

Applications: Surfside Playhouse INC

Profile

Surfside Playhouse INC

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2021 - 2022

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist Development Council mission statement:

"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."

The Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

2.0 APPLICATION PROCESS AND KEY DATES

June 2, 2021: Application Opens

June 2, 2021: Information meetings

June 25, 2021: Application Deadline, NLT 5pm

Aug 24, 2021: Cultural Committee meeting, Ranking & Recommendations

Aug 25, 2021: Tourist Development Council meeting, funding recommendations & approval

Sept 14, 2021: Brevard County Board of County Commissioners Approval

Sept 15, 2021: Notification of funding awarded & execute contracts.

Oct 1, 2021: FY 2021-2022 Grant period begins

Sept 30, 2022: FY 2021-2022 Grant Period ends (see section 11 of guidelines)

A final report is due within 30 days of the conclusion of the event or in the case of funds supporting

"season" the final report is due by October 30, 2022. Reimbursement requests are due by October 7, 2022. Failure to comply with the final report requests may impact future funding requests.

The above dates are subject to change. Changes will be publicized in advance.

3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered, Out-of-County visitors to an event or season must account for 20% of total visitation or 1,000 guests. This measurement shall be submitted by applicants and confirmed by TDO staff.

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for minimum of two (2) years. (Date on IRS 501-c3)

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

Funds may be available for the fiscal year 2021-2022 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

Tier System

Number of Out-of-County attendees: 1,000 - 2,500 Max. Funding Amount: \$2,500

Number of Out-of-County attendees: 2,501 - 5,000 Max. Funding Amount: \$5,000

Number of Out-of-County attendees: 5,001+ Max. Funding Amount: \$10,000

The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

****5.0 ELIGIBLE USE OF FUNDS ****

Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract. Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.

- Funds may **not** be used to finance projects that are already fully funded unless a project can be significantly enhanced with additional funds.
- Funds may **not** be used to pay debt obligations.
- Funds may **not* be used for grant applications or routine maintenance.

Allowable and Non-Allowable:

Allowable Costs

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

Non-Allowable Costs:

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;

- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of June 2, 2021. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 25, 2021 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at Deborah.Webster@VisitSpaceCoast.com until the application deadline.

7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2021 – September 30, 2022. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2021-Sept 30, 2022 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance and Florida's Space Coast Office of Tourism logos and/or the following statement: Sponsored in part by the Brevard County Board of County Commissioners, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.

8.0 EVALUATION CRITERIA

Tourism Development Council FY 2021-2022 Cultural Support Grant Program – Evaluation Rubric Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.

Section 1 – Applicant Information (TDO staff will complete this section)

Project Title:

Project Number:

Project Applicant:

Total Project Cost:

Requested Funding from TDC:

Evaluation Criteria: Points Available

Section 2 – Cultural Event/Activities Proposal clearly describes the proposed event/activities. Clearly demonstrates how the event/activities promote the Space Coast as a cultural destination: up to 20 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 4 points

Adequate: 5 - 8 points

Good: 9 - 12 points

Very Good: 13 - 16 points

Excellent: 17 - 20 points

Proposal clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote Brevard County as a cultural destination: up to 15 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 3 points
Adequate: 4 - 6 points
Good: 7 - 9 points
Very Good: 10 - 12 points
Excellent: 13 - 15 points

Section 3 - Tourism Impact Proposal describes how many estimated out-of-county visitors will attend the event/activities during FY 2021-2022: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points
Adequate: 6 - 10 points
Good: 11 - 15 points
Very Good: 16 - 20 points
Excellent: 21 - 25 points

Proposal clearly describes the methodology used to measure attendance of out-of-county visitors and Brevard County residents for the event/activities: up to 10 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 2 points
Adequate: 3 - 4 points
Good: 5 - 6 points
Very Good: 7 - 8 points
Excellent: 9 - 10 points

Section 4 - Marketing Proposal clearly describes the marketing efforts to attract out-of-county visitors to the event/activities: up to 25 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points
Adequate: 6 - 10 points
Good: 11 - 15 points
Very Good: 16 - 20 points
Excellent: 21 - 25 points

Section 5 - Overnight Stays/Spending The application includes projected overnight stays and spending by out-of-county visitors: up to 5 points

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 1 point
Adequate: 2 points
Good: 3 points
Very Good: 4 points
Excellent: 5 points

Total PROPOSAL SCORE (Maximum 100 points)

9.0 EVALUATION PROCEDURES

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.

