* (circ. 212,171 daily; 365,025 on Sunday), top two weekly tabloids *tbt* and *Creative Loafing* (circ. 70,000) and select niche magazines including *Tampa Bay Parenting* (monthly circ. 30,000) and *Tampa Bay METRO*
- Digital display ads to complement print placements on the outlets' sites

The Theatre also uses the channels that we control to continue to spread our message through:

- Lobby and pre-film video content and live "curtain speeches" to promote Membership and Theatre engagement opportunities to captive audience members
- Weekly printed schedules distributed in-theatre and through the Box Office
- Postcard mailings (approx. 10,000 households per mailing) to previous ticket buyers of similar programming for those shows whose target audience's demographic dictates a more traditional/less digital approach
- Regular press release distribution to a list of 250+ traditional and digital media contacts

Online and Digital Media Efforts:

- Consistent engagement and interaction with 27,600 Facebook fans (10% increase over last year), 18,100 Twitter followers (9% increase over last year) and 6,900 Instagram followers (27% increase over last year)
- Weekly communication via e-newsletter to 32,000 subscribers
- Created an electronic timeline on TampaTheatre.org that showcases the Theatre's 91-year history with photos, artifacts, and interesting items

The Theatre's Marketing Department also finds creative ways to work with local media outlets for in-kind, trade, and reciprocal marketing opportunities including:

- Added-value media sponsorships that secure print, digital and broadcast promotion for classics series and fundraising events
- Radio promotions and ticket giveaways to support select live concerts

Focused efforts to present Community Showcase screenings and shows in collaboration with other community partners further expand our marketing reach, amplify our message and extend our programming to previously untapped audiences. Recent and upcoming examples include:

- A neighborhood “block party” with the Tampa Downtown Partnership, Tampa Bay Businesses for Culture and the Arts, the Thornhill Foundation/ArtLab, the Children’s Board Heart Gallery of Tampa Bay, WEDU-PBS, Metropolitan Ministries, and a host of other organizations and businesses to celebrate the opening of the Mr. Rogers documentary *Won’t You Be My Neighbor?*
- A puppy adoption event with the Humane Societies of Tampa and Pinellas County to promote the opening of Wes Anderson’s *Isle of Dogs*
- A one-day Irish Film Festival collaboration with the Tampa Hillsborough Film and Digital Media Commission, the Irish Consulate-General, the Arts Council of Ireland, and other partners
- A live author talk with astronaut Scott Kelly in corporation with the Oxford Exchange
- A screening of *The Longest Game* in partnership with Seniors in Service of Tampa Bay

F. Management and Operating Budget Page 6 of 10

1. Fiscal Condition and Sustainability - (Maximum characters 1750.) *

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

Fiscal Condition

The Theatre has consistently enjoyed financial stability due to stable management and the community's generosity. More than half of the revenues are earned through admissions, concession sales, rental fees, etc. The balance of funds needed to program and operate the landmark are provided by a combination of public and private sector local support.

Through evaluation of all of the programs we present, the Theatre continually identifies opportunities to increase our growth and fulfill our mission for serving as many people as possible while also preserving our movie palace for years to come.

In March 2018, the Theatre successfully completed its \$6 million fundraising campaign to restore Phase I of the full restoration of Tampa Theatre. The Theatre is proud of its efforts to bring in support from private and public sectors to complete this very important goal of preserving the building.

The City of Tampa's continuing commitment to support the maintenance of the Theatre has been invaluable, while support from individual donors, foundations and corporations gives us the resources we need to improve our programming and service to the community.

The result is that Tampa Theatre has built operating cash reserves equal to 20% of our total organizational expenses, with a goal of building unrestricted cash reserves to 30% of expenses. The Theatre has recently put into place a planned giving program, through which we plan to build an endowment fund.

Sustainability

Over the past 30 years, we have successfully adjusted the programming mix to stay relevant to new audiences, allowing us to maintain steady earned income streams. We have also successfully developed new sources of contributed income, including memberships, sponsorships and fundraising events to provide the funds needed to sustain and improve our programs. Demonstrated success in balancing the budget translates into confidence among donors that the Theatre is well-managed, stable and worthy of further support.

2. Evaluation Plan - (Maximum characters 1750.) *

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

Tampa Theatre staff and its Board of Directors regularly evaluate the impact of its programming on the Tampa Bay community through analysis of survey results, attendance records, number of students and people served, direct feedback from our patrons, local/national media reach, as well as industry participation.

Events are monitored weekly by tracking total, paid and complimentary attendance, gross ticket sales, number of screenings, average box office gross per screening and average paid admission.

Memberships are processed and analyzed monthly.

Volunteer information and hours are tracked through our ShiftBoard software system.

