

# Application

## City of Fort Pierce

### A. Application Details

#### Proposal Information

Item	Response
Application #	
Program	General Program Support
Proposal Type	Discipline-Based
Funding Category	Level 3
Discipline	Presenter
Applicant is requesting REDI waiver	N/A
Residency Contact Hours	N/A

#### Proposal Synopsis

The City of Fort Pierce requests \$150,000 from the FL DCA for General Program Support for the Sunrise Theatre, to complement our marketing efforts and help sustain our ability to present musical and theatrical productions for the 2015-2016 fiscal year in beautiful, historic downtown Fort Pierce. These funds will significantly support our efforts to increase theatre and cultural awareness opportunities to youth and the underserved while improving economic conditions and creating employment opportunities.

#### Applicant Information

Item	Response
Corporate Name	City of Fort Pierce
Department	Urban Redevelopment
DBA Name	Sunrise Theatre

<b>Federal Employer ID</b>	59-6000322
<b>Principal Address</b>	100 North U.S. Hwy. 1 Fort Pierce, FL 34950-4205
<b>County</b>	St. Lucie
<b>Applicant Email Address</b>	ewoodruff@city-ftpierce.com
<b>Grant Contact</b>	Libby Woodruff, Grants Administrator
<b>Authorized Official</b>	John Douglas Wilkes, Executive Director
<b>Website</b>	<a href="http://www.sunrisetheatre.com">http://www.sunrisetheatre.com</a>

## B. Excellence (Up to 40 points)

These are the application responses associated with the Excellence and Innovation review criterion.

### Mission Statement

The City of Fort Pierce, the Sunrise Theatre seek to preserve the heritage of the Sunrise Theatre and provide St. Lucie County and the Treasure Coast with a wide variety of quality performing arts and educational experiences in an exceptional venue, inspire the community to enhance its involvement in the arts, and stimulate active involvement and economic impact in the revitalization of downtown Fort Pierce.

### Proposal Description

Instructions to the Applicant

Describe the proposal for which you are requesting funding. Include goals, fully measurable objectives, activities, 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.

This proposal is for General Program Support and will increase our marketing and promotion efforts and help sustain and expand our presentations of musical and theatrical productions for the 2015-2016 Season. In existence for over 8 years, the Sunrise Theatre for the Performing Arts continues to strive to expand its programs and offerings to the community. Like other performing arts centers around the country, the Sunrise Theatre ticket sale revenues cover less than one-half of our operating costs. Dramatic budget cutbacks have placed the theatre in a position that jeopardizes our ability to offer greater diversity and expansion of education and outreach, minority and other programs. This year, the theatre had a deficit in the operating budget of \$350,000. From 2010-2012 to this current year, the theatre realized a decrease of 23 percent or \$113,485 in the

marketing/advertising budget. The proposal also focuses on the Sunrise Theatre's commitment to promoting learning, building leadership and increasing its yearly budget that currently contributes more than \$25 million, both directly and indirectly, to the economy of Fort Pierce.

**GOALS:**

1. Stimulate and fiscally support theatrical productions.
2. Promote the Sunrise Theatre as an enterprise engine that drives economic development to the historic downtown core of Fort Pierce.
3. Provide theatrical education and outreach opportunities to inspire and encourage high school students to shadow Sunrise crew who will subsequently develop into a well-educated workforce.
4. Expose elementary through high school students with "School Time" performances which are funded by the Sunrise Theatre.
5. Expand base of educated theatregoers.
6. Provide access to theatre for those who cannot ordinarily attend due to lack of fiscal resources.
7. Increase marketing efforts and collaboration across the region and State.
8. Increase financial support for the organization.

**FULLY MEASURABLE OBJECTIVES:**

9. Market and present at least 150 fully staged concert presentations and/or contemporary theatrical productions during program year.
10. Collaborate with downtown core merchants and business owners during program year with at least 6 monthly meetings to improve communication and cross-promotional opportunities.
11. Increase attendance at free community presentations by 15 percent by end of program year.
12. Increase overall membership patronage feedback by 5 percent through annual survey.
13. Increase corporate sponsors and grant support by 20 percent by end of program year.
14. With greater marketing exposure, broaden the reach of the Sunrise Theatre and increase membership by 10 percent.