2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

10.0 REPORTING REQUIREMENTS

Reporting

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

Event/Activities Completion and Reimbursement Requirements

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 30, 2022. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 7, 2022.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format).

12.0 ANTI-LOBBYING STATEMENT

All Tourism grant applicants are restricted from lobbying TDC Committees from the time the grant application is open until the Committee finalizes the grant scores. Applicants may not attempt to influence their deliberations or scoring to secure an award, either verbally or in writing. Any questions concerning a grant applicant or the grant process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.

FY2021-2022

CULTURAL SUPPORT GRANT APPLICATION

Application Deadline: Friday, June 25, 2021 by 5:00pm

Proposed Event(s)/Activities Name

Annual Events of Surfside Playhouse

TOTAL Operating Budget Amount for Most Recently Completed Fiscal Year

\$251,283.83

Organization Name

Surfside Playhouse Inc

Mailing Address:

PO Box 320053

City: State: Zip Code:

Cocoa Beach, Florida 32931

Federal Employer ID #:

59-6152354

Web Site:

www.surfsideplayhouse.com

Organization Telephone:

321-783-3127

Organization Email:

info@surfsideplayhouse.com

Primary Contact Person: First: Last:

Linda Shofner

Primary Contact Person Phone (if different from Organization Phone):

502-744-4128

Primary Contact Person Email (if different from Organization Email):

lshofner@surfsideplayhouse.com

Alternate Contact Person: First: Last:

Bryan Bergeron

Alternate Contact Person Phone (if different from Organization Phone):

321-394-1956

Alternate Contact Person Email (if different from Organization Email):

bryanberg@gmail.com

Event(s)/Activities Summary (500 characters or less)

2021-2022 Season

6 Mainstage shows: Death Trap, A Thousand Clowns, Inherit the Wind, Oliver, Plaza Suite, 3 Musketeers Fractured
3 Youth Players Workshops
4 Shows contracted: Surfriders, The Blues Brothers, Young Sinatra, The Edwards Twins
3 Improv Workshops--3 shows follow workshop
1 Gotta Dance Workshop--3 shows
1 New Playwrights Competition--3 showings of winning play
1 Costume Competition--1 Runway Show
1 Holiday Show--6 performances
1 Halloween Themed Thriller Dance Show

****How will grant funds be used? Check all that apply****

Artistic Services, Materials/Supplies, Marketing

Total number of attendees for FY2018-2019

7,728

Total number of out-of-county attendees for FY2018-2019

1,932

Total number of attendees for FY2017-2018

8,238

Total number of out-of-county attendees for FY2017-2018

2,059

Please select the one category below for which funding is requested.

Grant Category

Theater

Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.

Upload Proposal Budget

22 wizehive proposal budget.xlsx

Narrative Questions

Please describe your proposed event(s)/activities for which you are seeking funding. Please address the following question: What does your event(s)/activities bring to Brevard County to promote the Space Coast as a cultural destination? Please be concise and brief with 3,000 characters or less.

Maximum 3,000 characters

Surfside Playhouse requests assistance in two areas for our 21/22 season:

(1) To promote the Space Coast as a cultural destination we are requesting assistance with printing posters, rack cards, and programs that will advertise not only the events at Surfside, but will direct guests to the services of local businesses that place ads in our playbills. Rack cards and posters will be offered to hotels, restaurants, and businesses along the Space Coast so tourists and local visitors can spend time in a safe, wholesome cultural evening activity once the beaches close for the day, encouraging overnight stays in Brevard County.

