

Venice Theatre, Inc.

Project Title: General Program Support 2020

Grant Number: 20.c.ps.141.519

Date Submitted: Friday, June 1, 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: Community Theatre

Proposal Title: General Program Support 2020

B. Contacts (Applicant Information) Page 2 of 10

Applicant Information

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

1. Grant Contact *

First Name

Murray

Last Name

Chase

Phone

941.484.4033

Email

murraychase@venicetheatre.net

2. Additional Contact *

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Kristofer

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Phone

941.484.4033

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3. Authorized Official ***First Name**

Murray

Last Name

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941.484.4033

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

Organization - Nonprofit

Institution Type

Performing Group - Community

Applicant Discipline

Theatre

5. Department Name

Venice Theatre

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.) *

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

2. Proposal Description

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

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

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

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

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

GOALS

1. Venice Theatre will be the center for arts entertainment and education in south Sarasota County.
2. Venice Theatre will help students from all segments of the community build life skills through its outreach programs.
3. Venice Theatre will provide seniors with entertainment and arts education.
4. Venice Theatre will provide economic stimulus for its community, as well as national recognition.
5. Venice Theatre will increase cash reserves and build endowment.

OBJECTIVES

1. Increase MainStage attendance by 3%.
2. Produce at least one new play per season.
3. Increase show attendance by youth by 3%.
4. Help adults with developmental disabilities "mainstream" into the job market through arts training. This includes training with a kinetic arts speech therapist.
5. Increase senior participation--and volunteers and students--by 3%.
6. Increase class participation by 5%.
7. Increase multi-cultural participation by 5% through recruitment, participation, and performance.
8. Increase first-time audience members by 5%.
9. Increase endowment funds to \$350,000.

ACTIVITIES:

(Objectives 1,2,3,7,8): Venice Theatre will present a diverse season. There are multiple packages and season options, each targeted to achieve the objectives. We will offer:

- a MainStage season
- a Stage II season
- a Generations season
- a Summer Season
- an international theatre festival
- tour performances to schools
- tour performances to senior venues
- school-time performances of MainStage and Generations shows.

The MainStage season involves broad appeal, mainstream, Broadway-style productions. There will be 120 performances of five productions. Shows being considered include:

- *Arsenic and Old Lace*
- *Mamma Mia* (licensed and scheduled)
- *Million Dollar Quartet*
- *Fiddler on the Roof*
- *A Raisin in the Sun*

The 2018-19 season includes:

- *Ken Ludwig's Lend Me A Tenor*
- *South Pacific*
- *Always, Patsy Cline*
- *42nd Street*
- *Cat on a Hot Tin Roof*

The Stage II season involves contemporary plays and musicals and/or classic works produced in a variety of styles and formats. There will be 171 performances of seven productions. Shows being considered include:

- *The Fantasticks*
- *The Curious Incident of the Dog in the Nighttime*
- *The Great American Trailer Park Christmas Musical*
- *Gulf View Drive*
- *Dogfight*
- *Between Riverside and Crazy*
- *Twelfth Night*

The 2018-19 Stage II season:

- *Suds, the Musical*
- *Silence, the Musical*
- *The Santaland Diaries*
- *See Rock City*
- *Assisted Living*
- *Disenchanted*
- *Race.*

Generations shows are plays/musicals which are family oriented and often multi-generational. There are 30 performances of three shows. Under consideration are:

- *The Yellow Boat*
- *A Christmas Carol*
- *Little Women*

The 2018-19 Generations season:

- *Peter and the Starcatcher*
- *A Christmas Carol*
- *Honk! the Musical*

AACT WorldFest 2020 is a grand gathering of theatres from around the globe. Sanctioned by American Association of Community Theatre, **Venice Theatre produces and hosts** this biennial event (through at least 2022). This international event features productions--each performing twice--from 14-16 countries, with visitors from 20 countries and 40 states. The 2020 festival, scheduled for **June 21-27**, will also feature international workshops and speakers. AACT WorldFest 2018 will feature shows from:

- USA (two shows)
- Argentina
- Armenia
- Australia
- Bangladesh
- Chile
- China
- Germany
- Israel
- Italy
- Nepal
- Poland
- Slovenia
- United Kingdom
- Zimbabwe

The Summer Season features a variety of shows and activities designed to attract even the casual theatre-goer. There are two full productions with youth performers (including summer stock), two concerts, and a 20 show/42 performance Summer Cabaret Festival. The 2018 Summer Season includes:

- *Seussical, Jr;*
- *Into the Woods;*
- concerts by The Goldtones and Yesterdayz,
- 20 different cabaret acts spread through eight weeks.

