

## Profile

Titusville 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](mailto: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](mailto: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**

Titusville Playhouse Venue Expansion, Initial Shuler Stage Season

#### **TOTAL Operating Budget Amount for Most Recently Completed Fiscal Year**

\$974,690

#### **Organization Name**

Titusville Playhouse Inc.

#### **Mailing Address:**

301 Julia Street

#### **City: State: Zip Code:**

Titusville, FL 32796

#### **Federal Employer ID #:**

59-6177447

#### **Web Site:**

[www.TitusvillePlayhouse.com](http://www.TitusvillePlayhouse.com)

#### **Organization Telephone:**

321-268-1125

**Organization Email:**

steven@titusvilleplayhouse.com

**Primary Contact Person: First: Last:**

Steven J. Heron

**Primary Contact Person Phone (if different from Organization Phone):****Primary Contact Person Email (if different from Organization Email):****Alternate Contact Person: First: Last:**

Jim Ball

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

321-289-9265

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

jimball@spaceportstrategies.com

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

TPI has acquired property neighboring its existing theatre in downtown Titusville. It will substantially expand its offerings in multiple venues during the grant period, increasing annual scheduled events from 17 to no less than 30. TPI's new Shuler Stage venue will allow TPI to produce concurrent shows and events, broadening its live entertainment offerings with increased reach to residents and tourists. Programming will increase accessibility and appeal to diverse demographics.

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

Artistic Services, Marketing

**Total number of attendees for FY2018-2019**

39,636

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

9,274

**Total number of attendees for FY2017-2018**

38,617

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

8,495

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**

TPI County Grant Proposal Budget\_2021.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**

Funding will be targeted to the marketing and production of theater shows and special TPI-produced events in the newly available TPI Shuler Stage, along with the offerings at TPI's Mainstage. TPI's Shuler Stage shows and events will run concurrently with TPI's Broadway show lineup performed on its mainstage at the historic 274-seat Emma Parrish Theatre (Detailed Programming Attached). The Shuler stage outdoor venue will offer a minimum of 200 seats under-canopy in an existing space previously used for large-attendance public auctions. A historic building on the property will be converted into a retro-styled speakeasy for after-show events with the performing cast and patrons. Another existing building on the site will become a "black box" theatre venue and rehearsal space.

TPI has identified and initiated its season marketing for the following shows and events programmed during the grant period: Special Event – CULTober™ Series - Hedwig and the Angry Inch – Rated R (Oct 1-3, 2021); MTI's All Together Now! A Global Event Celebrating Theatre (Nov. 12-13, 2021). An opportunity for theatres around the world to produce the same show over the same weekend as an exclusive musical revue featuring songs from MTI's beloved shows; The Great American Trailer Park Christmas Musical (Dec. 3-19, 2021) Holiday time at North Florida's Armadillo Acres means everyone's filled with warmth and beer. But when a freak bout of amnesia strikes the trailer park Scrooge, neighborly love is put to the test; Keepin' it Kinky (Jan. 21-Feb. 13, 2022) Keeping the party going Friday & Saturday nights after TPI's Mainstage production of Kinky Boots with a late night drag show under the tent, KEEPIN' IT KINKY hosted by Jordyn Linkous; Constellations – Rated PG (Feb. 4-13, 2022) One couple. Infinite possibilities. Defying the boundaries of the world we think we know, Constellations delves into the universal truth of finding and losing love and questions the difference between choice and destiny; 25th Annual Putnam County Spelling Bee – Rated PG (March 11-27, 2022) With two Tony Awards and three Drama Desk Awards, this riotous Broadway smash, complete with audience participation, leads to letter-perfect entertainment. Comedy Series: Various Dates throughout the Season, Titusville's own hilarious Greg Coleman invites friends to join him onstage for a comedy experience; Cabaret Series: Titusville Playhouse's favorite performers in an evening of song and stories.

TPI's Shuler Stage expansion is the anchor to a designated downtown entertainment district. This broadened, demographic-targeted programming available on any given weekend will increase TPI's reach into the five-county Central Florida region it serves, particularly to attract metropolitan Orlando residents and tourists. The requested funding will assist in drawing Orlando-area talent and will support targeted marketing to raise market awareness of TPI's expanded appeal as a cultural destination in Central Florida.