(2) To increase our presence on social media we ask assistance with the cost of marketing on Facebook. While COVID-19 hit us hard financially, our online presence was far-reaching in unexpected ways. Surfside sponsored a 10-minute Play Writing Contest that had 176 scripts entered with 6 being from out of the country. Several of these plays were presented live on our stage during our December Santa Jaws Program. We want to continue these programs along with our six main stage plays, Fearless Improv Brigade, Gotta Dance Workshop, Arlan Ropp New Playwrights competition, plus 3 performances by our Youth Group. These events serve the mission of Surfside being a community theatre dedicated to the performing arts through productions, presentations, education and outreach. We service the local acting community by putting them on the stage. We, however, want to expand our offerings to attract a wider audience by booking professional acts. Our Artistic Director has contacted four outside groups, to be presented live at Surfside during our slow time in February. The Edwards Twins performed last year to sold out audiences. They will return again and people already want to reserve seats. Our Costume Director is reaching out to an audience with a very innovative program: a competition for ages 12-14 to use their creative talent to design costumes. The winner will serve an apprenticeship with the Costume Director during our spring musical of Oliver. All contestants will have their entry exhibited in a runway show. We believe this will draw support from a different range of children who have a special talent, but may not want to be on stage, plus develop an interest in their parents for other activities at Surfside. The Costume Director and Artistic Director are collaborating to offer more outreach with a Halloween dance program that would let participants work with a professional choreographer who danced with Michael Jackson on the original Thriller video. This would give children and adults a safe way to experience Halloween and be a crowd drawing attraction.

The quality and variety of performances scheduled at Surfside Playhouse will bring out of state and out of county residences to Cocoa Beach, and other areas of the Space Coast, helping to establish Brevard County as a destination where culture can easily be accessed.

Do the event(s)/activities possess any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. Please describe in detail. Please be concise and brief with 3,000 characters or less.

Maximum 3,000 characters

Surfside Playhouse is unique, differing from other theaters in Brevard County, by offering a variety of programs that most other theaters do not. We put local actors on the stage, drawing the hometown crowd as well as out of county and out of state visitors. Surfside does not do all one-kind presentations such as performing only musicals. We add to the cultural offerings in Brevard County with our six mainstage plays by offering comedies and musicals—one in the fall and one in the spring that is focused on the snowbird audience, as well as a serious natured drama, promoting thought-provoking contemplation of present issues as well as events in history: such as Diary of Anne Frank. An event known only to Surfside is our season finale, written by our Artistic Director, who takes a well-known play like Dracula and fractures it with comedy and a musical score that he composes. Fractured increases in popularity yearly. It is strategically held after snowbirds exit, casts lots of hometown folks, draws an appreciative audience and a large number of auditions.

Our goals are not confined to measurable numbers but what we do results in return visits to the Playhouse and the surrounding Space Coast area. Our mission stating that we are dedicated to the performing arts through productions, education, and outreach is prevalent though all ages. Our Youth Players program for ages 4-18 provides a safe constructive use of time. Mainstage plays include all ages, Fearless Improv Brigade caters to young and older adults. Gotta Dance serves a large number of retirees, many of whom are snowbirds, some never having experienced the excitement of being on stage. This group pulls many return visitors to the Playhouse for shows other than Gotta Dance. Outings are planned with the participants of this group to local restaurants and attractions.

We give opportunities to volunteers in set construction, costuming, lighting, sound, ushering, assisting with ticketing and working in our café. Many of our volunteers are retirees and Surfside provides an escape from the isolation that is a problem with aging. These volunteers attend our functions and mention spending time before and after at local establishments.

The population of Cocoa Beach is smaller than other cities in Brevard County housing theaters, but still manages to be featured in stories in Florida Today, Hometown News, other local papers and magazines. We feel this is due to the unique nature of the theater and the quality of its productions.

We are often approached by playwrights outside the Cocoa Beach area and have been contemplating offering a play each year from a published, but not well-known, playwright. We scheduled a play of this nature last year, but COVID caused cancellation. We are contemplating a move to become the off-Broadway spot in Florida for new productions that have a chance of moving on to larger venues.

Explain in detail, what is your methodology to capture numbers of out-of-county attendees at your event(s)/activities.