**FULLY MEASURABLE ACTIVITIES:**

15. Market and present quality shows that will engage and create interest for the audience, while striving to fill the theatre's 1200 seats.
16. Evaluate marketing and promotion ideas and implement collaborative marketing

strategy with downtown business owners/stakeholders.

17. Provide at least six (6) free school-time theatrical performances (and transportation, as needed) for 8,000 K-12th grade students across a 4-county area.
18. Provide four (4), week-long summer theatre camp programs for 1st-12th grade students to participate in producing, directing and acting in four (4) individual theatrical presentations.
19. Partner with Humana and provide six (6) free "Day at the Movies" events for area citizens.
20. Promote discounts to area students and teachers, City of Fort Pierce employees and Fort Pierce Utilities Authority via e-mail blasts for select shows.
21. Research marketing opportunities and collaborate with State-wide and arts/cultural leaders, business committees for the arts and National Business Committee for the Arts to improve the Theatre's offerings and increase patronage.
22. Research state, federal, foundations and corporate granting organizations to seek new funding sources.

**TIMELINE: Each of these activities will be ongoing throughout the entire program year.**

## **Culture Builds Florida's Future**

### Instructions to the Applicant

Using the response areas below, describe the relationship between the proposal and the Division's strategic plan, Culture Builds Florida's Future. Applicants must complete **at least one** of the next four response areas.

#### **1. Strengthening the Economy**

It is a proven fact that the arts are vital for a thriving community and that an active arts organization attracts new visitors, potential part and full-time residents and new businesses that strengthens the local economy. The Sunrise Theatre has been the literal cornerstone of historical downtown Fort Pierce's revitalization and is undeniably a significant cultural asset to the entire region.

The Sunrise Theatre has grown fiscally stronger, even during the recent economic downturn, as evidenced by increased ticket sales, attendance, members, and rental of the venue to outside organizations. This in turn provides downtown restaurants, retail shops, hotels and other businesses with increased activity. The artists alone provide 1,900-2,100 hotel room nights each program year. Additionally:

- The Theatre generates more than \$25 million in local spending each year.

- The Theatre employs 6 full-time staff and 93 independent contractors for various jobs relating to theatrical presentations throughout each year.
- Contractual positions include: a beverage services manager, website administrator, 2 custodians, 3 house crew, 45 production/ technical support and 40 security workers.
- The Theatre purchases lumber, paint and other production materials as well as office supplies, utilizes local caterers, air conditioning, plumbing, painters for maintenance services locally to support the Fort Pierce economy.

Additionally, the Theatre's commitment to strengthening the economy of Fort Pierce is reflected in its downtown business collaborative meetings with downtown business owners and community organizations. These meetings have been instrumental toward establishing a strong alliance amongst stakeholders, raising enthusiasm and instituting new ways to encourage and market historic downtown Fort Pierce through the Theatre's membership base, electronic media and business sponsorships.

- **Learning and Wellness**

**The Sunrise Theatre Provides Free Theatrical Performances for more than 8,000 K-12 Students Across 4-County Area each year**

- The performances, by international, national and regional artists and theatrical companies offer current, challenging and artistically diverse programming.
- The Theatre distributes study guides to teachers in advance of performances to enhance the learning experience. The performances often end with a question and answer session. Sometimes, the artists visit the schools for a workshop.
- Previous performances include: The Diary of Anne Frank, Romeo and Juliet, The Nutcracker, and Afro-Cuban All-Stars, to name a few. The Sunrise also provides funding for bus transportation when requested, approximately \$10,000 annually.

The theatre's cost for these performances is approximately \$57,000 per year.

**The Sunrise Theatre Provides Free Feature Movies for the Community, as the Budget Permits**

According to Michelle Coughton, Marketing Manager for Humana Florida Senior Products, theatrical entertainment provides opportunities for seniors to stay active, which is important toward achieving lifelong wellness.

Beginning in Summer 2011, the Sunrise Theatre offered eight (8) free

double feature "Day at the Movie" events to senior citizens. Last year, due to budget cuts and lack of funding, the free movies were not offered. Due to limited funding, this year we are offering six (6) individual movies to the community free of charge.

