

# Gulfshore Playhouse, Inc.

**Project Title:** Gulfshore Playhouse Theatre and Education Center

**Grant Number:** 21.c.cf.300.767

**Date Submitted:** Tuesday, June 11, 2019

## A. Applicant Profile Page 1 of 11

### Applicant Information

- a. **Organization Name:** Gulfshore Playhouse, Inc. 
- b. **FEID:** 90-0178566
- c. **Phone number:** 239.261.7529
- d. **Principal Address:** 1010 5th Avenue South Naples, 34102-4962
- e. **Mailing Address:** 755 8th Ave. South Naples, 34102-4962
- f. **Website:** [www.gulfshoreplayhouse.org](http://www.gulfshoreplayhouse.org)
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Collier
- j. **DUNS number:** 784849361
- k. **Fiscal Year End Date:**

### 1. Grant Contact \*

**First Name**

Alyson

**Last Name**

McCoy

**Phone**

239.261.7529

**Email**

amccoy@gulfshoreplayhouse.org

### 2. Chief Financial Officer for the Applicant \*

**First Name**

Joel

**Last Name**

Markus

**Phone**

239.261.7529

**Email**

jmarkus@gulfshoreplayhouse.org

**3. Official with Authority to contract for the Applicant \***

**First Name**

Kristen

**Last Name**

Coury

**Phone**

239.261.7529

**Email**

kcoury@gulfshoreplayhouse.org

**4. Official with Authority to contract for the Property Owner \***

**First Name**

Kristen

**Last Name**

Coury

**Phone**

239.261.7529

**Email**

kcoury@gulfshoreplayhouse.org

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

**5.1. Applicant Status**

Organization - Nonprofit

**5.2. Institution Type**

Performance Facility

**5.3. Applicant Discipline**

Theatre

## B. Introduction Page 2 of 11

### 1. What is the legal status of the applicant \*

- Public Entity
- Nonprofit, Tax-Exempt
- Other (not an eligible response)

### 2. Will the facility be used as a Cultural Facility at least 85% of the time?

- Yes
- No (not an eligible response)

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

Gulfshore Playhouse is passionately committed to enriching the cultural landscape of our region by producing professional theatre to the highest artistic standards and providing unique educational opportunities to diverse groups of people in a spirit of service, adventure, and excitement. Our work is inspired by a belief in the magic of theatre to expand the imagination, challenge the senses, provoke discussion, and revitalize in our audience an understanding of our common humanity. This belief drives the care with which we treat our artists, audiences, students, staff, and members of the greater community.

### 4. Cultural Facilities Grant Status \*

- Yes
- No

#### 4.1. If yes, list grant numbers for any open Cultural Facilities and Fixed Capital Outlay grants. - (Maximum characters 500)

### Request Amount \*

\$500,000

### 6. Project Type \*

- Acquisition

Acquisition is the purchase of land or building for the purpose of using or building a cultural facility.

- Renovation

Renovation is the act or process of giving a property a state of increased utility or returning a property to a state of utility through repair, addition, or alteration that makes possible a more efficient use.

- New Construction

New Construction is constructing a Cultural Facility on property where no building previously existed.

### 7. Project Synopsis - (Maximum characters 500) \*

Briefly summarize the project. Indicate how you will use grant funds, the major work items involved and the end product.

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Gulfshore Playhouse is building a 45,000sf Theatre and Education Center at the gateway to downtown Naples. Featuring a 350-seat proscenium mainstage, a 125-seat studio space, and an Education wing, the new Playhouse will serve as a destination location in a landmark location. This cultural landmark will transform the arts scene of Collier County, serving approximately 250,000

people each year and bringing national renown to the region. Grant funds will support the completion of this vital project which will be responsible for nearly \$20M in economic impact annually.

**8. Project Physical Location \***

**Street Address**

100-300 Goodlette Frank Road

**City**

Naples

**State**

FL

**Zip**

34102

**County**

Collier

**What was your Total Support and Revenue for the last completed fiscal year? \***

**\$5,665,688**

## C. Project Documents Page 3 of 11

**1. Current Architectural Plans certified by a licensed architect or engineer (or contractor project proposals or working drawings if no architectural plans required for project) are... \***

- Complete (required for eligibility)  
 Not complete

**2. Construction documents are... \***

- Complete  
 Not complete

Project Land and Building

**3. Are you leasing the project land or building? \***

- No (If NO, proceed to question 4.)  
 Yes, the land and the building  
 Yes, the building  
 Yes, the land

**3.1. If leasing: How many years will remain on the land lease as of July 1 of the award year?**

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0

**3.2. If leasing: How many years will remain on the building lease as of July 1 of the award year?**

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0

**4. Who currently owns the land? \***

Gulfshore Playhouse

**5. Who currently owns the building? \***

The land is currently empty. Gulfshore Playhouse will own the building.