**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**

TPI's venue growth coupled with its expanded types and diversity in programming will create new publicity opportunities throughout the five-county service area we typically draw patrons and talent from. These new opportunities will be especially strong in the metropolitan Orlando area with reach to both visiting tourists and the culturally-diverse arts and entertainment community. Even during the pandemic, TPI's adaptation to outdoor venues of its unique new CULTober Series -- an October event which TPI has branded and trademarked -- was well attended from out-of-county patrons. With COVID restrictions and concerns beginning to subside, this series will offer a strong publicity opportunity to promote TPI's expansion. The increasing draw of space launch activity at the Cape can be leveraged with publicity on opportunities for cultural events at TPI available to those who are initially drawn here to see a launch from sites along Titusville's shoreline or at the Kennedy Space Center. TPI's award-winning theatre professionals are regularly reviewed and recognized by Broadway World, which again this year awarded TPI with four "Best of the Decade" awards in musical theatre. Based on this reputation, our capacity to recruit regionally and even nationally recognized stage talent offers unique cultural qualities among the Space Coast's community theatres. In addition, TPI's own resident talent has a growing following throughout Central Florida, attracting patrons based on the strength of their production and performance reputation. The proposed activities for which TPI seeks funding will significantly elevate the recognition of Titusville's historic downtown as a cultural destination that can be promoted by the City, the Chamber, the vacation rental industry, hotels and dining establishments. Plans by TPI and the City to partner in the designation of a distinct Entertainment District in the downtown will create additional publicity opportunities to brand a cultural destination on the Space Coast.

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

**Maximum 1,000 characters**

All TPI shows and special events are ticketed by a system which captures demographic details of the patron. Chartered bus tours which include TPI shows and events also provide the identification of specific out-of-county attendees. In the spring of 2019, Titusville Playhouse moved our ticketing software to a more robust software named Tessitura. Tessitura is used by larger scale professional houses across the globe like the Dr. Phillips Center along with the Met and Lincoln Center, to name a few. This new system enables us to provide a very accurate number of out-of-county attendees for the COVID-depressed 2019-2020 Season as shown below. Since this software transition from our former system, we have accurate access to our ticket sales for previous years, but not zip code data research. We have therefore reported those numbers shown above for 2017-2018 and 2018-2019 based on past methods of estimating out-of-county attendance when using the former software and other data. Tessitura will ensure continued accuracy in capturing the number of out-of-county attendees as we ramp up our number of events and marketing to areas outside Brevard County. With the venue expansion and associated marketing to the broader Central Florida area, we anticipate a substantial growth in total attendees and a ratio of out-of-county attendees greater than that we experienced in FY 2019-2020.

Total number of attendees for FY2019-2020 - 31,122

Total number of out-of-county attendees for FY2019-2020 - 7,286 which is 23.4% of attendance.

**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**

TPI effectively deploys a number of marketing approaches to publicize its venues, show schedules, and talent. The new Shuler Stage and TPI's venue expansion was teased in social media for weeks before the June 13th announcement, with the message that "Something Big is Coming" and the question: "What's in the Red Box?" Titusville Playhouse combined its virtual annual meeting with the public announcement, and both members and public guests were invited to view the announcement on TPI's Facebook and YouTube. A link to the video is in a Support Material file. This social media promotion proved highly effective with a dramatic jump in daily sales activity since the announcement. A printed promotional is in production and will be direct mailed to nearly 220,000 households and business in Brevard County and specifically-targeted areas of metropolitan Orlando and Volusia County. This direct mail campaign has also proven effective in the past and is being increased with the targeting to promote the TPI venue expansion.

