

TAB E

The Olympia Children's

Our Vision

- The Olympia Children & Youth theater is based on the belief that young people can run their own theater with the guidance of theater professionals. We strive to create an atmosphere of harmony and respect where children and adults can work together as equal creative spirits, fostering initiative, positive mental attitude, kindness and teamwork. We explore our creativity through a wide variety of dramatic mediums, exposing students to every aspect of theater production and education.

Theater

- A not for profit corporation

Productions

- The Olympia Children & Youth Theater will.
 - Produce 5 shows per year the first two weekends of the following months
 - October
 - December
 - February
 - April
 - July
 - Will produce a minimum of two one Act Plays Per Year to be performed in the Community.
 - Will provide classes Monday thru Friday 31 classes per week.
 - Dance
 - Dramatic Performance
 - Technical Design

Mission Statement

- The Olympia Children & Youth theater will provide professional training and production experience in theater arts to young people of all abilities by engaging their intellects, bodies, and imaginations in the creative endeavor through productions and classes.

Market Summary

- The Manatee County School Board is being forced to cut the budget leaving non athletic students to fall by the wayside
- No current independent theatrical outlet for those 8 to 19
 - Manatee Players uses many people in this age group as extras in there shows but there are very few major rolls for those who participate.
 - No local non profit outlet concentrates on training these students on all aspects of production
- No need based arts education program in Manatee County.
 - Many minority students do not have access to these services
- When the Olympia Children's Theater Company was previously in operation it attracted over 300 students
 - 60% of those involved families were below poverty level
- The principles used for this youth theater have been successful in Boston MA, Westminster CO, Orlando FL, Glenwood Springs CO, and many other locations across the country.

Opportunities

- The Olympia Children & Youth Theater can pull students from all of Manatee County into its productions and classes.
- The Olympia Children's Theater will be successful in providing arts programs to students who due to social or financial circumstances would not be exposed to the arts.
- Drama teachers from manatee county schools support having a local youth theater to support their actions.
- Born to Act the last youth theater in the area was very successful, until they attempted to do community theater in the style of Manatee Players. This left behind a large hole to be filled.

The Board Of Directors Vice-President

- Will preside over all meetings not attended by the President following Roberts Rules of Order.
- Will assume the office of the president of the Board of Directors if the president is unable to fulfill their responsibilities.
- Will be responsible for organization of fundraisers and volunteers.
- Will perform any and all duties assigned by a majority vote of the Board of Directors.

The Board Of Directors Responsibilities

- To hold an executive meeting of the board of Directors on the 1st Monday of every month
- To hold a board of directors meeting open to all members on the Third Monday of January, March, June, September, and November.
- To hire by majority vote all operational staff.
- To approve all contract labor based on staff recommendations.
- To approve each show budget
- To take on additional duties as determined by majority vote of the Board of Directors.

The Board Of Directors Secretary

- Will take comprehensive minutes of all Board of Directors and membership meetings.
- Will make sure all notes and minutes are available and understandable to the General Public.
- Will perform any and all duties assigned by a majority vote of the Board of Directors.

The Board Of Directors President

- Will preside over all meetings following Roberts Rules of Order.
- Will bring staff recommendations and concerns to the board of directors.
- Will work with staff to provide a safe and secure environment.
- Will perform any and all duties assigned by a majority vote of the Board of Directors.

The Board Of Directors Treasurer

- Will audit operational accounts on a monthly basis.
- Will inform the board of Directors of income via all streams as well as categorical expenditures.
- Will make sure all budgets approved by a majority Vote of the Board of Directors are understandable and available to the general public
- Will perform any and all duties assigned by a majority vote of the Board of Directors.

The Board Of Directors Members at Large

- Will assist in fund raising efforts.
- Will perform any and all duties assigned by a majority vote of the Board of Directors.

Operating Expenses

- \$31,500 Debt Service
- \$11,000 Taxes & Insurance
- \$24,000 Utilities
- \$ 4,320 Marketing
- \$ 3,000 Office Supplies
- \$ 1,000 Miscellaneous expenses
- Operating Expenses \$74,820

The Initial Board Of Directors

Term Ending 7/21/2012

- BC Murphy (Member at Large)
- Cindy Jarvis (President)
- Dr. Judith Smith (Vice President)
- Mindy Reeves (Secretary)
- Carole Lane (Treasurer)

Staff Recommendations

To be ratified by the Board of Directors at the first meeting.