**6. How old is the building in years? \***

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## D. Scope of Work Page 4 of 11

### 1. Project Description

Describe what you are going to build, what you are doing to renovate the building, or what are you acquiring. Indicate how grant funds and match will be spent. Provide a timeline of when grant funds and match will be expended. Discuss any grants applied for or received from the Division of Historical Resources for the grant period. The Cultural Facility Program is a bricks and mortar program. The program is not to fund parking facilities, sidewalks, walkways, trails that are the entire scope of work, exhibits, fabrication or design, nor does it fund commercial projects.

#### 1.1. Construction/Renovation/Acquisition - (Maximum characters 3300.) \*

Only one of these categories may be funded through a single Cultural Facilities application What are you constructing, renovating, or acquiring? Be specific. (Example: 500 sq ft Visitor Center)

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Gulfshore Playhouse is embarking on new construction, creating a brand new state-of-the-art 45,000sf Theatre and Education Center which will include a 350-seat proscenium main stage theatre, a 125-seat studio theatre, and a dedicated Education wing. The new building will feature public spaces like outdoor gardens and a lobby/cafe that will be open throughout the day. The building will also have sufficient rehearsal, classroom, and lounge space. This landmark cultural institution will be a vital and much-needed addition to the eastern half of downtown Naples which has been relatively empty for the last two decades. As Collier County grows, this building will be an important contribution to the downtown arts scene.

The proscenium stage will be the primary performance space for the Playhouse's mainstage season. Featuring the same dimensions as a Broadway stage and state-of-the-art technical capabilities, this performance venue will allow the Playhouse to drastically expand its production capability and become a site for potential Broadway transfers. With 350 seats, the mainstage will still maintain intimacy, one of the many things patrons love about the Playhouse. Having a space like this will bring national attention to the Playhouse and create national visibility for Naples in the greater theatre community.

The 125-seat studio theatre will create the opportunity to provide a diversity of programming to patrons throughout the year. In addition, Gulfshore Playhouse Education will have the opportunity to stage Theatre for Young Audiences, as well as use the performance space for more frequent student productions throughout the year. When the space is not used for productions, it will be available to rent for one-night performances, events, meetings, music performances, and more.

Gulfshore Playhouse Education will be housed primarily in the new Education Wing. Lack of space in the current venue is one of the biggest barriers preventing program expansion. The Education Wing will include dedicated classrooms, rehearsal studios, and access to all performance spaces, as well as a student lounge. Students will flourish in a space specifically designed for training in acting, voice, movement, stagecraft, and musical theatre. Mirrored walls and sprung floors will make rehearsals more enjoyable and productive all the while increasing safety. One of the main goals of Gulfshore Playhouse Education in the new building will be to focus on free theatrical programming for area families.

This new facility will also serve as a gathering place for the community featuring a large, airy lobby with a cafe/bar space that will be open throughout the day to patrons and residents. In addition, the building will have an onsite rehearsal hall which will also be used as an event space, a special donors' lounge, and an upper lobby space with comfortable furniture to relax, enjoy, use the free wifi. One goal of the Board and Staff of the Playhouse is to make sure the building serves the people of the region in as many ways as possible and that means being open all day, and not an elite cultural institution that is only accessible at 7:30 at night with a ticket in one's hand.

#### 1.2. Spending Plan \*

Indicate how grant funds and match will be spent. (Examples: permitting, site preparation, flooring, windows, HVAC, signage, lighting). Discuss any grants applied for or received from the Division of Historical Resources for the grant period. Discuss any grants applied for or received from the Division of Historical Resources for the grant period.

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Grant and matching funds will be used in a variety of ways including permitting, site preparation, and construction, all of which will be ongoing during the grant period. The total estimated cost of the project is \$53 million, \$5 million of which is for the land.