## Required Documents to Upload

**IRS determination letter**

TPI IRS Determination Letter - Nov 14, 1966.pdf

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

TPI Detail by Entity Name.pdf

**Detailed Marketing Plan**

TPI 21-22 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**

TPI expansion release\_FINAL.pdf

**Optional support material file**

TPI Venue Expansion Announcement\_June 2021.pdf

**Optional support material file**

TPI 2021-2022 Season Programming.pdf



**Optional support material file**

TPI Expansion Video.pdf

**Optional support material file**

TPI 56th Season Annual Report.pdf

**Optional support material file**

**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**

Steven J. Heron

**Title**

Executive Artistic Director

**Text**

## Applications: File Attachments

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**Upload Proposal Budget**

TPI County Grant Proposal Budget\_2021.xlsx

**IRS determination letter**

TPI IRS Determination Letter - Nov 14, 1966.pdf

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

TPI Detail by Entity Name.pdf

**Detailed Marketing Plan**

TPI 21-22 Marketing Plan.pdf

**Optional support material file**

TPI expansion release\_FINAL.pdf

**Optional support material file**

TPI Venue Expansion Announcement\_June 2021.pdf

**Optional support material file**

TPI 2021-2022 Season Programming.pdf

**Optional support material file**

TPI Expansion Video.pdf

**Optional support material file**

TPI 56th Season Annual Report.pdf

<b>Organization Name:</b>	Titusville Playhouse, Inc	
<b>PROPOSAL BUDGET: Next Fiscal Year Projections</b>		
<b>Projected Expenses:</b>		
	<b>Next Year Projected Expenditures</b>	<b>How will Grant Funds be allocated?</b>
Personnel - Administrative	\$ 97,440	\$ -
Personnel - Artistic	\$ 555,603	\$ -
Outside Artistic Services/Fees	\$ 307,988	\$ 5,000
Marketing/Communications (inc. printing & advertising)	\$ 80,000	\$ 5,000
Space Rental/Rent/Mortgage	\$ 93,036	\$ -
Insurance	\$ 32,000	
Equipment Purchase/Office Supplies	\$ 46,000	\$ -
Travel/Mileage	\$ 5,000	\$ -
Materials/Supplies for productions/exhibits/events	\$ 72,000	
Contract Services/Fees	\$ 59,500	\$ -
Collections/Acquisitions	\$ -	\$ -
Other Operating Expenses	\$ 319,828	\$ -
Subtotal Grant Funds		\$ 10,000
<b>Total Projected Expenses</b>	\$ 1,668,395	\$ 10,000
<b>Projected Income:</b>		
Admissions	\$ 1,229,345	
Memberships/Tuition	\$ 179,550	
Contracted Services Revenue	\$ -	
Contributions from Individuals	\$ 54,600	
Corporate Contributions	\$ 16,100	
Government Support - Federal	\$ -	
Government Support - State	\$ 70,000	
Government Support - Local	\$ 10,000	
Foundation Support	\$ -	

Sheet1

Other Income	\$	79,800	
Applicant Cash	\$	29,000	
<b>Total Projected Income</b>	\$	1,668,395	



U. S. TREASURY DEPARTMENT  
INTERNAL REVENUE SERVICE

DISTRICT DIRECTOR

Jacksonville, Florida  
P.O. Box 4760  
November 14, 1966

IN REPLY REFER TO

Form L-178

ASD:RMB:JAX:66-430

Titusville Playhouse, Inc.  
Titusville, Florida 32780

Continued:

PURPOSE <b>Educational</b>	
ADDRESS INQUIRIES & FILE RETURNS WITH DISTRICT DIRECTOR OF INTERNAL REVENUE  <b>Jacksonville, Florida</b>	
FORM 990-A RE- QUIRED  <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	ACCOUNTING PERIOD ENDING  <b>May 31</b>

On the basis of your stated purposes and the understanding that your operations will continue as evidenced to date or will conform to those proposed in your ruling application, we have concluded that you are exempt from Federal income tax as an organization described in section 501(c)(3) of the Internal Revenue Code. Any changes in operation from those described, or in your character or purposes, must be reported immediately to your District Director for consideration of their effect upon your exempt status. You must also report any change in your name or address.

You are not required to file Federal income tax returns so long as you retain an exempt status, unless you are subject to the tax on unrelated business income imposed by section 511 of the Code, in which event you are required to file Form 990-T. Our determination as to your liability for filing the annual information return, Form 990-A, is set forth above. That return, if required, must be filed on or before the 15th day of the fifth month after the close of your annual accounting period indicated above.

Contributions made to you are deductible by donors as provided in section 170 of the Code. Bequests, legacies, devises, transfers or gifts to or for your use are deductible for Federal estate and gift tax purposes under the provisions of section 2055, 2106 and 2522 of the Code.