- Production Director
 - Salary Range \$29,000 to \$36,000 per year
 - Responsible for:
 - Overseeing all aspects of each and every production
 - Any and all duties assigned by the Board of Directors.
- Administrative Assistant to the board of Directors.
 - Salary Range \$38,000 to \$48,000 per year.
 - Responsible for:
 - Maintaining all accounts
 - Requesting checks from the Treasurer or President of the Board of Directors.
 - Maintaining a record of all income and its source.
 - Sending meeting notes and information to all members
 - Any and all duties assigned by the Board of Directors

The Board Of Directors Elections

- The third Saturday of July of each and every even year starting in 2012. A full members meeting shall be held to elect a new board of Directors. This meeting shall consist of all member families that have paid the membership fee before February 1st of that year who wish to participate.
- The Board of Directors shall consist of 5 people for initial start up and increase to 7 people in 2012.

Contract Staff Recommendations Productions

To be ratified as necessary by the Board of Directors.

- Technical Consultant.
 - Any and all duties contracted by the Board of Directors.
- Marketing Consultant
 - Any and all duties contracted by the Board of Directors.
- Choreography Consultant
 - Any and all duties contracted by the Board of Directors.
- Musical Consultant
 - Any and all duties contracted by the Board of Directors.

Contract Staff Recommendations Classes

To be ratified as necessary by the Board of Directors.

- Teachers
 - Dance
 - Music
 - Voice
 - Art
 - Puppeteering
 - Technical Theater
- Teachers paid \$25 per hour total cost

Revenue Stream Grants and Donations

- Grants and Donations
 - 1 year after start up the Youth Theater will be an attractive option for corporate operating donations and show sponsorships of between \$30,000 and \$60,000 per year.
 - 5 years after start up the Youth theater will have been established long enough to attract operating grants up to \$500,000 per year.

Recommended Shows

- Rent School Edition
- High School The Musical
- High School The Musical 2
- Beauty and The Beast School Edition
- South Pacific School Edition
- Aladdin
- The Lion the Witch and the Wardrobe
- Sleepy Hollow
- James and The Giant Peach

Revenue Stream Ticket Sales

- Ticket Sales
 - Expected ticket sales per year for the first two years.
 - 85 tickets per Performance.
 - \$15 per ticket
 - 30 Performances per year
 - Total ticket sales per year for the first two years \$38,250
 - Expected Ticket Sales for all following years
 - 220 tickets per Performance
 - \$12 per ticket
 - 30 performances per year
 - Total ticket sales after first two years \$79,200

Revenue Stream Membership

- All participating families will pay a membership fee to participate in the Olympia Youth Theater Productions
- Memberships
 - Non Voting \$5 per year
 - Voting \$100 per year
- Estimated memberships
 - 40 voting members
 - 110 nonvoting members
- Total income \$4,550 per year.

Revenue Stream Classes

- 31 Classes per week
 - 15 students per class
 - \$45 per month per student per class
 - Sliding Scale based on Free and Reduced lunch criteria
 - Total class revenue \$251,100 per year.

Profit/Loss Projection

• Annual Income	
- Membership	\$ 4,550
- Grants & Donations	\$ 40,000
- Ticket Sales	\$ 38,250
- Classes	\$251,100
- Total	\$333,900
• Annual Expenses	
- Production Budget	\$ 50,000
- Full Time Labor	\$ 93,000
- Operating Expenses	\$ 74,820
- Part Time Labor	\$ 40,300
- Contract Labor	\$ 24,000
- Sliding scale offset	\$ 50,000
- Total	\$ 332,177
• Total Profit/Loss	\$1,773

Start Up Requirements Financial

- \$300,000 Repays current mortgage on Olympia Property
- \$130,000 Fourteen months staffing cost.
- \$ 60,000 One year debt service
- \$50,000 One year production cost
- \$40,000 Youth Theater's first year contribution to main stage
- \$25,000 1 year of utility payments
- \$25,000 1 year taxes and insurance
- \$15,000 First year other expenses.
- \$5,000 Non profit start up fees.
- \$650,000 Total Start up Requirements

Goals & Objectives First Year

- February 2010 First Board of Directors Meeting
- March 2010 Staff hired
- March 2010 Shows contracted
- April 2010 First Casting Call
- April 2010 Membership of 20
- July 2010 First Production
- July 2010 Membership of 50
- July 2010 First Members Meeting
- August 2010 Second Casting Call
- December 2010 Membership of 100