### **The Sunrise Theatre Provides a Free Monthly Venue to the Fort Pierce Jazz & Blues Society for Youth to Experience Improvisation**

The support letter from the Fort Pierce Jazz & Blues Society details the Theatre's commitment to encourage area high school music students to sit-in with the Fort Pierce Jazz Ensemble, learn, and experience firsthand jazz improvisation...something that is not pursued in the regular music classrooms. This is a year-round, weekly activity.

#### ▪ **Building Leadership**

### **The Sunrise Offers Summer Theatre Camp Programs for 1st-12th Grade Students Designed to Develop Leadership Skills**

The Sunrise Theatre Summer Camps help youth develop skills in leading others, grow in character, learn the value in helping others and teambuilding. Camps inspire and empower youth to achieve their full potential and instill a sense of purpose, integrity and personal responsibility.

The Sunrise Theatre's summer theatre camp programs provide students the opportunity to participate in producing, directing and acting in four (4) individual theatrical presentations to the public. Approximately 256 students participate in the summer theatre camp program each year and also are exposed to dance, working with local artists and crafts.

\*Sunrise Theatre Helps Develop Future Leaders Through Youth Volunteers  
The Sunrise Theatre offers ongoing volunteer opportunities for youth to learn about the theatre industry and develop leadership skills.\*

The Sunrise has a number of volunteers who often times focuses on recruiting youth who are interested in learning about the theatre industry and building their leadership skills. Youth volunteers are given the opportunity to work in the theatre and learn about the different aspects of live theatrical performances.

### **Sunrise Theatre Provides Special Presentations to Promote Black History and Encourage Leadership**

The Sunrise provides yearly Black History events to promote cultural awareness, education and empowerment for young men and women to become successful and productive citizens.

#### ▪ **Design and Development**

This item is not applicable.

## C. Impact (Up to 30 points)

These are the application responses associated with the Impact review criterion.

### Proposal Estimates

Estimated Number of	Response	Instructions to the Applicant
<b>school based youth benefiting</b>	7	Enter the number of individuals under the age of 18 that are expected to be participating in organized school based cultural events. This figure should reflect a portion of the total individuals benefiting.
<b>non-school based youth benefiting</b>	2,108	Enter the number of individuals under the age of 18 that are expected to be participating in non-school based cultural events. This figure should reflect a portion of the total individuals benefiting.
<b>elders benefiting</b>	32,600	Enter the number of individuals over the age of 65 that are expected to benefit from the proposal activities. This figure should reflect a portion of the total individuals benefiting.
<b>artists participating</b>	2,017	Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting.
<b>individuals benefiting</b>	71,895	Give the total number of individuals that are expected to be involved in proposal activities as artists, non-artists, participants, or audience members. This number should include the values listed for youth, elders and artists.
<b>proposal events</b>	150	How many different events will be produced or presented within the grant period as a part of this proposal?  Be sure to list different events, not performances. For example, a musical performed 10 times is only one event, but a musical performed 10 times and workshop done once are two events.
<b>opportunities for public participation</b>	245	Each event will have one or more opportunities for public participation. For example a musical performed 10 times is one event with 10 opportunities for public participation.

### Project/Program Location

Instructions to the Applicant

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.

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- St. Lucie

## Proposal Impact

### Instructions to the Applicant

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

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According to Americans for the Arts "Arts and Economic Prosperity III", each dollar spent on the arts and culture in Florida generates at least five times more in direct local economic benefit.

Based on this statistic, we estimate that the Sunrise Theatre will generate more than \$25 million into the Fort Pierce economy in PY 14-15. Ongoing operations, utilities building maintenance and equipment, payroll for 6 full-time employees and 93 contractors are included in the budget and directly impact the local economy.

This does not include the 1,900-2,100 hotel room nights purchased by performing artists or the dollars spent by patrons of the theatre on overnight stay(s) and requisite amenities (business services, restaurants, clothing, gasoline, etc.) each year. When governments reduce their support for the arts, they are undercutting an industry that is a cornerstone of tourism, economic development, education, overall quality of life, and the revitalization of many communities. "The Nonprofit Arts Attendee" article in the American's for the Arts "Arts and Economic Prosperity IV" publication states that audiences who live outside the county in which the arts event takes place spend more than twice as much as their local counterparts (\$39.96 vs. \$17.42), not including ticket price. These non-residents make up 32 percent of attendees at arts events. Fifty-nine percent of non-local attendees report that the primary reason for their trip is "specifically to attend this arts/culture event."