Maximum 1,000 characters

Surfside Playhouse uses the services of Arts People for our on-line tickets sales. Purchases are made with credit cards that show the zip codes of the home addresses of those in attendance. Our ticketing system can print reports of each show giving the number of attendees along with their zip codes. We used those reports to determine the number of out-of-county attendees purchasing tickets for our events as reported in the numbers above.

In addition to this accounting system, we will purchase what we are going to call a Friends of Surfside sign-in book so that those who purchase tickets at the door, rather than through Arts People, can give us the same information that we can obtain from our online ticketing source.

Please describe your Detailed Marketing Plan uploaded below in Required Documents for FY 2021-2022 that will be used to attract out-of-county visitors to your event(s)/activities. If possible, please include a projected number of out-of-county overnight stays and spending of event attendees.

In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.

Maximum 3,000 characters

*We have a number of volunteers who visit local motels, hotels, restaurants and other businesses so that our rack cards and posters for performances will be readily accessible to those visiting our area. We are exploring partnering with cruise lines that dock in Port Canaveral for putting our rack cards on display. We are hoping to attract tourists, who might be staying overnight or might be persuaded to stay overnight in the Space Coast area knowing that there are activities at Surfside Playhouse that they can attend.

*We would like to partner with local businesses to place ads allowing reciprocity between the business and the theater, such as giving patrons a discount, free drink or dessert by showing a playbill from Surfside. Or give a free item from our café to those who purchase tickets to our shows by presenting a sales receipt from a local restaurant that has purchased ads in our playbill.

*Our Communications Director targets those inside and outside the Space Coast area with our online presence. Auditions, workshops, and productions are published on our Website, Facebook, and Instagram. Updates on productions: progress with set construction, rehearsals, and costuming will be posted along with comments from our FB viewing audience. Our CD will continue to boost our online presence with the 10-minute plays so that our name continues to be recognized among theater goers worldwide.

*Our Calendar of Events is published on our website enabling those planning vacations to the Space Coast to include Surfside Playhouse in their list of things to do.

*Information concerning events will be forwarded to Space Coast Florida and Brevard Cultural Alliance to list in their events calendars.

*A board member will see that our shows are advertised on the large sign mounted in Triangle Park.

*Ads will be placed in printed media for our productions. We will seek additional coverage through contacts made to newspapers with circulation throughout Florida.

*Once we recover from shutting down due to Covid 19, we will be exploring the possibility of hiring a Development Manager. The duties of this person will be outreach from Surfside Playhouse to businesses inside and outside the county to solicit support for the theater through day and overnight tour packages which will attract people to our county.

*Ask theater goers to give positive reviews on social media sites such as Trip Advisor.

*A mailing will be done to retirement communities outside Brevard County.

*Based on actual tickets sales for 2018-19 before Covid, our sales show that we produce about \$70,000 each year in ticket sales purchased from outside the county. We project, using the past two years of numbers from our online ticket sales, that 25% of our total number of sales are from out of county, which would yield an estimate of 2000 out of county people expected for 2021-22. This may be conservative since a single ticket purchase could and usually is for more than one person.

Required Documents to Upload

IRS determination letter

501c Determination Letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

Surfside Detail by Entity Name.pdf

Detailed Marketing Plan

Surfside Required Detailed Marketing Plan.pdf

Support Materials

Support materials provide panelists with a more complete picture of the applicant organization and are optional but strongly encouraged. Limit of 5 support material files.

Please electronically upload all support materials. File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

Optional support material file

Surfside 2021-22_Season_Slider.pdf

Optional support material file

Bus Stop.pdf

Optional support material file

Edwards Twins.pdf

Optional support material file

Position Description Development Manager-2.docx

Optional support material file

Links to social media for Surfside Playhouse.pdf

Optional support material file

Box Office 2019 Totals.jpg

If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.

Completion of this section is optional, but can be useful for reviewers.

Additional Information

Statement of Responsibility

Certification and Submission

By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.

Authorized Representative:

Name

Linda Shofner

Title

Grant Writer/Member of Board of Governors

Text

Thank you for your consideration and here's hoping the Space Coast has a record breaking tourist attendance year!