The vision of the new building is to create an architecturally significant cultural landmark that will draw in visitors to downtown Naples. Due to its prime location and unique architecture inspired by Naples' white sand beaches, the new building will secure Southwest Florida's place as an arts destination. Residents, visitors, and children will benefit from the presence of an arts haven of this caliber. The Division of Cultural Affairs investment in the creation of such a site will have long-term rewards for the state of Florida as Gulfshore Playhouse becomes a nationally-renowned professional theatre and creates approximately \$20M of economic impact in the region annually (based on national averages.)

At present, the Playhouse has moved from schematic design to design development. This phase is projected to be completed by the end of 2019. By mid-2020, Gulfshore Playhouse will undergo the process of securing permits (an estimated total of \$557,485) for the new facility and ultimate construction of the new facility (estimated total: \$29,124,364.99). Grant funds will be used to support these processes as determined by the project managers.

No grants have been applied from the Division of Historical Resources.

### 1.3. Project Timeline \*

Provide a timeline. The timeline should include permitting, site preparation, and actual construction. The grant period is 23 months.

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As of June 1st, 2019, Gulfshore Playhouse completed a \$10 million match meaning \$20 million total has been pledged in support of the building project. The Playhouse is on track with its current campaign timeline.

May - December 2019: Design Development

January 2020: Design Development Pricing and Owner Review

Ongoing: City Reviews and Approvals (Zoning, permits, etc.)

February - August 2020: Construction Documents

September 2020: Owner Review and Approval of Construction Documents

September - October 2020: Sub Contractor Pricing & Guaranteed Maximum Price Contract

November 2020: Construction Start

April 2022: Construction Completion

March - June 2022: Building Commissioning/Equipment Installation/Move-In/Transition

November 2022: Grand Opening

# E. Proposal Budget Page 5 of 11

## 1. Proposal Budget Summary \*

<b>Request Amount</b>	<b>\$500,000.00</b>
<b>Confirmed Matching Funds</b>	<b>\$1,000,000.00</b>
<b>Project Cost</b>	<b>\$1,500,000.00</b>
<b>Contingency</b>	<b>\$2,906,815.00</b>

## 2. Have you requested or received funding from the Division of Historical Resources for this project? \*

- Yes (not an eligible response)
- No

## 3. Are you requesting REDI match reduction? \*

- Yes
- No

## 4. What other state dollars will go into the project?

#	Source	Amount

## 5. Proposal Expense Details\*

List your estimated expenses and how they will be paid (from match, grant funds, or both). Only include expenses that are specifically related to the project. Expenses may include an actual amount to be paid or the value of an in-kind contribution. See Help: Proposal Budget Terms for expense category descriptions and columns. Round amounts to the nearest dollar. Rows must have a value in State, or Cash Match, or In-Kind Match. If all three columns are 0 or blank, the row will not be saved.

### 5.4. General Requirements

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Permitting and Construction	\$500,000	\$1,000,000	\$0	\$1,500,000
<b>Totals:</b>		<b>\$500,000</b>	<b>\$1,000,000</b>	<b>\$0</b>	<b>\$1,500,000</b>

**State Total :** \$500,000

**Match Total (Cash + InKind) :** \$1,000,000

## 6. Proposal Income (Match) Details\*

List your confirmed matching funds (resources presently available or pledged and designated to the project). You must provide documentation for matching funds at time of application. See Guidelines: Matching Funds Documentation. Include cash on hand, irrevocable pledges, and in-kind or donated services and materials. See See Help: Proposal Budget Terms for descriptions of income categories and columns. Round amounts to the nearest dollar.

Rows must have a value in Cash Match or In-Kind Match. If both columns are 0 or blank, the row will not be saved.

### 6.1. Private Support

Donations by individuals and non-corporate, non-government parties. Includes foundation grants awarded for this project (or a proportionate share of such grants allocated to this project), cash donations and the fair market value of donated goods or services (in-kind).

#	Source	Amount
1	Individuals	\$1,000,000.00

### 6.2. Corporate Support

Contributions to this project by businesses, corporations, and corporate foundations, or a proportionate share of such contributions allocated to this project.

### 6.3. Local Government Support

Contributions for this project by city, county, or other local government agencies, or a proportionate share of such grants or appropriations allocated to this project. Includes in-kind and cash derived from grants and appropriations. Note: If the applicant is a city, county, or other local government agency, then their cash support should be shown under Applicant Cash and explained in the Budget Detail.