Start Up Requirements Physical

- Building for scene shop and rehearsal facilities
 - Will be offered to be used by other non profit organizations without cost.
 - Manatee Players etc.
 - Will be offered for rent of use to for profit organizations.
- Office Equipment
 - Computers
 - Fax
 - Phone System
 - Copier

Goals & Objectives Five Year Milestones

- 2011 First ACT competition
- 2012 Membership of 500
- 2013 Anticipated opening of Main Stage
- 2013 Hire additional Staff support as needed
- 2014 Add Youth playwrights work shop
- 2014 Produce first Original Youth Playwrights Show
- 2015 Produce three Original Youth Playwrights Shows

Start Up Funding Options Private

- Corporate Funding
 - Due to bad economy Corporations are not adding new non profits to there donation list.
- Local Business Funding
 - Bad economy is causing local business to cut down or stop all funding for community projects
- Selby Foundation
 - Does not do start up funding
- Knight Foundation
 - Does not do start up funding

Start Up Funding Options Public

- NEA
 - No start up funding for 2010 2011 available
- Manatee County
 - Facing severe budget shortfall
- City of Palmetto
 - Very tight budget.
 - Cutting back on money spent on community events
- Palmetto CRA
 - Has funds available
 - Is adding to the list of community events it sponsors
 - Was created to add to the value of the defined Palmetto CRA district.
 - The home of this program is considered the top CRA priority as seen in its "Water Front" study.

Community Benefits

- In keeping with the last waterfront study. A well capitalized operating Olympia Theater is the "match head" to ignite Palmetto down town development.

Conclusion

- There is a great need for a youth theater in Manatee County
- This organization will provide an opportunity for children who would not be able to participate in the Arts due to their personal financial situations.
- The mission and vision for the Olympia Children Theater is strong, and has worked in many other areas enriching the lives of all who participate and the community around them.
- Public start up funding will be needed.
- A viable location with a low long term cost is available.
- This non profit can be self supporting within 2 years if proper start up funds are found.
- The Palmetto CRA should be approached for start up funds due to the results of the "CRA Water Front" study

CRA District Planning Goals

- Page 67 item 2 of the CRA plan "Downtown Palmetto's potential for uniqueness is derived from its relative size, setting, and location. Its size enables a greater diversity and choice of activities than in smaller communities within the region and less congestion and impersonality than in larger cities. Its setting along the Manatee River overlooking the waterfront provides a distinctive natural setting for its activities. Its location makes the Downtown the gateway to the vast natural scenic and recreational resources provided by inland canals, the river, the bay, the gulf and its coastal beaches"

Presentation requesting grant for the Olympia Children & Youth Theater from the Palmetto CRA.

Justification for use of CRA funds.

- The CRA may provide social services that enhance the value of the CRA district.
- The CRA may make contributions to outside organizations with agreements that outline "the activities that must have verifiable results"
- The CRA may address social issues such as education that are not normally paid for by the governing body.
- The CRA may engage in activities that improve the city's image.
- The CRA has the right to place a lien on a building to make sure all service agreements are met

Proposal A

Standard \$400,000 non repayable community grant five year conditions to be secured by a lien on the Olympia Property.

- Mid August 2011 attendance of 50 students or more
- Mid September 2011 15 students who live in the CRA district
- 2012 First ACT competition.
- Mid August 2013 100 students or more
- Mid September 2013 25 students who live in the CRA area
- June 2014 Add Youth playwrights work shop.
- January 2015 Produce first Original Youth Playwrights Show
- By May 2015 Produce three Original Youth Playwrights Shows

Proposed use of CRA funds with a standard non repayable community grant.

- Start up capital \$400,000.00 plus the use of the building located adjacent to the Olympia Theater for rehearsal space until such a time as the CRA can find a better active use of the building.
 - \$300,000 To pay off existing Financing
 - \$ 50,000 For start up operations for Children's need based program
 - \$ 50,000 Reserve

Points and Authorities Benefits to the CRA Grant

- This plan will not exclude any property in the CRA district from the tax rolls
- Yearly debt service as listed in the business plan will be contributed to capital expenses.
- The CRA will receive use of the building for 12 days per year scheduled 6 months in advance for the next 10 years this time may be used by the CRA itself or any organization approved by the CRA
- This grant will be a direct addition to the current inter-local agreement between the CRA and the Olympia Theater
- The Palmetto CRA will be recognized throughout the county as a main sponsor of the Olympia Children's

Standard \$400,000 non repayable community grant conditions to be secured by a lien on the Olympia Property.