Applications: File Attachments

Upload Proposal Budget

22 wizehive proposal budget.xlsx

IRS determination letter

501c Determination Letter.pdf

Florida Department of State, Division of Corporations Detail by Entity Name Report

Surfside Detail by Entity Name.pdf

Detailed Marketing Plan

Surfside Required Detailed Marketing Plan.pdf

Optional support material file

Surfside 2021-22_Season_Slider.pdf

Optional support material file

Bus Stop.pdf

Optional support material file

Edwards Twins.pdf

Optional support material file

Position Description Development Manager-2.docx

Optional support material file

Links to social media for Surfside Playhouse.pdf

Optional support material file

Box Office 2019 Totals.jpg

Organization Name: Surfside Playhouse		
PROPOSAL BUDGET: Next Fiscal Year Projections		
Projected Expenses:		
	Next Year Projected Expenditures	How will Grant Funds be allocated?
Personnel - Administrative	\$ 119,200	\$ -
Personnel - Artistic	\$ -	\$ -
Outside Artistic Services/Fees	\$ 6,180	\$ 2,500
Marketing/Communications (inc. printing & advertising)	\$ 13,260	\$ -
Space Rental/Rent/Mortgage	\$ 450	\$ -
Insurance	\$ 6,000	\$ -
Equipment Purchase/Office Supplies	\$ 4,000	\$ -
Travel/Mileage	\$ -	\$ -
Materials/Supplies for productions/exhibits/events	\$ 45,318	\$ -
Contract Services/Fees	\$ -	\$ -
Collections/Acquisitions	\$ -	\$ -
Other Operating Expenses	\$ 78,772	\$ -
Subtotal Grant Funds		\$ 2,500
Total Projected Expenses	\$ 273,180	
Projected Income:		
Admissions	\$ 280,000	
Memberships/Tuition	\$ 21,615	
Contracted Services Revenue	\$ 2,500	
Contributions from Individuals	\$ 50,000	
Corporate Contributions		
Government Support - Federal	\$ -	
Government Support - State	\$ -	
Government Support - Local	\$ -	

Sheet1

Foundation Support	\$	-	
Other Income	\$	10,000	
Applicant Cash	\$	-	
Total Projected Income	\$	364,115	



IRS Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248162365
July 18, 2012 LTR 4168C E0
59-6152354 000000 00

00023493
BODC: TE

SURFSIDE PLAYERS INC
PO BOX 320053
COCOA BEACH FL 32932-0053

39940

Employer Identification Number: 59-6152354
Person to Contact: Robert C Voss
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your July 09, 2012, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in May 1962.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

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No Events No Name History

Detail by Entity Name

Florida Not For Profit Corporation
SURFSIDE PLAYERS INC

Filing Information

Document Number	702925
FEI/EIN Number	59-6152354
Date Filed	09/22/1961
State	FL
Status	ACTIVE

Principal Address

301 RAMP ROAD
COCOA BEACH, FL 32931

Changed: 03/29/2019

Mailing Address

P.O. BOX 320053
COCOA BEACH, FL 32932-0053

Changed: 04/30/2001

Registered Agent Name & Address

RIGERMAN, MARILYN
200 N FIRST STREET
COCOA BEACH, FL 32931

Name Changed: 01/27/2010

Address Changed: 02/28/1992

Officer/Director Detail

Name & Address

Title TD

RIGERMAN, MARILYN
200 N. FIRST STREET
COCOA BEACH, FL 32931

Title VP

Oliver, Jeff
301 RAMP ROAD
COCOA BEACH, FL 32931

Title Secretary

Frey, Deborah
301 Ramp Road
COCOA BEACH, FL 32931

Title DP

SCHWARTZ, KATE
301 RAMP ROAD
COCOA BEACH, FL 32931

Annual Reports

Report Year	Filed Date
2018	04/09/2018
2019	03/29/2019
2020	06/10/2020

Document Images

06/10/2020 -- ANNUAL REPORT	View image in PDF format
03/29/2019 -- ANNUAL REPORT	View image in PDF format
04/09/2018 -- ANNUAL REPORT	View image in PDF format
04/20/2017 -- ANNUAL REPORT	View image in PDF format
04/15/2016 -- ANNUAL REPORT	View image in PDF format
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03/07/2012 -- ANNUAL REPORT	View image in PDF format
 	