### 6.4. Federal Government

Support for this project by agencies of the federal government, or a proportionate share of such grants or appropriations allocated to this project. Includes in-kind and cash derived from grants and appropriations.

### 6.5. Applicant Cash

For the proposal budget, these are temporarily restricted funds and irrevocable pledges the applicant will dedicate to the project. Applicant cash must be documented with copies of financial statements from financial institutions, copies of grants and signed irrevocable pledges.

## F. Matching Funds Page 6 of 11

### 1. Match Summary \*

#	Match Type	Amount	% of confirmed match
1	Irrevocable Pledges	\$1,000,000.00	100 %

### 2. Are these matching funds being used to match any other Department of State grants? \*

Yes (not an eligible response)

No

### Donor Profile

### 3. How many donors are supporting the project? \*

95

### What is the smallest contribution received for the project? \*

\$62

### What is the largest contribution received for the project? \*

\$10,000,000

### 6. What is the population size of the community the project serves? \*

1,112,104

### 7. Donor Profile: Description of Donors - (Maximum characters 1650.) \*

Describe your donors (individual, local artist guild, parent teacher association, etc.). Additional donor information (including names) may be provided at your discretion. All information provided will become a part of public record. The Division must provide this information to the public on request.

We have 100% commitment from our 14-member Board totaling approximately \$13,190,077.71 in cash and irrevocable pledges. We have more than \$20,000,000 in cash and irrevocable pledges.

Due to ample coverage in our local newspapers, as well as the reveal of the architectural renderings at our annual gala, there is much excitement about this project that will help extend the current downtown to the East. As a result, we have been able to reach

several individuals with extraordinary net worth that do not have a previous history with the Playhouse but are interested in the capital campaign for reasons such as economic impact, cultural contribution, or serving our region with a wide spectrum of art and education.

We are actively working on securing donors for our lead naming opportunities. In addition to securing lead gifts, we have received several smaller gifts from our dedicated patrons. We have had single ticket buyers and subscribers who have been with us for years and truly believe in the power of great theatre. We have gratefully received every contribution whether it was \$62 or \$10,000,000.

We are also exploring other sources of funding which include corporations and foundations.

**8. Donor Profile: Percentage of Community Support \***

<b>Support Type</b>	<b>Percentage</b>
Corporations	%
Foundations	%
Individuals	100 %
State	%
Other	%
<b>Total:</b>	<b>100 %</b>

# G. Need for Project and Operating Forecast Page 7 of 11

## 1. Need for Project - (Maximum characters 3300.) \*

Describe your need for the project (or portion of the project on which grant funds will be spent). Discuss need for additional space (performance, exhibition, office, work, or storage) and your history of organization growth. Discuss increased square footage or increased utility. Reference long term construction or renovation needs documented in a long-range plan.

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The primary reason Gulfshore Playhouse is seeking to build a permanent home is so it can provide life-changing, world-class theatrical experiences to residents, students, and visitors while putting Naples, Florida on the map as a cultural destination in the United States.

Since its founding, Gulfshore Playhouse has built a reputation for being fiscally responsible while still growing with each passing year and operating without debt. The budget has grown to over \$4 million and the Playhouse continues to meet its expanding financial goals in the black, debt free, and running a surplus after 15 years. By wisely expanding the budget, the Playhouse has been able to expand its staff and increase its production value. In the past year, the Playhouse brought on its first full-time Managing Director, Joel Markus, and expanded its Development team to help ensure financial goals are met. While the Playhouse is extremely proud its growth over the past 15 years, it is clear that it is quickly outpacing its current rental space.

Since 2006, Gulfshore Playhouse has been renting space in the Norris Center, a community building never intended to be used as a full-time theatrical venue. The Norris Center features one 200-seat performance space and three smaller rooms which have been rented by Gulfshore Playhouse over the years for rehearsal, audience engagement offerings, and youth classes. As a shared space, the Playhouse has to make a great deal of compromises and program alterations when other parties have rented the space. These compromises have included making parts of the set detachable to allow a grand piano to be brought on stage or leaving gaps so a projector screen can be brought down. Additionally, the lack of additional space has severely limited the expansion of after-school and summer programming for youth. The Norris Center is not compatible with assisted hearing devices, an essential technology for the Playhouse's elderly patron base.