Funding from this grant award will be significant, in that it will provide a much-needed resource for the Sunrise to expand its marketing efforts and increase artistic offerings, which will increase ticket sales, membership and revenue and positively affect the overall economy of the City of Fort Pierce and surrounding area.

### EDUCATION AND OUTREACH ACTIVITIES

The Theatre promotes free theatrical performances to students in grades K-12 in schools across St. Lucie, Indian River, Martin, and Okeechobee Counties. Currently, St. Lucie County students attend more of the free school-time performances than students from the other participating counties.

The Theatre's Executive Director and staff meet with representatives from the prospective

schools to initiate outreach activities. The school calendar, scheduled testing, and the Theatre's available programming are discussed at the meetings. When age-appropriate Theatre morning performances are scheduled, Theatre staff sends a "blast email" to teachers at the prospective schools, promoting the upcoming performances. The teachers forward the emails to principals and department heads. Typically, only one email blast is needed to generate a full house and a waiting list for all available performances.

Reservations are available on a first-come, first served basis. Theatre staff mail or hand deliver performance-specific study guides to teachers once a school's reservation is finalized, in plenty of time for students to familiarize themselves with the production before they attend the performance.

Many times, artists provide a Question & Answer time for the students following performances. On occasion, artists visit schools and this year, the local hospital prior to performances.

Attending teachers and students complete a short survey following each performance, which allows them to rate the performance, the theatre and its amenities, and the study guides. The Theatre Director and staff review the survey results on a regular basis. Suggestions for improvement are made, based on survey results.

## Marketing and Promotion

Instructions to the Applicant

Describe marketing, promotion, and/or publicity plans for the proposal. Also describe how these plans will develop or expand the audience related to the proposal.

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**Expand research and frequency of marketing efforts: According to a recent Prism Study, conducted by Scripps Media Research Department, the Sunrise Theatre needs to focus additional marketing funds on Core Customers, not reached with current marketing funds.**

### Marketing Objectives

#### Objective #1: Membership

\*Increase membership and entice existing patrons to increase membership levels

Strategy/Tactics: \*

- Provide enhanced membership benefits.
- Offer advance tickets sales with availability based on membership level.
- Increase reach, distribution and exposure of membership materials.

#### Objective #2: Increase Attendance at Shows

Strategy/Tactics:

- Continue to use targeted and demographically appropriate advertising for each show.
- Strengthen media & sponsorship relations to get more "bang for our buck."

- Continue to disseminate e-blasts for shows to data base of 17,000 members.
- Participate in additional opportunities (such as enter-to-win tickets) to increase data base.
- Continue public relations efforts.
- Increase social media efforts.
- Implement outreach programs to hotels, restaurants and groups to put together enticing package deals.

### **Objective #3: Increase Ticket Sales**

#### **Strategy/Tactics:**

- Design and implement alternative marketing approaches
- Cross/Upselling at Box Office (point-of-purchase)
- Partner with downtown merchants and media to offer event packages
- Continue to produce an artistically balanced season with artists that appeal to a variety of diverse markets
- Include in promotion of theatre the benefits of seeing shows at the Sunrise versus competing venues (i.e. ease of parking, intimacy, variety of restaurants, etc.)

### **Objective #4: Increase the Number and Diversity of Programs Offered**

#### **Strategy/Tactics:**

- Working with sponsors to bring in additional types of shows (i.e. Free Summer Time movies)
- Using the Sunrise Theatre Black Box to create initiatives that will reach out to more diverse markets
- In partnership with The Foundation, continue to offer educational and outreach programs

### **Objective #5: Increase Sponsorship Dollars**

#### **Strategy/Tactics:**

- Expand community partnerships and relationships
- Design creative sponsorship presentation packages, focusing on return on investment benefits
- Research and apply for area grants
- Accurate communication with Playbill Magazine and its advertisers, (specifically and diplomatically conveying that advertising in the Playbill does not equal Theatre Sponsorship)

## Objective #6: Implement Programs to Increase Awareness and Improve Public Perception of the Theatre and its Location

### Strategy/Tactics:

- Plan and implement a creative public relations campaign
- Enhance relationships with Downtown businesses
- Continue theater arts, outreach programs and services to the immediate community and surrounding counties
- Rent space to other community groups, exposing more people to the venue

## D. Management (Up to 20 points)

These are the application responses associated with the Management review criterion.