02/08/2011 -- ANNUAL REPORT	View image in PDF format
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01/22/2008 -- ANNUAL REPORT	View image in PDF format
04/11/2007 -- ANNUAL REPORT	View image in PDF format
02/15/2006 -- ANNUAL REPORT	View image in PDF format
02/04/2005 -- ANNUAL REPORT	View image in PDF format
02/23/2004 -- ANNUAL REPORT	View image in PDF format
04/07/2003 -- ANNUAL REPORT	View image in PDF format
02/21/2002 -- ANNUAL REPORT	View image in PDF format
04/30/2001 -- ANNUAL REPORT	View image in PDF format
06/09/2000 -- ANNUAL REPORT	View image in PDF format
04/29/1999 -- ANNUAL REPORT	View image in PDF format
05/01/1998 -- ANNUAL REPORT	View image in PDF format
04/30/1997 -- ANNUAL REPORT	View image in PDF format
04/26/1996 -- ANNUAL REPORT	View image in PDF format
05/01/1995 -- ANNUAL REPORT	View image in PDF format

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No Events No Name History

Required Detailed Marketing Plan

In the upcoming year Surfside Playhouse is attempting to increase revenue to allow hiring a Development Manager who would serve to increase attendance to and recognition of Surfside as a cultural attraction to the Space Coast, both inside and outside Brevard County. In the meantime, we are lucky to have some devoted volunteers and a few paid positions to carry out the following activities:

- *Rack cards and posters will be placed in hotels, motels, tourist information centers, restaurants, and other places of business.

- *Once cruise lines open, attempts will be explored to form partnerships with cruise lines so information could be distributed describing Surfside Playhouse as a cultural activity where tourist could spend an extra night of entertainment before or after cruising.

- *We will explore putting ads in our playbill which would partner with local businesses offering reciprocity deals between the businesses and Surfside.

- *Triangle Park billboard will advertise upcoming events.

- *Communications Director will increase our social media footprint by publicizing all events on Facebook and Instagram, plus maintain our webpage. Expand our outreach by forwarding program information to Brevard Cultural Alliance and Space Coast Florida.

- *Ads will be placed in printed media and contacts will be made for coverage from local and state circulated magazines and newspapers.

- *Ask theatergoers to leave positive reviews on Trip Advisor and our Website

- *A local realtor will provide Surfside with a mailing list of retirement communities outside Brevard County so mailings could be done advertising a night in Cocoa Beach with attendance included to a Surfside activity

During 2017-18 and 2018-19 we had approximately 8,000 attendees who bought tickets each year through our ticketing service. This does not include sales for tickets purchased on a walk-in basis. We estimate based on the zip codes supplied that approximately 20 to 25% of those purchasing tickets were from out of county locations. We are hoping to continue the 25% total for 2000 ticket sales from out of county and to increase this if we are fortunate enough to be able to hire the Development Manager. We have no way to estimate overnight stays.

Wow!

Look!

Our

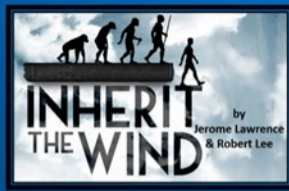
2021-2022 Season!



September 10-19, 2021



November 5-14, 2021



January 14-30, 2022



March 11-27, 2022



April 29-May 8, 2022



June 10-19, 2022

bUS sTOP

Line item entries at a transactional level, Date range reports are time invariant

2020-2021 Season - Bus Stop - All Performances

Perf date/time	Item count	Amount	Show name
2021-01-08 08:00 PM	Total: 42	\$664.00	
2021-01-09 08:00 PM	Total: 23	\$561.00	
2021-01-10 02:00 PM	Total: 30	\$577.00	
2021-01-15 08:00 PM	Total: 38	\$814.00	
2021-01-16 08:00 PM	Total: 27	\$649.00	
2021-01-17 02:00 PM	Total: 48	\$996.00	
2021-01-22 08:00 PM	Total: 37	\$910.00	
2021-01-23 02:00 PM	Total: 36	\$652.00	
2021-01-23 08:00 PM	Total: 33	\$592.00	
2021-01-24 02:00 PM	Total: 48	\$1,086.00	
	362	\$7501.00	

bUS sTOP

Line item entries at a transactional level, Date range reports are time invariant