The Concert Season consists of 16 visiting artists (45-48 performances) for dark-day shows (Sunday nights, Monday afternoons, Monday nights, and sometimes Tuesday afternoons). Some of these artists are of national renown. Schedule will be completed in spring of 2019. The 2018-19 concerts include, among others:

- The Capitol Steps
- Heman's Hermits (featuring Peter Noone)
- Dame Edna.

EDUCATION/OUTREACH

(Objectives 3,4,5,6,7) Venice Theatre's programs are extensive and diverse. In 2019-20, we will feature:

- 97 performances of 21 education/outreach projects
- 540 education/outreach daily classes, seminars and camp sessions
- 270 daily sessions of in-school theatre training in local schools
- 25 study-guide visits to local schools in preparation for school-time performances
- 150 daily sessions with Boys and Girls Club partnership
- multiple continuing education and community outreach partnerships (see impact section)
- master classes from Broadway performers, as well as international masters (e.g., commedia dell-arte experts from Rome teach a two-week class prior to WorldFest).

Venice Theatre programs include:

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

DIVERSITY

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

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

Partnerships & Collaborations - (Maximum characters 2000.)

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

Venice Theatre features the following partnerships:

1. The Loveland Center outreach (see impact section)
2. Boys and Girls Club outreach (see impact section)
3. Berea College Internship (see impact section)
4. American Association of Community Theatre (see proposal description)
5. Big Brothers/Big Sisters performance classes. These occur irregularly, but are ongoing with both Bigs and Littles.
6. Venice High School technical internship (see impact section)
7. Epiphany Cathedral School -- daily classes at Venice Theatre, resulting in full production each spring. Epiphany contracts with VT for full teaching and theatre production responsibilities.

8. St. Martha's Elementary School classes. These classes are irregular but ongoing.
9. Venezia Hotel -- bus tours and night/show partnerships
10. Fairfield Inn -- night/show partnership
11. Bentley's Hotel -- night/show partnership

Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

1. The MainStage season opens in late September and continues through late April.
2. The Stage II season opens in early October and continues through mid-May.
3. The Generations season opens in early September and continues through mid-May.
4. The Concert Season is scattered from June through April each year, with the bulk of the season occurring in January, February, and March.
5. VT classes, as well as school partnerships classes, coincide with school semesters. They begin in September, finishing in April/May, with a holiday break in December.
6. Loveland Center classes and rehearsals occur beginning in October, finishing with a full production in early June.
7. The Silver Foxes touring season starts in November and finishes in April each year.
8. Troupe in a Trunk tours in March and April.
9. Theatre camps occur on school breaks: spring break and summer.

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? *

131

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

1,304

3. How many Adults will be engaged? *

98,000

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

14,000

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

4,500

6. How many artists will be directly involved? *

260

Total number of individuals who will be engaged?

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

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

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

- White

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

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

Approximately 50000 older adults (60 years +) will benefit and/or participate.

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

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

- Charlotte
- Manatee
- Polk
- Sarasota

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

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

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

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

ECONOMIC IMPACT

Venice Theatre is an economic driver for its community. It is Venice's primary evening and weekend attraction to downtown. More than 500 audience members enjoy VT programming nightly, filling local restaurants and stores. Saturdays, Sundays and Mondays in tourist season often feature multiple

performances in each theatre space; 1,020 audience members per day are then the norm. The restaurants co-ordinate with Venice Theatre on show times, often doubling their staffs. VT generates more than \$4.0 million in direct financial benefit to the community.

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

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

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

EDUCATION IMPACT

Venice Theatre offers classes, camps, internships, touring shows, and outreach partnerships for the entire community.