### Operating Budget

Summarize organization operating expenses and income using the listed budget categories using actual numbers from your last completed fiscal year. Note:

- Totals are automatically calculated but will not update until you save the page.
- **Do not enter dollar signs (\$) or commas (,)**

Operating Expenses		Completed FY	Current FY	Next FY
1.	Personnel: Administrative	507,118	437,658	437,658
2.	Personnel: Programmatic			
3.	Personnel: Technical/Production	316,287	341,587	341,587
4.	Outside Fees and Services: Programmatic	1,379,900	1,529,455	1,529,455
5.	Outside Fees and Services: Other	407,500	409,600	409,600
6.	Space Rental, Rent or Mortgage	370,000	375,000	375,000
7.	Travel	11,700	17,900	17,900
8.	Marketing	425,700	375,000	375,000
9.	Remaining Operating Expenses	103,600	89,100	89,100
<b>A.</b>	<b>Total Cash Expenses</b>	<b>\$3,521,805</b>	<b>\$3,575,300</b>	<b>\$3,575,300</b>
<b>B.</b>	<b>In-kind Contributions</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>C.</b>	<b>Total Operating Expenses</b>	<b>\$3,521,805</b>	<b>\$3,575,300</b>	<b>\$3,575,300</b>
Operating Income		Completed FY ending 9/30/13	Current FY ending	Next FY ending
10.	Revenue: Admissions	2,228,637	2,544,500	2,544,500

11. Revenue: Contracted Services	110,000	48,000	48,000
12. Revenue: Other	162,600	169,800	169,800
13. Private Support: Corporate	0	0	0
14. Private Support: Foundation	0	0	0
15. Private Support: Other	423,869	169,800	209,000
16. Government Support: Federal	0	0	0
17. Government Support: State/Regional	0	0	0
18. Government Support: Local/County	400,000	350,000	350,000
19. Applicant Cash	0	0	0
<b>D. Total Cash Income</b>	<b>\$3,325,106</b>	<b>\$3,282,100</b>	<b>\$3,321,300</b>
<b>B. In-kind Contributions</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>E. Total Operating Income</b>	<b>\$3,325,106</b>	<b>\$3,282,100</b>	<b>\$3,321,300</b>

## Additional Operating Budget Information

### Instructions to the Applicant

(Optional) Use this space to provide the panel with additional detail or information about the operating budget.

The City of Fort Pierce has a wealth of experience successfully managing millions of dollars in grant awards from State and Federal sources. Libby Woodruff, the City's Grants Administrator, has 20 years of successful project and grants management experience and will collaboratively provide oversight for this grant award and will ensure all Florida DCA guidelines are followed throughout the life of this project.

## Proposal Budget

### Instructions to the Applicant: Expenses

Detail estimated proposal expenses. **Include only expenses that specifically relate to the proposal.**

- **Column A** is your request amount. Detail how you intend to spend the funds you are requesting from the state.
- **Column B** is non-state cash.
- **Column C** is in-kind contributions or donations. In-kind (column C) may not make up more than 25% of your Total Proposal Expenses. The maximum allowable in-kind will be Total Cash Expenses (request plus cash) divided by three.

### Instructions to the Applicant: Income

Detail the expected source of the cash match recorded in the expenses table. **Include only income that specifically relates to the proposal.**

**State funds are not allowed in the Proposal Budget Income.** This includes any income that comes from an appropriation or grant from the State of Florida.