You are not liable for the taxes imposed under the Federal Insurance Contributions Act (social security taxes) unless you file a waiver of exemption certificate as provided in such act. You are not liable for the tax imposed under the Federal Unemployment Tax Act. Inquiries about the waiver of exemption certificate for social security taxes should be addressed to this office, as should any questions concerning excise, employment or other Federal taxes.

This is a determination letter.

Very truly yours,

**R.H. Nash, Jr.**

Acting

District Director



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No Events   No Name History

Detail by Entity Name

Florida Not For Profit Corporation  
TITUSVILLE PLAYHOUSE, INC.

Filing Information

Document Number	709505
FEI/EIN Number	59-6177447
Date Filed	08/26/1965
State	FL
Status	ACTIVE

Principal Address

301 JULIA STREET  
TITUSVILLE, FL 32796

Changed: 03/27/2001

Mailing Address

301 JULIA STREET  
TITUSVILLE, FL 32796

Changed: 03/27/2001

Registered Agent Name & Address

HERON, STEVEN  
TITUSVILLE PLAYHOUSE, INC.  
301 JULIA STREET  
TITUSVILLE, FL 32796

Name Changed: 04/06/2012

Address Changed: 02/06/2008

Officer/Director Detail

Name & Address

Title VP

STEELE, FRANK  
301 JULIA STREET  
TITUSVILLE, FL 32796

Title TREASURER

RUBIN, SHANNON  
301 JULIA STREET  
TITUSVILLE, FL 32796

Title S

GAEDCKE, MARICA  
301 JULIA STREET  
TITUSVILLE, FL 32796

Title P

BALL, KATY  
301 JULIA STREET  
TITUSVILLE, FL 32796

Annual Reports

Report Year	Filed Date
2019	03/13/2019
2020	03/18/2020
2021	03/16/2021

Document Images

<a href="#">03/16/2021 -- ANNUAL REPORT</a>	View image in PDF format
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<a href="#">05/01/1996 -- ANNUAL REPORT</a>	View image in PDF format

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No Events      No Name History



## **Marketing Plan for Titusville Playhouse 2021-2022 Season**

August 2 – August 11, 2021 – 217,000 brochures that are 12 pages sent to every home and business located Viera north to Mims in Brevard County. In addition to this direct mail asset 72,742 are sent to homes in Orange and Volusia Counties. The cost of the published asset and mailing is roughly \$63,000.

November 29 – December 8, 2021 – 28,000 postcards are sent out to neighborhoods around Brevard, Volusia, & Orange Counties advertising the Holiday Pass as well as Kinky Boots & Dreamgirls. The cost of the published asset and mailing is roughly \$8,000.

March 21 – March 30, 2022 – 48,000 postcards are sent out to neighborhoods around Brevard, Volusia, & Orange Counties advertising the remainder of 2022 shows along with 58<sup>th</sup> Season Tickets. The cost of the published asset and mailing is roughly \$12,000.

July, 2021 – The building at 301 Julia Street will receive full window wraps with show logos for new season.

July, 2021 – The building at 301 Julia Street on southbound of US1 will receive banners for each show measuring 8 feet wide by 9 feet tall.

July, 2021 – The fence at the new Shuler stage on Palm Avenue will receive banners that are 27 feet wide by 7 feet tall displaying all season activity at the Shuler Stage.

June, 2021 – May, 2022 – The digital sign located at the corner of Hopkins and Julia Street, southbound of US1, will continue to promote with logos and video upcoming shows and season. This digital asset is hugely beneficial to the Titusville Playhouse and is seen by tens of thousands of people every day.

Facebook, Instagram, and YouTube with over 15,000 followers we will continue to market on all three of these platforms.

The Titusville Playhouse website is an integral component of our marketing and continues to be updated and improved as our main conduit to the public for ticket sales and information.





### Online and Digital Marketing Plan for Each Production

Monday before show opens – Send out email blast to over 16,000 in TPI database.

Monday before show opens – Send out production photos to Florida Today & Broadway World for digital and print distribution.

Monday before show opens – Targeted Facebook ad with show details and production photos.

Monday before show opens through the Entire Run – Instagram post with photos.

Friday of opening – TGIF article in Florida Today.

Friday of opening – Reviewer from Broadway World reviews the show.

Sunday of opening week – Broadway World review is posted.