Despite these challenges, Gulfshore Playhouse is committed to high artistic standards. The Playhouse has a reputation for producing excellent work with phenomenal Equity actors and beautiful sets, as well as providing unique and unparalleled experiences for youth in the County. While the Playhouse is exceptionally grateful to have access to the facility, it was never intended to be its permanent home. The Playhouse has outgrown these facilities, stretching the space to its maximum capacity and is ready to move into its own home.

The planned Theatre and Education center will expand Gulfshore Playhouse in every way imaginable. First and foremost, the new venue will give the Playhouse two performance venues, allowing for a greater diversity of work and even higher production values. The new space will attract prestigious talent from around the country and act as an ideal Off-Broadway try-out venue. Additionally, Gulfshore Playhouse is committed to accessibility. This new venue will allow programming for all people, with technological features that ensure nobody is barred from enjoying all the Playhouse has to offer.

## 2. Operating Forecast Detail - (Maximum characters 3300.) \*

Describe how the space will be used and the related costs. Incorporate budgetary figures where appropriate. You may reference a budget spreadsheet (provided as support material) or incorporate the revenue and expense figures into the narrative. Consider both staffing and programming needs. Include:

- New staff that will be needed
- Programs that will be added, expanded or improved
- Additional expenses to the organization
- New revenue sources that will be used to offset the added expense

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Gulfshore Playhouse will experience significant expansion in nearly every way once transitioning into the new building.

Production costs are estimated to more than double once in the new space. Gulfshore Playhouse's current six-show season will expand to include a mainstage season as well as programming in the smaller studio space. This will allow the Playhouse to produce a greater variety of theatrical programming each season. Gulfshore Playhouse Education programming will also see expansion. Programs are estimated to double in size and will include new programs for at-risk and underserved youth and families, the creation of an apprentice company, adult programming such as lectures and learning opportunities, and increased summer offerings for youth.

Many new staff positions will be added to accommodate for the increased operations of the new building. The Playhouse is anticipating these needs in budget-planning for the new space. One of the primary positions will be a Facilities Manager to oversee upkeep, scheduling, rentals, and security in the new venue. An expanded Box Office staff will be required as the Playhouse currently outsources its box office needs. With a fully operational cafe and bar, as well as two performance venues, the Playhouse intends on adding additional Front of House staff. New education department staff members, including an Outreach Director, will be required to support new programming for youth and families in the community. Additional production staff will be needed due to increased production budgets. Administrative staffing additions will be required, especially in marketing and development, to ensure the Playhouse meets its increased revenue requirements.

Gulfshore Playhouse intends to offset these new costs in numerous ways. With the expansion of programming comes a larger amount of revenue. With multiple shows occurring at once throughout the year and a larger seating capacity, programming income will increase from its current \$1.5 million to over \$3.3 million. Educational programs will yield an additional \$141,000 compared to currently bringing in \$62,000. New sources of revenue will come from any additional programming and rental fees which will be made possible by the new venue. The Playhouse anticipates these will amount to \$640,000 in the first full fiscal year spent in the new building. Ultimately, Gulfshore Playhouse anticipates its revenue growing from \$1,565,900 to approximately \$4,224,000 in the first year of the new building.

**3. Fiscal Stability - (Maximum characters 1655.) \***

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposed acquisition/renovation/new construction after the grant period.

A review of recent operations showed that Gulfshore Playhouse has been growing rapidly since its inception. Budgets are increasing annually, with total operating revenues and expenses increasing by an average of more than 25% each year since FY15, and a total operating budget in FY19 which is 2.5 times greater than five years prior. Net tickets sales revenue increased by over 40% in that same timeframe, despite cancellations due to Hurricane Irma in FY18.

In relation to organizational growth, staffing levels continue to increase, with 23 permanent full-time staff planned for the FY19 season, along with 18 seasonal staff and interns. Production

expenses have also grown as production values continue to be enhanced.

A market analysis revealed positive factors for supporting the growth of Gulfshore Playhouse. The population is growing, and most of the population is affluent, older, and retired, and the majority of the identified consumer segments in the market live active lifestyles, including attending social events and other activities, including theatre. It is estimated that 43% of households would attend live theatre at least once in a single year.

Gulfshore Playhouse is mapping out a plan for steady and consistent growth into the future. Part of the building project cost includes a first year fund and an endowment. Gulfshore Playhouse is developing a long-term strategic plan outlining the growth and goals of the first five years in the new building.