Tampa Theatre was one of 30 movie houses nationwide to participate in a National Art House Audience Survey through our membership in the Art House Convergence.

Anecdotal information about the quality of our programs is received from suggestion box comments, e-mails, letters and surveys. This information is taken into consideration as we make decisions about creative direction, show times, schedules, pricing, marketing and program planning.

As an example, we sent out a targeted online survey to 1,200 current members in January 2017 asking them about specific benefits, potential new benefits, and their experience at Tampa Theatre. With this information in mind, we have made changes including providing an exclusive, members-only monthly email with information about upcoming events, increasing the member discount for all film events from \$2 to \$3, updating the membership cards, and inviting our top-level members to on stage lunches with our CEO to provide feedback and share updates.

Feedback from sponsors and partners on how the audience experience can be improved are always considered. Assessments of media coverage are compiled and assigned values. Tampa Theatre reviews all of this data with the objective of enhancing the audience experience, building a broader network of partners and audiences to promote arts, film education and cultural development.

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

9/30/2017

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$678,598	\$685,000	\$689,000
2. Personnel: Programmatic	\$189,055	\$160,000	\$190,000
3. Personnel: Technical/Production	\$110,567	\$115,000	\$118,000
4. Outside Fees and Services: Programmatic	\$319,568	\$300,000	\$342,500

5.	Outside Fees and Services: Other	\$94,500	\$95,000	\$96,000
6.	Space Rental, Rent or Mortgage	\$7,000	\$7,000	\$7,000
7.	Travel	\$16,000	\$15,000	\$15,000
8.	Marketing	\$110,583	\$112,500	\$114,000
9.	Remaining Operating Expenses	\$624,211	\$559,124	\$595,500
A.	Total Cash Expenses	\$2,150,082	\$2,048,624	\$2,167,000
B.	In-kind Contributions	\$40,000	\$40,000	\$40,000
C.	Total Operating Expenses	\$2,190,082	\$2,088,624	\$2,207,000
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year	
10. Revenue: Admissions	\$958,422	\$890,000	\$982,000	
11. Revenue: Contracted Services	\$191,033	\$183,000	\$190,000	
12. Revenue: Other	\$338,800	\$308,000	\$325,000	
13. Private Support: Corporate	\$98,500	\$100,000	\$110,000	
14. Private Support: Foundation	\$40,000	\$40,000	\$40,000	
15. Private Support: Other	\$128,562	\$130,000	\$130,000	
16. Government Support: Federal				
17. Government Support: State/Regional	\$48,743	\$9,624	\$150,000	
18. Government Support: Local/County	\$273,022	\$268,000	\$240,000	

19. Applicant Cash		\$120,000	
D. Total Cash Income	\$2,077,082	\$2,048,624	\$2,167,000
B. In-kind Contributions	\$40,000	\$40,000	\$40,000
E. Total Operating Income	\$2,117,082	\$2,088,624	\$2,207,000

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

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

Panelists will note that the Theatre's earned revenues and some programmatic expenses dipped during the current fiscal year. This anomaly was caused by a planned six-week shut down in November and December 2017 so that the Theatre could complete Phase I of its full restoration of the building including new seats and carpeting as well as infrastructure improvements to protect the building. Anticipating the shut down and corresponding loss of revenues, the Theatre established cash reserves over the course of several years totaling \$120,000 to support the budget during the closure.

6. Paid Staff

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

7. Hours *

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

G. Management and Proposal Budget Page 7 of 10

1. Rural Economic Development Initiative (REDI) Waiver *

Yes

No

2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at <http://dos.florida-arts.org/grants/guidelines/2017-2018.gps.guidelines.cfm#budget>.

Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Staff payroll	\$0	\$168,000	\$0	\$168,000
2	Office salaries	\$0	\$346,000	\$0	\$346,000
3	Box Office	\$0	\$35,000	\$0	\$35,000
4	Benefits	\$0	\$140,000	\$0	\$140,000
Totals:		\$0	\$689,000	\$0	\$689,000

Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Film Curator	\$0	\$10,000	\$0	\$10,000
2	Theatre Organist in residence	\$0	\$10,000	\$0	\$10,000
3	House staff	\$0	\$130,000	\$0	\$130,000
4	Benefits	\$0	\$40,000	\$0	\$40,000
5	Pre-show theatre organists	\$0	\$0	\$25,000	\$25,000
Totals:		\$0	\$190,000	\$25,000	\$215,000

Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Projectionists	\$0	\$37,000	\$0	\$37,000
2	Stagehands	\$0	\$55,000	\$0	\$55,000
3	Benefits	\$0	\$26,000	\$0	\$26,000
4	Theatre organ tech	\$0	\$0	\$15,000	\$15,000
Totals:		\$0	\$118,000	\$15,000	\$133,000

Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Film license fees	\$150,000	\$110,000	\$0	\$260,000
2	Special events / programs	\$0	\$65,000	\$0	\$65,000
3	Videographer / Photographer	\$0	\$7,500	\$0	\$7,500
4	Honoraria / appearance fees	\$0	\$10,000	\$0	\$10,000
Totals:		\$150,000	\$192,500	\$0	\$342,500

Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Accounting	\$0	\$7,000	\$0	\$7,000
2	Legal	\$0	\$2,000	\$0	\$2,000
3	Professional services	\$0	\$13,000	\$0	\$13,000
4	IT	\$0	\$26,000	\$0	\$26,000
5	Janitorial	\$0	\$48,000	\$0	\$48,000
Totals:		\$0	\$96,000	\$0	\$96,000

Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Rent	\$7,000	\$0	\$7,000
	Totals:	\$7,000	\$0	\$7,000

Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Travel & lodging - conferences & film festivals	\$15,000	\$0	\$15,000
	Totals:	\$15,000	\$0	\$15,000

Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Institutional advertising	\$0	\$24,000	\$0	\$24,000
2	Print advertising	\$0	\$21,000	\$0	\$21,000
3	Trailers	\$0	\$4,000	\$0	\$4,000
4	Digital advertising	\$0	\$25,000	\$0	\$25,000
5	Summer Classics Series printing & mailing	\$0	\$10,000	\$0	\$10,000
6	Holiday Classics Series printing & mailing	\$0	\$10,000	\$0	\$10,000
7	Nightmare Series printing & mailing	\$0	\$10,000	\$0	\$10,000
8	Outdoor cinema promotion	\$0	\$10,000	\$0	\$10,000
	Totals:	\$0	\$114,000	\$0	\$114,000

Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
	Totals:	\$0	\$595,500	\$0	\$595,500

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Facility maintenance	\$0	\$290,000	\$0	\$290,000
2	Utilities	\$0	\$80,000	\$0	\$80,000
3	Telecommunications	\$0	\$19,000	\$0	\$19,000
4	Office supplies	\$0	\$14,000	\$0	\$14,000
5	Insurance	\$0	\$30,000	\$0	\$30,000
6	Development	\$0	\$17,500	\$0	\$17,500
7	Remaining expenses	\$0	\$145,000	\$0	\$145,000
Totals:		\$0	\$595,500	\$0	\$595,500

Amount of Grant Funding Requested:

\$150,000

Cash Match:

\$2,017,000

In-Kind Match:

\$40,000

Match Amount:

\$2,057,000

Total Project Cost:

\$2,207,000

3. Proposal Budget Income:

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

Revenue: Admissions *

#	Description	Cash Match	Total
Totals:		\$0	\$982,000

#	Description	Cash	Match	Total
1	Film admissions	\$510,000	\$510,000	
2	Special events ticket sales	\$257,000	\$257,000	
3	Educational program fees	\$50,000	\$50,000	
4	Special programs	\$165,000	\$165,000	
Totals:		\$0	\$982,000	\$982,000

Revenue: Contracted Services *

#	Description	Cash	Match	Total
1	Theatre rentals	\$172,000	\$172,000	
2	Storefront rental	\$18,000	\$18,000	
Totals:		\$0	\$190,000	\$190,000

Revenue: Other *

#	Description	Cash	Match	Total
1	Lobby sales	\$325,000	\$325,000	
Totals:		\$0	\$325,000	\$325,000

Private Support: Corporate *

#	Description	Cash	Match	Total
1	Table sponsorships	\$70,000	\$70,000	
2	Program sponsorships	\$40,000	\$40,000	
Totals:		\$0	\$110,000	\$110,000

Private Support: Foundation *

#	Description	Cash	Match	Total
Totals:		\$0	\$40,000	\$40,000

#	Description	Cash Match	Total
1	Foundation program support	\$40,000	\$40,000
	Totals:	\$0	\$40,000

Private Support: Other *

#	Description	Cash Match	Total
1	Memberships	\$130,000	\$130,000
	Totals:	\$0	\$130,000

Government Support: Local/County *

#	Description	Cash Match	Total
1	City of Tampa	\$225,000	\$225,000
2	Arts Council of Hillsborough County	\$15,000	\$15,000
	Totals:	\$0	\$240,000

Total Project Income:

\$2,207,000

Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	7%
B.	Cash Match	\$2,017,000	\$2,017,000	91%
	Total Cash	\$2,167,000	\$2,167,000	98%
C.	In-Kind	\$40,000	\$40,000	2%
	Total Proposal Budget	\$2,207,000	\$2,207,000	100%

4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

H. Accessibility Page 8 of 10

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. - (Maximum characters 2500.) *

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

Inclusivity and making all of our patrons feel comfortable, welcome, and inspired by the programming that Tampa Theatre presents is our goal each year.