Thursday of the second weekend – Email Blast with review and video trailer is sent out.

The above distribution of all assets for each production begins on the following dates.

July 26, 2021 – A Funny Thing Happened on the Way to the Forum

August 30, 2021 – The Who's TOMMY

September 6, 2021 – The Great American Trailer Park Musical

September 27, 2021 – CULTober™ Events

September 27, 2021 – Hedwig and the Angry Inch

October 11, 2021 – Evil Dead, The Musical

October 18, 2021 – Rocky Horror Show, LIVE

November 8, 2021 – MTI's All Together Now!

November 15, 2021 – Rudolph the Red-Nosed Reindeer

November 29, 2021 – The Great American Trailer Park Christmas Musical

January 10, 2022 – Kinky Boots

January 17, 2022 – Keepin' It Kinky

January 31, 2022 – Constellations

February 21, 2022 – Dreamgirls

March 7, 2022 – The 25<sup>th</sup> Annual Putnam County Spelling Bee

March 28, 2022 – A Chorus Line

May 2, 2022 – Legally Blonde, The Musical



FOR IMMEDIATE RELEASE – June 13, 2021  
CONTACT: Steven Heron, Executive Artistic Director  
Email: Steven@titusvilleplayhouse  
Phone: (321) 268-1125

## **TITUSVILLE PLAYHOUSE ANNOUNCES MAJOR VENUE EXPANSION FOR A PERFORMING ARTS HUB TO ANCHOR AN ENTERTAINMENT DISTRICT IN REDEVELOPING DOWNTOWN**

Titusville, FL -- Live entertainment not only remains alive in North Brevard after the effects of COVID, the performing arts will soon be nourished here with a major venue expansion planned by Titusville Playhouse. The award-winning operator of the historic *Emma Parrish Theatre* announced today that it has acquired the former site of Shuler's Auction house and storage yard, as well as two other adjacent parcels, revealing immediate plans to establish an outdoor venue of 200 seats.

The expansion will enable substantial growth in the number and type of performances produced by TPI. The organization's 57<sup>th</sup> Season show schedules and details for both the existing theatre and new outdoor venue went live on the TPI website in conjunction with its virtual announcement, broadcast to both its membership and the public.

"We will be the engine for a designated entertainment district in Titusville's redeveloping downtown," said Executive Artistic Director Steven Heron. "We are excited to work with the City to plan for this as we begin the immediate and long-term development of our new properties, which will increase our footprint from the quarter-acre site of the *Emma Parrish Theatre* to a total of more than 2.5 acres."

While the TPI existing and new properties are not contiguous, they are in very close proximity and will dominate the cultural landscape of the downtown. In addition to the historic theatre, two other historic buildings located on the Shuler property will be retained and made a part of the entertainment district hub.

TPI's Board has for several years desired to enable an expansion. Prior to COVID, the Playhouse productions were frequently sold out as its reputation for artistic excellence grew throughout Central Florida and the state. This year, Broadway World again recognized TPI's production excellence by awarding it four "Best of the Decade" musical theatre awards to Steven Heron, Niko Stamos, and Spencer Crosswell. Other TPI staff professionals were honored with individual and group awards the prior year.

"Our Board prioritized retention of our management and professional staff over these past 15 months, and we were able to survive the impacts of reduced box office revenues without furloughing anyone,"

301 Julia Street · Titusville, FL · 32796  
Phone (321) 268-1125  
[www.TitusvillePlayhouse.com](http://www.TitusvillePlayhouse.com)



Heron said. Titusville Playhouse adapted quickly to the limitations imposed by the pandemic. TPI adopted strict and effective COVID protocols to ensure the safety of patrons, performers, and staff. Heron emphasized he will continue to follow CDC guidelines as they evolve.

While losing a significant percentage of its box office revenue, TPI was able to mitigate the losses by recasting its season, offering a “streaming” option to ticket holders uncomfortable with attending in person, and securing assistance grants. Heron and his staff found themselves thinking outside the box – literally.