2020-2021 Season - The Edwards Twins - All Performances

Perf date/time	Item count	Amount	Show name
2021-03-27 07:00 PM	Total: 76	\$2,430.00	
2021-03-28 02:00 PM	Total: 76	\$2,420.00	
2021-03-28 07:00 PM	Total: 78	\$2,560.00	
	230	\$7410.00	



301 Ramp Road
Cocoa Beach, Florida 32931
321-783-3127

Contract Position Description
Title: Development Manager

General

The Development Manager is generally responsible for developing new sources of funding for the Playhouse. This includes one-time donors, donors for special events and on-going donors. The position will make initial contacts, conduct follow-up meetings and communications and preparing appropriate documentation for use by donors such as tax-exempt documentation and receipts as appropriate. The position will also involve the development of fund-raising activities and events. This position also involves the development of advertisements and other sponsorships from organizations and individuals.

Stipend

This position is compensated at the rate of \$2000.00 per month (\$24,000/yr). In addition, this position will have an expense account of \$200/month for travel and meetings cost such as meals with clients. This will total \$2400/yr.

Major Duties

The major duties of the Development Manager include:

Develop and maintain new corporate and business partners:

- Make making connections with local businesses
- Meet with potential donor organizations
- Solicit one-time and ongoing donation contracts with local corporate organizations
- Solicit Show sponsorships from local businesses
- Solicits advertisement contracts local businesses for inclusion in show Playbills

Develop and maintain new individual donors:

- Identify potential new high value donors
- Contact individual donors and establish ongoing relationships
- Obtain one-time and going donations from individual donors

Support the implementation of new fundraising activities and events.

- Develop a strategy for an annual fund-raising activities and present to the Board
- Develop concepts for new fundraising activities and prepares proposals for Board approval
- Identifies potential partnerships with local businesses (e.g. Restaurants, Hotels, etc.)

Develop advertising and promotional materials with the help of the Communications Manager

- Distribute rack cards developed by the Communications Manager
- Distribute announcement flyers and other related materials to local businesses
- Work with Comm Manager to: Create and send monthly news bytes to Hometown News, Brevard Cultural Arts, and Cocoa Beach Explorer and other media outlets
- Develop outreach materials targeted at specific audiences



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321-783-3127

Time/Hours

This position is expected to expend 20 hours per week. (\$24/hour)

Links to social media for Surfside Playhouse

Website: <http://surfsideplayers.com/>

Facebook: <https://www.facebook.com/CocoaBeachTheater>

Instagram: <http://instagram.com/surfsideplayhouse>

You Tube: <https://youtu.be/DBiYp3D1GI8>

Sales Summary: Online / Box Office

2/01/19 to 12/31/19

Printed 4/22/21 12:58pm

Purchase	Online?	Amount	Transactions
donation			
	Yes	\$2,377.00	62
	No	\$425.00	6
		\$2,802.00	68
enrollment			
	Yes	\$6,755.00	22
		\$6,755.00	22
refund			
	No	(\$605.00)	8
		(\$605.00)	8
retail			
	Yes	\$4,285.00	43
	No	\$11,660.75	452
		\$15,945.75	495
tickets			
	Yes	\$116,527.25	2353
	No	\$31,935.25	897
		\$148,462.50	3250
Total of all purchases		\$173,360.25	
Total online	\$129,991.75		
Total box office	\$43,416.00		
Grand total	\$173,407.75		

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[Run Pacific Time \(to square with invoices\)](#)

Profiles: Surfside Playhouse INC

Organization Name

Surfside Playhouse INC

Name

Linda Shofner

Email

lshofner@surfsideplayhouse.com

Phone

502-744-4128

Address Line 1

301 Ramp Road

Address Line 2

PO Box 320053

City

Cocoa Beach

State

Florida

Zip Code

32931

User Login

lshofner@surfsideplayhouse.com