**4. Changes in Operating Expenses\* \***

#	Description	Award Year Expenses	Project Completion Year Expenses	Expenses 1 Year After Completion
1	Operating Expenses	\$5,199,000.00	\$8,964,000.00	\$9,200,000.00

**5. Changes in Operating Income\* \***

#	Description	Award Year Income	Project Completion Year Income	Income 1 Year After Completion
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1	Earned Revenues	\$1,954,000.00	\$4,224,000.00	\$4,698,000.00
2	Contributed Revenues	\$3,330,100.00	\$4,835,600.00	\$4,720,900.00
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## H. Project Impact Page 8 of 11

### 1. Community Impact of Project - (Maximum characters 3300.) \*

Discuss how the project will serve the city, county, or region, especially regarding new or improved programming and community services. Include information on:

- organizations and local artists that will use the facility
- educational or research opportunities
- access for underserved groups
- economic, historical, environmental or architectural significance

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Gulfshore Playhouse is a thriving institution in Collier County that has engaged more than 250,000 patrons through world-class professional productions. Years of consistent growth due to the quality of programming, the support of a generous community, and the visionary leadership of the Board of Directors and Founder and CEO Kristen Coury have caused the organization to outgrow its current facilities.

Aside from being a cultural destination, the new building will increase the Playhouse's position as an economic driver for the City of Naples. National averages suggest those who attend performing arts events spend an average \$60-\$75 per person on auxiliary services. Based on these statistics, the Playhouse projects its patrons will be responsible for \$10-12 million in auxiliary spending in the City each year. This in addition to the annual budget which is planned to jump to well over \$8M upon opening. Located in the heart of a newly developed part of land, the building will herald in new businesses like restaurants and shops, extending the downtown corridor to the east. Naples, Florida's population has grown 16% over the past decade; a cultural building of this caliber will surely make Naples a popular destination for years to come.

With a mainstage and studio season, expanded educational offerings, audience engagement programs, and various events happening throughout the year, Gulfshore Playhouse will primarily utilize the space for its own programming. After spending over a decade in a shared community space, the Playhouse is conscious that every available space is needed to support the operations of a major regional theatre. The new building will have ample rehearsal space, a full slate of theatrical programming, and dedicated rooms for educational programming. However, Gulfshore Playhouse understands the value of community space. When the Playhouse's facilities are not being used, they will be available to the community for other uses. In fact, allowing the spaces to be versatile is an essential part of their design meaning they will be useful for a host of different types of events.

One of the most exciting facets of the new building is having dedicated spaces for educational programming. Currently limited by space, Gulfshore Playhouse Education has primarily expanded outward. By focusing on vital community partnerships with organizations such as Artis—Naples, The Holocaust Museum, and Lighthouse of Collier along with in-school programs throughout Lee and Collier Counties, Gulfshore Playhouse Education has been able to deliver stellar programming to thousands of students and adults despite the constraints. Over 12,000 people were served in the 2018-19 alone. While these programs will continue in the future, the new building will allow for the development of more internal programs. One of the focuses will be providing intensive afterschool theatre programming for underserved and at-risk youth. Gulfshore Playhouse Education has already done an incredible job reaching out to every member of the community and it will continue to do so in ever-increasing and magnificent ways in the new Theatre and Education Center.

### 2. Financial Impact of Project - (Maximum characters 3300.) \*

Discuss the financial impact the project will have on your operations, maintenance, and programming? Address plans for community development, fundraising campaigns, operational grants, and endowment opportunities.

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One of the most important components of Gulfshore Playhouse's Capital Campaign is the establishment of a \$3,000,000 endowment and a \$2,000,000 first-year fund. The endowment will help ensure Gulfshore Playhouse's long-term fiscal stability while the first-year fund will address immediate needs associated with expanded programming and increased audience capacity. We are also creating a Children's Education Fund to support the maintenance of the new education facilities and to develop and expand new and existing programming.

The Playhouse intends to secure endowments for certain key positions within the organization such as the Director of Education. Long-term goals include securing endowments for the Producing Artistic Director, Associate Artistic Director, Managing Director, and other positions as needed.

Beyond fundraising activities related to the Capital Campaign, the Playhouse is actively strengthening its annual giving program.