<b>Proposal Expenses</b>	<b>A. Request</b>	<b>B. Cash Expenses</b>	<b>C. In-kind</b>	<b>Total</b>
1. Personnel: Administrative	0	0	2,800	\$2,800
2. Personnel: Programmatic	0	0	30,840	\$30,840
3. Personnel: Technical/Production	0	289,355	0	\$289,355
4. Outside Fees and Services: Programmatic	0	1,757,500	0	\$1,757,500
5. Outside Fees and Services: Other	0	363,600	0	\$363,600
6. Space Rental	0	375,000	0	\$375,000
7. Travel	0	8,400	0	\$8,400
8. Marketing	150,000	380,800	54,000	\$584,800
9. Remaining Proposal Expenses	0	18,900	0	\$18,900
<b>D. Total Proposal Expenses</b>	<b>150,000</b>	<b>3,193,555</b>	<b>87,640</b>	<b>\$3,431,195</b>
<b>Proposal Income</b>	<b>A. Request</b>	<b>B. Cash Income</b>	<b>C. In-Kind</b>	<b>Total</b>
10. Revenue: Admissions		2,544,500		2,544,500
11. Revenue: Contracted Services		48,000		48,000
12. Revenue: Other		169,800		169,800
13. Private Support: Corporate		0	0	0
14. Private Support: Foundation		0	0	0
15. Private Support: Other		209,000		209,000
16. Government Support: Federal		0	0	0
17. Government Support: Regional		0	0	0
18. Government Support: Local/County		350,000		350,000
19. Applicant Cash		0	0	0
<b>E. Total Proposal Income</b>	<b>150,000</b>	<b>3,321,300</b>	<b>87,640</b>	<b>\$3,558,940</b>

# Proposal Budget Detail

Proposal Expenses		A. Request	B. Cash Expenses	C. In-Kind	Total
1.	Personnel: Administrative	0	0	2,800	\$2,800
1.1.	Executive Director	0	0	0	0
1.2.	Assist to Exec Dir/Fac Pgm Specialist	0	0	0	0
1.3.	Mktg/Develop Director	0	0	0	0
1.4.	Box Office Manager	0	0	0	0
1.5.	Assist Box Office Mgr	0	0	0	0
1.6.	Finance Develop/Director	0	0	0	0
1.7.	Volunteer Admin Services	0	0	0	0
1.8.	Grants Administrative Servs	0	0	2,800	2,800
2.	Personnel: Programmatic	0	0	30,840	\$30,840
2.1.	Volunteers/Bartenders	0	0	17,400	17,400
2.2.	Volunteers/Theatrical Performances/Youth Camps	0	0	13,440	13,440
2.3.	N/A	0	0	0	0
3.	Personnel: Technical/Production	0	289,355	0	\$289,355
3.1.	Technical/Facilities Manager	0	0	0	0
3.2.	Misc Contract Services	0	44,500	0	44,500
3.3.	House Crew	0	77,600	0	77,600
3.4.	Support Staff	0	124,900	0	124,900
3.5.	Temp Employ Svcs	0	42,355	0	42,355
4.	Outside Fees and Services: Programmatic	0	1,757,500	0	\$1,757,500
4.1.	Hospitality, Entertainment	0	8,900	0	8,900
4.2.	Lodging	0	0	0	0
4.3.	Transportation	0	9,500	0	9,500
4.4.	Communications	0	27,500	0	27,500
4.5.	Administrative Charges	0	70,200	0	70,200
4.6.	Equipment Rental	0	18,000	0	18,000
4.7.	Audio Gear, Backline, Lighting, Visual	0	65,900	0	65,900
4.8.	Theatre Supplies	0	16,500	0	16,500
4.9.	Cost of Events	0	1,035,000	0	1,035,000
4.10.	Cost of Goods Sold	0	0	0	0
4.11.	Packaged Sales	0	28,000	0	28,000
4.12.	Cost of Events/Rent Reimb	0	375,000	0	375,000
4.13.	Food	0	58,500	0	58,500
4.14.	Misc Contract Services	0	44,500	0	44,500