“We took some of our shows outdoors to offer patrons an open-air venue. This included a show produced under the Shuler canopy which introduced us to the possibilities of that site,” Heron said. “When the opportunity presented itself to acquire the Shuler property, and two other parcels adjacent to it, our Board saw it as a way to grow our cultural value and impact to the entire Central Florida area we serve.” In addition to theatrical productions, Heron intends to program comedy and cabaret-themed shows, as well as a variety of musical performances ranging from symphonic to country. The venue will also support new educational programming, and community events that celebrate the diversity of Central Florida and Titusville, bringing our community together as one.

Beyond the immediate expansion of its offerings, TPI will look to the new properties for planning an eventual new state-of-the-art theatre, targeting 450 seats initially, while retaining its 274-seat Emma Parrish Theatre. TPI has reached out to a nationwide network of professional theatre consultants to take a first step in concept development for its multi-venue performing arts hub bordering downtown’s Julia Street and Palm Avenues.

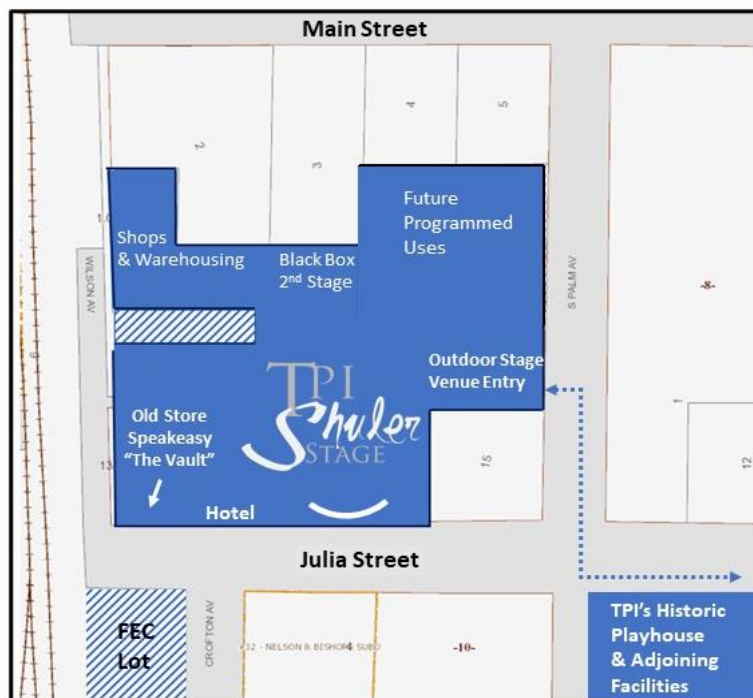
“We are very enthusiastic about working in partnership with the City to develop a thriving entertainment district in what has been a fairly sleepy and under-developed portion of the Titusville Community Redevelopment Area,” Heron added. “Our plans clearly align with their objectives for a vibrant downtown, and working together, we can provide the momentum to establish a designated entertainment district that will draw visitors from throughout the entire Central Florida region and beyond.

# # #

# TITUSVILLE Playhouse INC.



Legend: Outline of existing TPI property (.74 acres including Emma Parrish Theatre) : ————  
Outline of four Shuler parcels and adjoining S. Palm parcels (combined total of 1.8 acres): ————



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Phone (321) 268-1125  
[www.TitusvillePlayhouse.com](http://www.TitusvillePlayhouse.com)



## ***Creating Outside the Box...TPI Plans Major Venue Expansion to anchor an Entertainment District in Titusville's redeveloping downtown***

Once constrained to the quarter-acre footprint of the historic *Emma Parrish Theatre*, TPI has acquired adjacent and neighboring properties sufficient to create a multi-venue performing arts district. Addition of an outdoor 200-seat canopy-sheltered venue on the former site of Shuler's auction house and storage yard will be the first phase.

TPI's planned expansion will be enabled by over 2.5 acres now available for development of its venues and support facilities. Several historic structures will be retained and integrated into a plan that includes a new state-of-the-art facility supporting a broad range of performing arts. In 2021, TPI will engage nationally-recognized theatre consultants in concept development for its expanded properties as part of a designated entertainment district.