1. **The K-12 daily curriculum** provides sequential training in performance, technical theatre, and management.
2. The theatre provides **7 summer and spring break camps**. Each camp focuses on performance AND technical theatre.
3. **VT's Summer Stock** training program enters its 13th year. The program provides high school and college students with a "boot camp" experience. Aspiring professionals learn about summer stock life and early career expectations. Students rehearse a major production 8-9 hours per day for 4 weeks. The students also produce a Cabaret show. As examples to current casts, 1-4 VT graduates are hired to design or perform professionally in the show.
4. **The Technical Theatre Apprenticeship Program** is accredited by the Florida Department of Education. This program is a 1,500-hour apprenticeship, with 28 classes. Students receive dual high school/college credit. Graduates earn theatre journeyman status through the U.S. Department of Labor.
5. Venice Theatre provides **in-school theatre studies**. The theatre maintains a 13-year partnership with a local middle school. Students work daily with VT staff at the school and at the theatre during school hours.
6. Venice Theatre provides **post-college internships**. Tech and management students work nine months per year, receiving housing and a stipend. Meanwhile, they study with staff designers, technicians, marketing staff, and sales staff.
7. VT provides **professional acting internships**. Recent college graduates perform in VT productions for 6-8 months, receiving housing and stipends. They also work with VT staff in career preparation, such as resume building, auditioning, and business management.
8. VT provides **continuing education** for adults and seniors with weekly classes.
9. With scholarships, VT **never turns away a student** due to lack of ability to pay. Adults and families who cannot afford ticket prices gain admission to shows through volunteering.

OUTREACH PROGRAMMING IMPACT

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

- **Troupe in a Trunk**, adults for students, in its 24th season. Each show is thematic (e.g., anti-bullying). The show plays for 9,600 students in south Sarasota County elementary schools.
- **The Silver Foxes**, a professionally-directed troupe of seniors, in its 27th season. This troupe tours to 5,000-plus seniors annually. It plays to an additional 2,000 in a MainStage production.
- **The Loveland Center Partnership**, in its 23rd season. Loveland is a center for adults with developmental disabilities. VT teachers work with Loveland clients throughout the year, helping them develop performance and life skills. The clients perform a full show each year to 2,000 people, in addition to touring.
- **School-time performances** of shows in VT's seasons. More than 3,000 students will bus in to see grade-appropriate productions. Half of the bus costs are covered by VT donors.
- **Boys and Girls Club**, in its 6th season. Students study all aspects of theatre daily after-school, eventually producing a show. Training is individualized. Students who excel and become leaders then receive college scholarships.

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

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

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

- Local newspaper and magazine advertising for most events
- Radio and local cable TV advertising
- Promotional television appearances
- Press releases to all area print and electronic media sources
- Short-form PSA's for radio coverage
- Direct mail (at least one per month) of postcards and newsletters
- Local saturation coverage of downtown area with posters and flyers
- Postings at local event kiosk
- Electronic marquee
- Rack cards and literature at Chamber of Commerce, Venice MainStreet, VisitSarasota, hotels, restaurants, and other outlets

Venice Theatre also uses:

- website, updated daily, with event descriptions, promotional videos, and streamlined sales system
- MailChimp e-blasts to 35,000 audience members, 1-3 times per week. Other blasts targeted to specific audiences (e.g., all Stage II season buyers, or previous buyers to The Capitol Steps) at least once per week.
- use of social media--Facebook, YouTube, Twitter, Instagram, and Snapchat--including active involvement of casts and crews

- promotional appearances, including speaking engagements, in-school demonstrations and performances, and open houses (1-3 times per week)
- point-of-contact tours for new volunteers, customers, and potential donors (1-2 times per week)
- pre-show videos, cross-promotional programming
- web banner advertising
- advertising in regional, state, and national trade publications and tourist outlets, such as AACT's Spotlight magazine, VisitFlorida, and Florida Lifestyles.

F. Management and Operating Budget Page 6 of 10

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

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

Venice Theatre is healthy, but not wealthy.

The theatre has eliminated more than \$480,000 in short-term debt since 2009 (recession deficits). The mortgage is now below \$600,000 on a property valued at approximately \$6 million. VT has grown its endowment funds to over \$300,000.

With the help of a major gifts campaign, VT has undertaken major capital repairs and renovations in the past two seasons. Those projects have included:

- new roof (\$225,000)
- replacement of 10 a/c units, including MainStage (\$82,000)
- plumbing and electrical upgrades (\$45,000)
- new marquee (\$30,000)
- computers, servers, and internet infrastructure (\$36,000)
- new doors for lobby and box office, hurricane-resistant and tinted (\$21,000)
- new Pinkerton Theatre seating and risers (\$40,000)
- fire control and safety upgrades in main building and annex (\$22,000)
- renovation of Presidents room - reception and conference room - \$65,000

Total: approximately \$566,000.