5.	Outside Fees and Services: Other	0	363,600	0	\$363,600
5.1.	Accounting/Auditing	0	5,000	0	5,000
5.2.	Custodial	0	43,400	0	43,400
5.3.	Security	0	5,900	0	5,900
5.4.	Freight and Postage	0	5,500	0	5,500
5.5.	Insurance & Fidelity Bond	0	103,300	0	103,300
5.6.	FLC Liability and Property	0	3,200	0	3,200
5.7.	Licenses and Fees	0	1,000	0	1,000
5.8.	Utilities	0	144,000	0	144,000
5.9.	Building Maintenance	0	17,500	0	17,500
5.10.	A/C Maintenance	0	7,100	0	7,100
5.11.	Building Repair Supplies	0	10,000	0	10,000
5.12.	Equipment Maintenance	0	15,000	0	15,000
5.13.	Computer Maintenance	0	900	0	900
5.14.	Software Maintenance	0	1,800	0	1,800
6.	Space Rental	0	375,000	0	\$375,000
6.1.	Sunrise and Black Box	0	375,000	0	375,000
6.2.	N/A	0	0	0	0
7.	Travel	0	8,400	0	\$8,400
7.1.	Car Allowance	0	4,200	0	4,200
7.2.	Travel and Education	0	4,200	0	4,200
7.3.	N/A	0	0	0	0
7.4.	N/A	0	0	0	0
7.5.	N/A	0	0	0	0
8.	Marketing	150,000	380,800	54,000	\$584,800
8.1.	Graphic Design and Layout	0	0	54,000	54,000
8.2.	Reproduction	0	1,900	0	1,900
8.3.	Outside Printing	0	3,900	0	3,900
8.4.	Advertising	150,000	375,000	0	525,000
8.5.	N/A	0	0	0	0
8.6.	N/A	0	0	0	0
8.7.	N/A	0	0	0	0
9.	Remaining Proposal Expenses	0	18,900	0	\$18,900
9.1.	Licenses & Fees	0	1,000	0	1,000
9.2.	Taxes	0	1,200	0	1,200
9.3.	Misc Expense	0	3,100	0	3,100
9.4.	Office Supplies	0	4,100	0	4,100
9.5.	EDP Supplies	0	500	0	500
9.6.	Misc Equip Expense	0	1,300	0	1,300
9.7.	Cleaning Supplies	0	5,500	0	5,500
9.8.	Books, Publications, Subscr	0	2,200	0	2,200

9.9. N/A	0	0	0	0
9.10. N/A	0	0	0	0
9.11. N/A	0	0	0	0
<b>D. Total Proposal Expenses</b>	<b>150,000</b>	<b>3,193,555</b>	<b>87,640</b>	<b>\$3,431,195</b>

Proposal Income	A. Request	B. Cash Income	C. In-Kind	Total
10. Revenue: Admissions		2,544,500		\$2,544,500
10-1 Ticket Sales		2,200,000		2,200,000
10-2 Ticket Sales - Rentals		255,000		255,000
10-3 Ticket Handling Fees		89,500		89,500
10-4 N/A		0		0
11. Revenue: Contracted Services		48,000		\$48,000
11-1 Rents and Royalties		48,000		48,000
11-2 N/A		0		0
12. Revenue: Other		169,800		\$169,800
12-1 Interest Earning		400		400
12-2 Reimb of Expenditures		0		0
12-3 Events		22,500		22,500
12-4 Food and Beverages		0		0
12-5 Packaged Sales		140,000		140,000
12-6 Misc Revenues		400		400
12-7 Commissions/Tips/Mdse		6,500		6,500
12-8 Late Pmt Charges		0		0
12-9 N/A		0		0
13. Private Support: Corporate		0		\$0
13-1 N/A		0		0
13-2 N/A		0		0
13-3 N/A		0		0
14. Private Support: Foundation		0		\$0
14-1 N/A		0		0
14-2 N/A		0		0
15. Private Support: Other		209,000		\$209,000
15-1 Memberships		143,000		143,000
15-2 Sponsorships		42,000		42,000
15-3 Donations and Pledges		24,000		24,000
15-4 N/A		0		0
16. Government Support: Federal		0		\$0
16-1 N/A		0		0
17. Government Support: Regional		0		\$0
17-1 N/A		0		0

18.	Government Support: Local/County		350,000		\$350,000
	18-1 City of Fort Pierce		350,000		350,000
	18-2 N/A		0		0
19.	Applicant Cash		0		\$0
	19-1 N/A		0		0
<b>E.</b>	<b>Total Proposal Income</b>	<b>150,000</b>	<b>3,321,300</b>	<b>87,640</b>	<b>\$3,558,940</b>

## Proposal Budget Detail (Narrative)

Instructions to the Applicant

(Optional) Use this space to provide the panel with additional detail or information about the proposal budget.