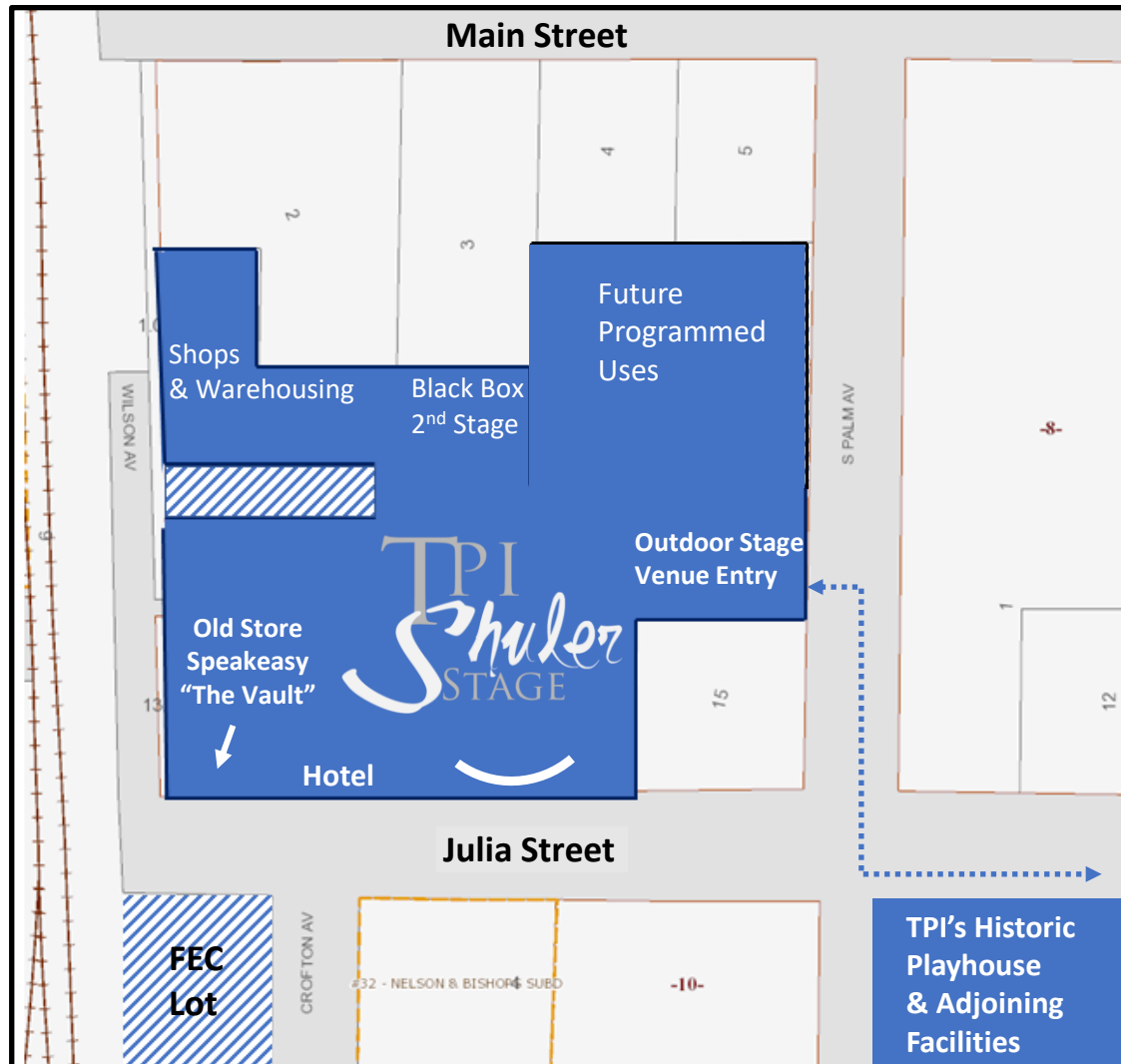


*Adapting to COVID restrictions, TPI Artistic Director Steven J. Heron took some performances outdoors. TPI's cottage next to the theatre became the set for "EVIL DEAD – THE MUSICAL"*



Legend: Outline of existing TPI property (.74 acres including *Emma Parrish Theatre*) — — — —  
Outline of four Shuler parcels and adjoining S. Palm parcels (combined total of 1.8 acres) — — — —





## Downtown Entertainment District

### Immediate (Summer 2021):

- 200-seat, outdoor venue for shows, special events, expanded live entertainment offerings
- Limited on-site food/beverage
- Use warehousing and support shops
- Public hotel converted to TPI dorm for interns and visiting performers
- Historic grocery store becomes after-show gathering place styled as a retro speakeasy