Additional capital projects call for:

- two wheelchair ramps and a wheelchair lift
- 3-phase power and dimmer rack for Pinkerton Theatre
- repair of MainStage flooring and seating, replacement of MainStage carpeting, and replacement and upgrade of T-coil system
- installation of system for audio-described performances.

Operating surpluses are being applied to the following areas:

- raising cash reserves
- increasing endowment funding
- reduction/elimination of mortgage (currently \$594,000 with 25-year amortization). Mortgage debt service represents less than 2% of operating budget.

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

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

1. Venice Theatre will monitor ticket sales through box office returns. VT will use media reviews, peer reviews, and audience satisfaction surveys to monitor artistic success.
2. Venice Theatre will review success of internships through evaluation by schools' deans and teachers, and by VT staff.
3. Venice Theatre will monitor sales increases to youth through sales receipts.
4. Venice Theatre and Loveland Center staffs conduct annual staff-to-staff review of Loveland partnership. The review is an open-forum format involving VT's professional artists and Loveland staff.
5. Venice Theatre education/outreach department will monitor enrollment increase and diversity of new participants.
6. Venice Theatre board and staff will monitor mortgage campaign progress.
7. Venice Theatre board, producing artistic director, and development director will monitor endowment growth.
8. Venice Theatre board and producing artistic director will monitor end-of-year financial reports to determine surpluses.

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

6/30/2017

4. Operating Budget Summary

	Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	\$385,446	\$350,280	\$352,000
2.	Personnel: Programmatic	\$491,078	\$471,000	\$490,000
3.	Personnel: Technical/Production	\$143,645	\$134,000	\$177,000
4.	Outside Fees and Services: Programmatic	\$609,952	\$713,996	\$670,000

5.	Outside Fees and Services: Other	\$194,895	\$214,364	\$190,000
6.	Space Rental, Rent or Mortgage	\$22,370	\$44,000	\$30,000
7.	Travel	\$57,617	\$69,500	\$40,000
8.	Marketing	\$219,278	\$231,000	\$240,000
9.	Remaining Operating Expenses	\$905,211	\$986,755	\$1,010,500
A.	Total Cash Expenses	\$3,029,492	\$3,214,895	\$3,199,500
B.	In-kind Contributions	\$336,610	\$357,210	\$355,500
C.	Total Operating Expenses	\$3,366,102	\$3,572,105	\$3,555,000
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$1,996,885	\$2,114,782	\$2,093,328
11.	Revenue: Contracted Services	\$186,637	\$182,500	\$183,000
12.	Revenue: Other	\$248,496	\$284,100	\$246,500
13.	Private Support: Corporate	\$14,000	\$15,500	\$13,000
14.	Private Support: Foundation	\$110,314	\$171,100	\$140,000
15.	Private Support: Other	\$542,444	\$494,555	\$545,000
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$96,579	\$49,222	\$10,323
18.	Government Support: Local/County	\$94,482	\$90,029	\$92,701
19.	Applicant Cash			

D. Total Cash Income	\$3,289,837	\$3,401,788	\$3,323,852
B. In-kind Contributions	\$336,610	\$357,210	\$355,500
E. Total Operating Income	\$3,626,447	\$3,758,998	\$3,679,352

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

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

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

- previous fiscal year is 2016-17
- current is 2017-18
- next is 2018-19.

The Proposal Budget, however, is for 2019-2020.

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

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

Also, the annual budget is higher in all even-numbered years. The operating income is \$80,000 higher in 2017-2018 than 2018-19. This is a direct result of partial costs/income of AACT WorldFest every two years.

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	Box Office Staff	\$0	\$70,000	\$25,000	\$95,000
2	Group/Ad Sales	\$0	\$44,000	\$0	\$44,000
3	Volunteer Co-ordinator	\$0	\$30,000	\$0	\$30,000
4	Development Staff	\$0	\$75,000	\$0	\$75,000
5	Event Co-ordinator	\$0	\$15,000	\$0	\$15,000
6	Marketing Staff	\$0	\$102,000	\$0	\$102,000
Totals:		\$0	\$336,000	\$25,000	\$361,000

Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Producing Executive Staff	\$20,000	\$85,000	\$0	\$105,000
2	Artistic Director	\$20,000	\$55,000	\$0	\$75,000
3	Education Director	\$10,000	\$48,000	\$0	\$58,000
Totals:		\$60,000	\$441,000	\$0	\$501,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
4	Assistant Education Director	\$10,000	\$30,000	\$0	\$40,000
5	Director of Diversity/General Manager	\$0	\$57,000	\$0	\$57,000
6	Teachers	\$0	\$85,000	\$0	\$85,000
7	Resident Scenic Designer	\$0	\$48,000	\$0	\$48,000
8	Sound Designer	\$0	\$33,000	\$0	\$33,000
Totals:		\$60,000	\$441,000	\$0	\$501,000

Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Tech Director & Assistant	\$20,000	\$70,000	\$0	\$90,000
2	Audio Engineer	\$0	\$25,000	\$0	\$25,000
3	Costume Staff	\$0	\$78,000	\$0	\$78,000
4	Production Stage Manager	\$0	\$35,000	\$0	\$35,000
5	Costume Volunteers	\$0	\$0	\$65,000	\$65,000
6	Scenic Volunteers	\$0	\$0	\$85,000	\$85,000
7	Production Running Crews	\$0	\$0	\$50,000	\$50,000
Totals:		\$20,000	\$208,000	\$200,000	\$428,000

Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Royalty/License	\$20,000	\$95,000	\$0	\$115,000
2	Guest Directors/Choreographers	\$10,000	\$45,000	\$0	\$55,000
Totals:		\$70,000	\$602,000	\$140,111	\$812,111

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
3	Musicians	\$10,000	\$80,000	\$0	\$90,000
4	Concerts/Visiting Artists	\$30,000	\$225,000	\$0	\$255,000
5	Guest Designers	\$0	\$30,000	\$0	\$30,000
6	Guest Music Directors	\$0	\$30,000	\$0	\$30,000
7	Festival Adjudicators/Presenters	\$0	\$7,000	\$0	\$7,000
8	Actors/Performers	\$0	\$70,000	\$0	\$70,000
9	Technical Interns	\$0	\$20,000	\$0	\$20,000
10	Volunteer Actors	\$0	\$0	\$140,111	\$140,111
Totals:		\$70,000	\$602,000	\$140,111	\$812,111

Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Facility/Equipment Service Contracts	\$0	\$120,000	\$0	\$120,000
2	I.T./Internet/Web Hosting/Design	\$0	\$20,000	\$0	\$20,000
3	Custodial	\$0	\$30,000	\$0	\$30,000
Totals:		\$0	\$170,000	\$0	\$170,000

Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Guest Artist Housing	\$40,000	\$0	\$40,000
Totals:		\$40,000	\$0	\$40,000

Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
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#	Description	Cash Match	In-Kind Match	Total
1	Production Travel	\$40,000	\$0	\$40,000
2	Promotional Travel	\$5,000	\$0	\$5,000
3	Continuing Education Travel	\$9,000	\$0	\$9,000
Totals:		\$54,000	\$0	\$54,000

Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Print/TV Advertising	\$0	\$150,000	\$0	\$150,000
2	Direct Mail	\$0	\$50,000	\$0	\$50,000
3	Web Banner Advertising	\$0	\$10,000	\$0	\$10,000
4	Playbill Expense	\$0	\$71,000	\$0	\$71,000
5	Subscription Expense	\$0	\$15,000	\$0	\$15,000
Totals:		\$0	\$296,000	\$0	\$296,000

Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Production Materials	\$0	\$205,000	\$0	\$205,000
2	Other Production Costs	\$0	\$40,000	\$0	\$40,000
3	Health Insurance	\$0	\$295,000	\$0	\$295,000
4	Other Insurance	\$0	\$45,000	\$0	\$45,000
5	Utilities	\$0	\$65,000	\$0	\$65,000
6	Postage/Shipping	\$0	\$40,000	\$0	\$40,000
Totals:		\$0	\$989,000	\$0	\$989,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
7	Telephone/Internet	\$0	\$35,000	\$0	\$35,000
8	Office Supplies/Equipment	\$0	\$30,000	\$0	\$30,000
9	Education Costs/Materials	\$0	\$40,000	\$0	\$40,000
10	Facility Supplies/Equipment	\$0	\$55,000	\$0	\$55,000
11	Other Employee Costs	\$0	\$104,000	\$0	\$104,000
12	Printing	\$0	\$35,000	\$0	\$35,000
Totals:		\$0	\$989,000	\$0	\$989,000