Improvements include implementing Raiser's Edge, revamping donor benefits and sponsorship opportunities, instituting monthly gift renewal notices in addition to two, major annual appeals and lapsed donor phone calls, developing new fundraising events with minimal overhead to increase net revenue, creating a benefits program for donors who contribute less than \$2,500, and converting multi-season subscribers and single ticket buyers into donors. These efforts coupled with a robust marketing campaign will help increase both contributed and earned revenue.

Grants are received from numerous private programs that benefit specific programs and general operating expenses. The Playhouse is continually looking for and developing new relationships with foundations and corporations that might have interest in supporting the mission.

The Playhouse's impact on the local economy will also grow in its new home. More jobs will be created, and an increased annual budget will allow higher spending in the community.

The Playhouse will deepen its relationship with the community by offering discounts to various members of the community including military veterans and families, educators, students, and more as well as increasing community outreach efforts.

### **3. Environmental Impact of Project - (Maximum characters 3300.) \***

Discuss the impact your project will have on Florida's environment. Describe any environmentally friendly/sustainable aspects of your facility (existing or planned). Consider:

- Impact on human health and the environment (light pollution, low emitting materials, etc.)
- LEED, Energy Star or green building certifications
- Water and energy efficiencies
- Site features (building reuse, habitat preservation, etc.)

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Gulfshore Playhouse is planning an environmentally friendly and sustainable facility. The project team includes "enhanced commissioning" so that sustainability and environmental factors will be evaluated at every stage of design, construction, bringing the building online, and subsequent building operations.

·Gulfshore Playhouse's new Theatre & Education Center will be constructed on a formerly contaminated urban site in downtown Naples, which has recently been remediated, thus eliminating a source of pollution.

·The Theatre & Education Center is strategically placed to compliment the walkable/bikeable streetscape improvements the City of Naples is creating in the area. Gulfshore Playhouse's facility will be built as part of a walkable, mixed-use development with a shared parking facility that will promote walking and bicycle access for nearby residents and students, as well as facilitating "park once, walk everywhere" access for theatre patrons and students from outside the downtown Naples area.

·Design requirements include meeting or exceeding Florida's energy code, and the project may seek EnergyStar and/or LEED certification. The building envelope, interiors and building systems will be state of the art for energy efficiency, water efficiency and low-emissions. New theatrical systems and lighting instruments will be more energy efficient than the older technology Gulfshore currently uses, thus minimizing energy consumption.

# I. Project Team Page 9 of 11

## 1. Organization Staff - (Maximum characters 1655.) \*

List the organization staff dedicated to the completion of the project and their project related responsibilities. How many paid staff will be dedicated to this project?

Kristen Coury, Founder and Producing Artistic Director: Kristen's primary responsibilities include soliciting contributions, cultivating prospects, and formulating cultivation and stewardship strategies.

Joel Markus, Managing Director: Joel works directly with H3/Arquitectonica (architects), Pizzuti Solutions (owner's representative), and AMS (strategic planning firm ) on any and all administrative items pertaining to the new building. He also interfaces with members of local government regarding

Kimberly Dye, Chief Advancement Officer: The Chief Advancement Officer will oversee the entire Development team, including the Capital Campaign Director.

Jeanne Sigler, Interim Capital Campaign Director: Jeanne assists with developing and implementing best practice policies and procedures, drafting proposals and other printed materials, and formulating cultivation and stewardship strategies.

Permanent Capital Campaign Director: We are actively working to secure a permanent Capital Campaign Director. The Director will be responsible for securing and stewarding gifts, developing and implementing strategy, and ensuring the overall success of the Campaign.

Kelly Colligan, Moves Management Manager: Kelly is responsible for identifying new prospects, compiling briefings on new prospects, helping develop strategy, and drafting proposals and printed materials.

Alyson McCoy, General Manager: Alyson's responsibilities include providing relevant financial information to BMO Harris Bank, entering contributions and pledges into QuickBooks, and working with Development on maintaining accurate contribution and pledge records.

Jan Fernandez, Director of Development: Jan's primary responsibility is following-up on pledges and other paperwork.

## 2. Project Team

List the project team including the names of the architect, engineer, design consultants, and general contractor. A licensed contractor or architect must be hired to manage and certify the Scope of Work. A project team must be named to be considered for funding.

### 2.1. Project Architect/Engineer \*

**Saluation**

**Project Architect/Engineer**

Mr.