- Classes will began in mid September 2010
- The first production of the youth theater section will be on stage by December of 2010.
- By December 2010 a minimum of 25 students will be enrolled in programming.
- The CRA will receive use of the building for 12 days per year scheduled 6 months in advance for the next 10 years this time may be used by the CRA itself or any organization approved by the CRA
- The Secretary of the Board of Directors will present an overview of the program's activities to the CRA advisory board as well as the CRA board in April of each and every year for ten years to include addresses of those participating
- The Treasure of the Board of Directors will present a financial presentation to the CRA advisory board and the CRA board in February of each and every year for ten years

Proposal B

Proposed use of CRA funds with a \$550,000 grant.

- Start up capital \$550,000.00 plus the use of the building located adjacent to the Olympia Theater for rehearsal space until such a time as the CRA can find a better active use of the building
- \$300,000
 - Repays Current Financing.
- \$70,000
 - One year of production cost
- \$150,000
 - Eighteen Months of staffing cost.
- \$50,000
 - Secures 2 years of utility payments.
- \$15,000
 - Two years miscellaneous Expenses
- \$5,000
 - Non profit start up

Points and Authorities Benefits to the CRA Grant

- This plan will not exclude any property in the CRA district from the tax rolls.
- Yearly debt service as listed in the business plan will be contributed to capital expenses.
- The CRA will receive use of the building for 12 days per year scheduled 6 months in advance for the next 10 years this time may be used by the CRA itself or any organization approved by the CRA.
- This grant will be a direct addition to the current inter-local agreement between the CRA and the Olympia Theater.
- The Palmetto CRA will be recognized throughout the county as a main sponsor of the Olympia Children's

Standard \$550,000 grant 1st year conditions to be secured by a lien on the Olympia Property.

- Debt service line item will be added to operating expenses.
- Classes will begin in mid August 2010
- The first production of the youth theater production will be on stage by July of 2010. (if funds are received by March 1 2010)
- By mid September 2010 a minimum of 35 students will be enrolled in programming.
- By mid September 2010 a minimum of 10 students who live in the CRA district will be enrolled in programming.
- The CRA will receive use of the building for 3 days per month scheduled 6 months in advance for the next 10 years this time may be used by the CRA itself or any organization approved by the CRA.
- The Secretary of the Board of Directors will present an overview of the program's activities to the CRA advisory board as well as the CRA board every quarter for ten years to include addresses of those participating.
- The Treasurer of the Board of Directors will present a financial presentation to the CRA advisory board and the CRA board every quarter for ten years.

Points and Authorities Other CRA Sponsorships

- The CRA has in the past and continues to sponsor community activities.
 - The 4th of July Celebration.
 - The Martin Luther King Day Parade.
 - The Desclo Parade.
 - The Movie in the Park Series
 - Other various activities

Standard \$550,000 grant first five year conditions to be secured by a lien on the Olympia Property.

- Line item debt service to be added to capital expense.
- Mid August 2011 attendance of 75 students or more
- Mid September 2011 20 students who live in the CRA district
- 2012 First ACT competition
- October 2015 Open Main Stage unless the CRA board allows an extension.
- November 2014 First outside children's show brought in.
- June 2013 Add Youth playwrights work shop.
- January 2014 Produce first Original Youth Playwrights Show.
- By May 2015 Produce three Original Youth Playwrights Shows

Points and Authorities Previous Actions

- The CRA entered into a Contract with the Manatee Players Community Theater Organization.
 - \$2,000,000 for construction.
 - Gifting of property
 - Taking the property removed from the tax rolls.
 - Plus other incentives.

Proposal C

Points and Authorities Benefits to the CRA Loan/Repayable Grant.

- This plan will not exclude any property from the CRA tax roles.
- CRA money will be secured by the Olympia Theater property.
- The Palmetto CRA will recoup it's money plus 3.4% interest 360 payments at \$3,367 per month
- The CRA has the ability to make investments.
- This is a strong return on investment for the CRA.
- The Palmetto CRA will be recognized throughout the county as a main sponsor of the Olympia Children's Theater for the next twenty years
- This will tie into the inter-local agreement already in place.