- TO BE WRITTEN -

## Fiscal Condition and Sustainability

Instructions to the Applicant

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

The programs and activities described in this grant proposal are well established and expected to continue into perpetuity.

We realize that grant funds from the State of Florida are not a reliable source of funding. The Sunrise Theatre will use Florida Division of Cultural Affairs funds to support marketing efforts designed to increase revenue and to maintain current services, staff, and the quality of existing programs.

The Sunrise Theatre plans to continue to seek operational funding and funding to sustain the activities detailed in this proposal through:

- Tickets sales, facility rental, membership and summer theatre camp fees, etc.
- State, Federal and Foundation grant opportunities
- Increased development of individual donors
- Continual development of the Sunrise Theatre Foundation
- Increased corporate partnerships for cash and in-kind services

The Sunrise Theatre is a public facility and is currently dependent on the City of Fort Pierce for financial subsidy, as needed, to ensure its longevity and success. Funding from the Florida DCA will broaden the theatre's marketing capacity which will increase patronage, revenue and positively affect the overall economy of Fort Pierce. Increased

marketing will also propel the theatre toward regional and State recognition and lay the groundwork for national and international acknowledgement, which will subsequently create financial self-sufficiency.

## Evaluation Plan

### Instructions to the Applicant

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.

### EVALUATION METHODS FOR PRODUCTIONS:

- Actual attendance will be compared to projections.
- Independent critical reviews will be evaluated.
- Post-production meetings by staff and volunteers will be held to review process and artistic quality.
- Written comments by attendees sent by mail, email, and posted on Facebook will be reviewed by staff and answered promptly.

### EVALUATION METHOD FOR EDUCATIONAL PROGRAMS:

- Student participation will be compared to goals.
- Teachers and students will complete surveys after attending school-time performances. The surveys will include questions on both performance and usefulness of the study guides provided by the Theatre.
- Overall attendance at free community presentations will be measured against goals. Surveys will be provided to attendees following free presentations, affording the opportunity to rate performances, service and make suggestions for improvement.
- Both parents and student participants of the summer theatre camp programs will be asked to complete surveys following the end of each camp week.

Staff will review survey results and discuss at weekly meetings. John Wilkes, Sunrise Theatre Executive Director and the Sunrise Theatre Advisory Board will also review the survey results. Recommendations will be made when action is needed.

## E. Accessibility (up to 10 points)

### Applicant Accessibility

#### Question

#### Response

Does the applicant have policies and procedures (including a complaint process) that address non-discrimination on the basis of disability?	Yes
Does the applicant have a staff person that is responsible for compliance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act and Florida Statutes 553?	Yes
If yes, what is the name of the staff person responsible for accessibility compliance?	Marty Petlock
Has the applicant completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts (linked) in the last 5 years?	Yes
if yes, when was the evaluation completed?	March 2010

## Accessibility Narrative

### Instructions to the Applicant

Describe the applicant's plans to ensure that the proposal and associated activities will be accessible and welcoming to all audiences. Also describe ongoing accessibility efforts.

The 2006 renovations to the Sunrise Theatre included designs to ensure physical accessibility for all who desire to participate. Ground level side doors leading into the Theatre allow easy entrance for physically challenged patrons using walkers and wheelchairs. An elevator is easily accessible for transport to the second floor. All restrooms have handicap accessible stalls and theatre seating allow for wheelchair placement.

The Theatre's design ensures wheelchair accessibility to most areas of the building including the orchestra pit, stage, dressing rooms, and administrative offices. Sight impaired individuals and their companion are welcome to attend performances and reserve front row seats. The Theatre provides infra-red hearing devices to assist hearing-impaired patrons, at no charge.

The Theatre partners with Windwood Theatricals and Sign and Stage group to provide plays and musicals in the spoken word and via sign language. The Theatre promotes these special performances through supportive service organizations and through emails, social media, the newspaper and internet.

The Sunrise Theatre ensures activities related to this proposal will be accessible and welcoming to all audiences.

## F. Attachments and Support Materials

## Attachments

No attachments required

## Support Materials

Applicant has chosen to **upload** support materials.

[No materials listed]

DRAFT