**First Name**

Bernardo

**Last Name**

Fort-Brescia

### 2.2. Project Contractor

**Saluation**

**Project Contractor**

Mr.

**First Name**

Todd

**Last Name**

Gates

**2.3. Additional Project Team Information - (Maximum characters 1655.)**

## J. Attachments and Support Materials Page 10 of 11

### 1. Attachments

Attachments may be of any of the following formats:

- documents (.pdf, .txt, .doc, .docx, etc) up to 10 MB
- images (.jpg, .gif, .png, .tiff etc) up to 5MB

#### 1.1. Matching Funds Documentation \*

File Name	File Size	Uploaded On	View (opens in new window)
2020-2021 Florida DCA Cultural Facilities Grant- Matching Funds Documentation.pdf	6668 [KB]	6/11/2019 4:22:13 PM	<a href="#">View file</a>

#### 1.2. Documentation of Unrestricted Use \*

File Name	File Size	Uploaded On	View (opens in new window)
Collier County Property Appraiser- 100 Goodlette-Frank Rd and 1170 1st Ave S.pdf	100 [KB]	5/28/2019 10:34:26 AM	<a href="#">View file</a>

#### 1.3. Documentation of Total Support and Revenue \*

File Name	File Size	Uploaded On	View (opens in new window)
GSPH - 2018 AUDITED FINANCIAL STATEMENTS [FINAL_REVISIED 1.31.2019].pdf	378 [KB]	5/28/2019 4:01:35 PM	<a href="#">View file</a>

#### 1.4. Current Architectural Plans certified by a licensed architect or engineer (or contractor project proposals or working drawings if no architectural plans required for project) ... \*

File Name	File Size	Uploaded On	View (opens in new window)
Concept Renderings and Schematic Design 2019.pdf	78438 [KB]	6/3/2019 4:13:55 PM	<a href="#">View file</a>

#### 1.5. Documentation of Cultural Programming \*

File Name	File Size	Uploaded On	View (opens in new window)
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File Name	File Size	Uploaded On	View (opens in new window)
Documentation of Cultrual Programming- 19-20 Season Program, Education Materials, etc.pdf	803 [KB]	5/28/2019 10:43:03 AM	<a href="#">View file</a>

### 1.6. Documentation of Project Support \*

File Name	File Size	Uploaded On	View (opens in new window)
2019-20 DCA Cultural Facilities Grant - Letters of Support.pdf	948 [KB]	6/3/2019 4:46:12 PM	<a href="#">View file</a>

### 1.7. IRS Determination Letter \*

File Name	File Size	Uploaded On	View (opens in new window)
Letter of Determination.pdf	386 [KB]	6/11/2019 3:56:09 PM	<a href="#">View file</a>

### 1.8. Current Substitute W-9 \*

File Name	File Size	Uploaded On	View (opens in new window)
Sub W9 Sept 2017.pdf	34 [KB]	5/28/2019 10:21:59 AM	<a href="#">View file</a>

## Support Materials (Optional)

### 2. Additional Support Materials

File	Title	Description	Size	Type	View (opens in new window)
Gulfshore Playhouse-Support Materials- Brochure and News Articles.pdf			13673 [KB]		<a href="#">View file</a>
gp-seasonbrochure2018.pdf	2018-2019 Season Brochure		19579 [KB]		<a href="#">View file</a>
NDN 4-8-19 Gulfshore Playhouse moving ahead with new theater plans.pdf	Naples Daily News		1567 [KB]		<a href="#">View file</a>
WSJ 3-22-19 Naples, Florida - Gulfshore Playhouse (3).pdf	Wall Street Journal Mention		802 [KB]		<a href="#">View file</a>
NDN 1-17-19 Women Warriors (Revolutionists Review).pdf			705 [KB]		<a href="#">View file</a>

File	Title	Description	Size	Type	View (opens in new window)
			1920 [KB]		<a href="#">View file</a>
			514 [KB]		<a href="#">View file</a>
gp-seasonbrochure2018.pdf			19579 [KB]		<a href="#">View file</a>

**2.1.**

## K. Review & Submit Page 11 of 11

### 1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Gulfshore Playhouse, 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.

#### 1.1. 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-1.039, Florida Administrative Code.

#### 1.2. Signature (Enter first and last name)

Audrey Zielenbach

