

TAB 3

**THE ASOLO OUTREACH
CHILDREN'S & YOUTH
THEATER PROGRAM AT THE
OLYMPIA THEATRE**

REQUEST FOR
LOAN/REPAYABLE
GRANT OF \$600,000

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 Asolo Outreach 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 Eighteen months 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.

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

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 incase of early termination.
- There will be no early termination fee.

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

Revenue Stream

Membership

- All participating families will pay a membership fee to participate in the Asolo Outreach 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

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.

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 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.

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

Start Up Requirements

Physical

- Building (small one next door to theater) for scene shop and rehearsal facilities
- Will be offered to be used by 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

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 Treasure 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.

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

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 Asolo Outreach Children's & Youth Theater Program.

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.

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.

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.

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

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” .

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”

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. The Asolo Outreach Children’s & Youth Theater Program is a cooperative effort to bring a positive atmosphere for the children of our community.

Mission Statement

- The Asolo Outreach Children & Youth Theater Program 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.

Our Vision

- The Asolo Outreach Children & Youth theater program 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.

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 Asolo Outreach Children & Youth Theater Program can pull students from all of Manatee County into its productions and classes.
- The Asolo Outreach Children's Theater Program 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.

Goals & Objectives

First Year

- February 2010 First Board of Directors Meeting
- March 2011 Staff hired
- March 2011 Enrollment in classes begins
- April 2011 Class start
- July 2011 Summer Program
- July 2011 Membership of 50
- July 2011 First Members Meeting
- August 2011 New year begins for classes
- December 2011 Membership of 100

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

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

Productions

- The Asolo Outreach Children & Youth Theater Program 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

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

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

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

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

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.

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)

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.

Conclusion

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

Conclusion

- There is a great need for a youth theater program 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 Asolo Outreach Children Theater Program 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 at the Olympia Theater.
- This Program 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.