Proposed use of CRA funds with a loan/repayable grant at 3.4% interest.

- Start up capital \$600,000.00 plus the use of the building located adjacent to the Olympia Theater for rehearsal space until such a time as the CRA can find a better active use of the building
- \$300,000 Repays current financing
- \$130,000 fourteen months of staffing cost.
- \$60,000 One year debt service to the CRA
- \$50,000 One year Production cost
- \$25,000 1 year of utility payments.
- \$25,000 1 year taxes and insurance
- \$5,000 First year miscellaneous.
- \$5,000 Non profit start up cost.

Points and Authorities Benefits to the Residence and Business owners of the Palmetto CRA.

- Having the parents of Manatee County children in the area will increase business within the CRA district.
- When possible all operating materials will be purchased from businesses within the CRA district.

Standard \$600,000 Loan/Repayable grant conditions to be secured by a lien on the Olympia Property.

- Repayment of grant/loan at 3.4% interest over 30 years.
 - Monthly payment to CRA \$3,367 per month for 360 months.
 - \$1,666 will be paid to principle each month increase if early termination
 - There will be no early termination fee.
- Will provide a 10% increase in traffic to the CRA area within 5 years
- Will have 150 students within 5 years.
- Will provide a preview night show free to all residence of the CRA district
- The Secretary of the Board of Directors will present an overview of the program's activities to the CRA advisory board as well as the CRA board each and every year for ten years to include addresses of those participating
- The Treasure of the Board of Directors will present a

Proposal D

Public/Private Partnership:

- The Palmetto CRA will purchase 49% interest in the Olympia Theater from Charter Services Trust for \$700,000
- Charter Services Trust will.
 - Use \$300,000 To pay off current mortgage
 - Donate \$300,000 to the Olympia Children's Theater Company
- Charter Services Trust May buy out the CRA for \$900,000
- The Palmetto CRA may buy out Charter Services Trust for \$1,010,000
- Both parties will allow use of the building to the Olympia Children's Theater Company for ten years for the cost of taxes, insurance, utilities, and maintenance.

In order to comply with the CRA plan it must:

- Page 71 point 25 "Promote additional residential, entertainment, and hotel/motel accommodations".
- Page 73
 - "form public/private development agreements to assemble properties and develop key private business activity centers"
 - Encourage the art industries to locate in the downtown area
- Page 107 point 4 F "Market galleries/arts community"

Public/Private Partnership Benefits:

- The Palmetto CRA will hold 49% interest in the Olympia Theater.
- The community will receive a major service.
- The community desires entertainment and the arts.
- It is in the current CRA Plan!!!

Option E

The CRA Plan States

- Page 51 paragraph 2 that entertainment in the Downtown area is a major concern.
- Page 51 paragraph 5 Strong community support exists for cultural events and activities in downtown as the most important way of improving the area

Sale of Olympia Property To the CRA.

- \$850,000 straight sale.
 - Must Close by 2/28/2010.
 - CRA will pay all closing cost
 - Charter Services Trust will have until April 1, 2010 to remove all personal items.
 - CRA will primarily use the building for performing arts for the next ten years.

Conclusion

- The Arts are a major concern of the CRA plan
- The Palmetto CRA has the financial ability to initialize the Olympia Children & Youth Theater
- Granting money and use of Property to the Olympia Children & Youth Theater is within the scope of the Palmetto CRA.
- An active Olympia Theater is the top priority of the CRA's downtown development plan
- The existing inter-local agreement shows the CRA's desire for community programs at the Olympia Theater.
- The Palmetto CRA businesses and residence will reap great benefits from this project.
- The Olympia Children & Youth Theater will add distinction, value, and respect to the City of Palmetto and the Palmetto CRA district.
- Public/Private partnerships are emphasized in the CRA

Conclusion

- We would like to ask at this time for the CRA to schedule a special meeting on February 15th 2010. So that this presentation can be properly advertised, allow for public comment as required by the Florida in the sunshine law, and a vote by the CRA board to approve one of these four options
- The interim CRA director has been presented with this presentation in PDF format to be advertised on the CRA's website as well as copies on disk of this presentation for all members of the CRA advisory board who asked us to come here today with our business plan.
- The CRA board has also been presented with disks containing this presentation as well as the PDF file that will be advertised.

Thank You