At the end of 2017, the Theatre underwent a full restoration of the lobby, completely replacing all seating in the main auditorium, conducting electrical upgrades throughout the building, and fixing basement groundwater intrusion problems.

Throughout the planning process for this restoration, ADA guidelines and improvements to the patron experience (including all people with disabilities) has been of utmost importance. With the restoration now completed, we have many more ADA accessible seating options. In addition to doubling the number of wheelchair accessible locations on the main floor from 6 to 12, the Theatre now offers a select number of accessible transfer seats. These seats have sides that open, allowing a guest to easily transfer from their wheelchair to a seat without the hurdle of an armrest. Our concession stand/ bar has been fully replaced meeting ADA guidelines on counter heights.

With help from a local foundation and an anonymous donor, the Theatre has also been able to comply with the Department of Justice's recommendation to upgrade all assistive listening devices and visually impaired patrons' assistive devices in advance of the Department of Justice's 2018 deadline. We are proud to have deployed our new assistive listening devices that work with both a headset or neck loops (compatible with T-coil/telecoil hearing devices or implants). These devices are also able to assist guest with visual impairments by providing narration to actions on screen. In addition, Tampa Theatre now offers CaptiView closed captioning devices. The Theatre's commitment extends beyond the screen. We have also installed larger LCD screens at our concession stand to offer improved visibility of menu items.

Our Senior House Manager completed the NEA Section 504 Self Evaluation in 2017 and an "All Access Workshop" in 2016 and 2017 presented by the Arts Council of Hillsborough County about improving accessibility in arts venues.

Giving Back to our Community

In an effort to make quality programming available to everyone in our community, we donated 1,562 admission and tour tickets, and 30 memberships, 2 ghost tours, and a private screening to deserving organizations during the 2016-2017 season.

We are excited that with our new seating options and assistive listening technologies, we are able to serve our patrons, especially those with disabilities, in a more inclusive way making their experience more enjoyable and hopefully bringing back patrons who will now be able to experience the Theatre again because of these improvements.

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes

No

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

Anthony Gonzalez

4. Section 504 Self Evaluation

Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

Yes, the applicant completed the Abbreviated Accessibility Checklist.

No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

If yes, when was the evaluation completed?

6/1/2017

I. Attachments and Support Materials Page 9 of 10

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DCA credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg or .gif	5 MB
documents	.pdf or .txt	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

1. Required Attachment List

Please upload your required attachments in the spaces provided. .

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute W-9 Tampa Theatre 2018.pdf	593 [KB]	5/8/2018 4:19:08 PM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
1 - 2017 Annual Report.pdf	Tampa Theatre's Annual Report 2017 - shows diversity of programming		4634 [KB]		View file
2 - Film Campers Turned Camp Counselors - Impact of Film Camp on two students.pdf	Film Camp Students Turned Camp Counselors - Impact of Film Camp on two students		109 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
3 - May 2018 Poster about Film Programming.jpg	May 2018 Poster about Upcoming First-Run and Classic Films		7077 [KB]		View file
4 - Letter from President and CEO John Bell - 2018.pdf	Letter from President and CEO John Bell		648 [KB]		View file
5 - Tampa Theatre Launches New CinemaSTEM Movie Series.pdf	Press Release Announcing CinemaSTEM, new educational program combining film with STEM		255 [KB]		View file
6 - Tampa Theatre Holiday Classics Moving to Curtis Hixon Park.pdf	Press Release Announcing Holiday Classics in the Park (outdoor cinema program)		477 [KB]		View file
7 - Tampa Theatre to host Mr. Rogers Neighborhood Block Party on June 14.pdf	7 - Press Release Announcing Neighborhood Block Party with "Won't You Be My Neighbor?" Film Screening		230 [KB]		View file
8 - Letter of Support from TIGLFF.pdf	8 - Letter of Support from Tampa Bay Gay and Lesbian International Film Festival		296 [KB]		View file
9 - Letter of Support from Visit Tampa Bay CEO.pdf	9 - Letter of Support from Visit Tampa Bay CEO Santiago Corrada		76 [KB]		View file
10 - Letter of Support from Film Camp Director (USF).pdf	10 - Letter of Support from Film Camp Director James Welsh (USF)		1296 [KB]		View file

J. Review & Submit Page 10 of 10

1. Review and Submit

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

Guidelines Certification

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

Signature (Enter first and last name)

Maggie Webber