Amount of Grant Funding Requested:

\$150,000

Cash Match:

\$3,136,000

In-Kind Match:

\$365,111

Match Amount:

\$3,501,111

Total Project Cost:

\$3,651,111

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
1	Subscriptions	\$395,000	\$395,000
Totals:		\$0	\$2,175,000

#	Description	Cash Match	Total
2	Box Office/Single Admissions	\$1,780,000	\$1,780,000
Totals:		\$0	\$2,175,000

Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Tuition	\$190,000	\$190,000
2	Contracted Partnerships	\$92,000	\$92,000
Totals:		\$0	\$282,000

Revenue: Other *

#	Description	Cash Match	Total
1	Playbill Advertising	\$115,000	\$115,000
2	Costume Rentals/Sales	\$5,000	\$5,000
3	Facility Rentals	\$8,000	\$8,000
Totals:		\$0	\$128,000

Private Support: Corporate *

#	Description	Cash Match	Total
1	Sponsorships	\$20,000	\$20,000
Totals:		\$0	\$20,000

Private Support: Foundation *

#	Description	Cash Match	Total
1	Foundation Grants	\$94,000	\$94,000
Totals:		\$0	\$94,000

Private Support: Other *

#	Description	Cash Match	Total
1	Private Donations	\$345,000	\$345,000
Totals:		\$0	\$345,000

Government Support: Local/County *

#	Description	Cash Match	Total
1	Sarasota County TDC	\$92,000	\$92,000
Totals:		\$0	\$92,000

Total Project Income:

\$3,651,111

Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	4%
B.	Cash Match	\$3,136,000	\$3,136,000	86%
	Total Cash	\$3,286,000	\$3,286,000	90%
C.	In-Kind	\$365,111	\$365,111	10%
	Total Proposal Budget	\$3,651,111	\$3,651,111	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.

Note: The proposal budget eliminates any non-allowed costs, including:

- audit
- mortgage interest and principal
- bookkeeping
- volunteer costs
- legal costs
- entertainment/concession income or expenses
- non-payroll development expenses
- capital costs

Therefore, private donations and admissions income are reduced to account for those costs.

H. Accessibility Page 8 of 10

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

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

PHYSICAL ACCESSIBILITY

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

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

Venice Theatre has recently installed a ramp in the greenroom; actors in wheelchairs do not have to detour to access the room. The theatre will install two additional ramps:

- into the MainStage control booth
- at the rear of the building, attached to an emergency exit hallway.

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

CULTURAL ACCESSIBILITY

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

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

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

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

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

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

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

ECONOMIC ACCESSIBILITY

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

No student is ever turned away due to lack of ability to pay. VT solicits scholarship funds to make sure that funding is available. In 2017, almost 40% of students received at least partial scholarships.

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

Finally, VT has increased its school-time performances. In 2019-20, VT will offer at least 10 performances for schools, at reduced prices. VT provides study guides for each performance, as well as previews in schools by acting interns.

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes

No

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

Lori Chase

4. Section 504 Self Evaluation

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

Yes, the applicant completed the Abbreviated Accessibility Checklist.

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

If yes, when was the evaluation completed?

3/1/2018

I. Attachments and Support Materials Page 9 of 10

Complete the support materials list using the following definitions.

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

Content Type	Format/extension	Maximum size
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)
DCAFloridaSubstituteW9.2018.pdf	33 [KB]	5/30/2018 11:47:37 AM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
1A-Reviews2017-2018.pdf	Reviews 2017-2018		3067 [KB]		View file
1A-Reviews2015-2017.pdf	Reviews 2015-2017		5046 [KB]		View file
2C-1International.pdf	Community Impact - International		2645 [KB]		View file
2C-2Lives.pdf	Community Impact - Lives - Volunteers		2774 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
2C-2BLives.pdf	Community Impact - Lives - Audiences		1018 [KB]		View file
2C-3Students-Schools.pdf	Community Impact - Students and Schools		5409 [KB]		View file
3Organizational.pdf	Organizational Support		1279 [KB]		View file
IRSdeterminationletter.2018-1.pdf	Venice Theatre 501(c)(3)		372 [KB]		View file
VTWebLinks.pdf	Venice Theatre Website Links		834 [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 Venice Theatre, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

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)

Murray Chase