### Over next 12-18 months:

- Open 50-seat "black box" in warehouse
- Invest in façade improvements with grant assistance (local and State)
- Exterior night lighting at all venues visually link them
- Retain nationally recognized theatre consultants experienced in multi-venue/performing arts complexes for design concept development
- Initiate capital campaign on selected concept

### Vision (3 to 5-year goal)

- Design/construct state-of-art 450-seat theatre
- \$4-6 million capital project
- Historic theatre an upscale "second stage"
- Outdoor venue relocated
- Historic structures retained, integrated into a designated downtown Entertainment District planned in collaboration with City of Titusville



*TPI's Jordyn Linkous performs in "Hedwig and the Angry Inch" under the Shuler Canopy in October 2020 as part of TPI's Cultober™ series*



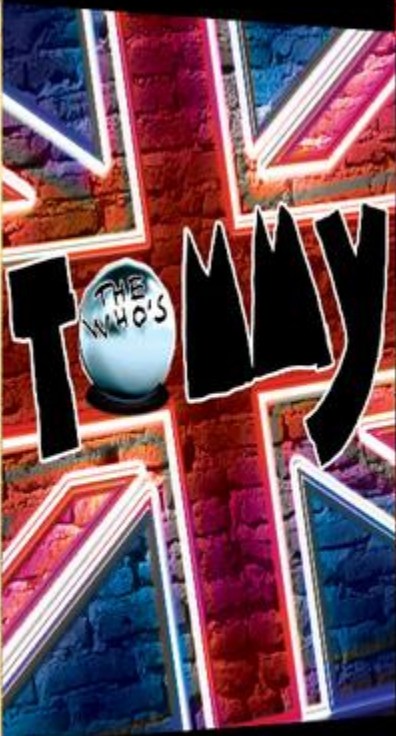
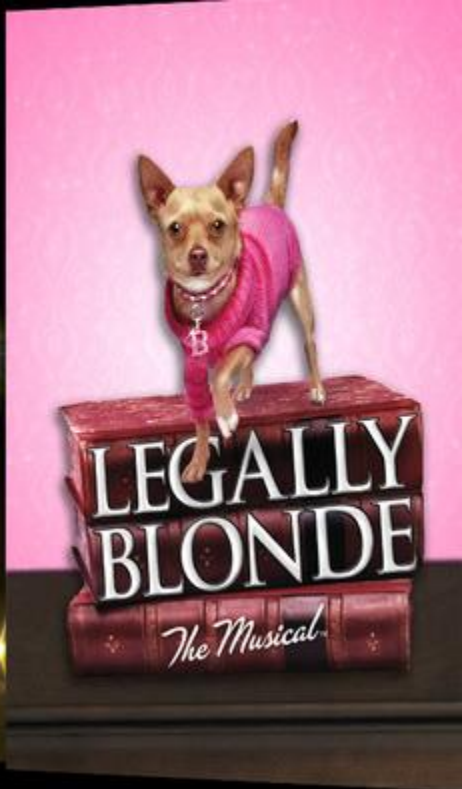
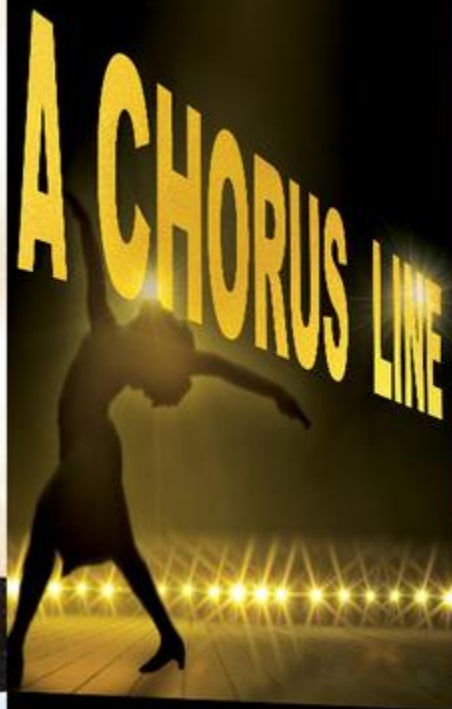
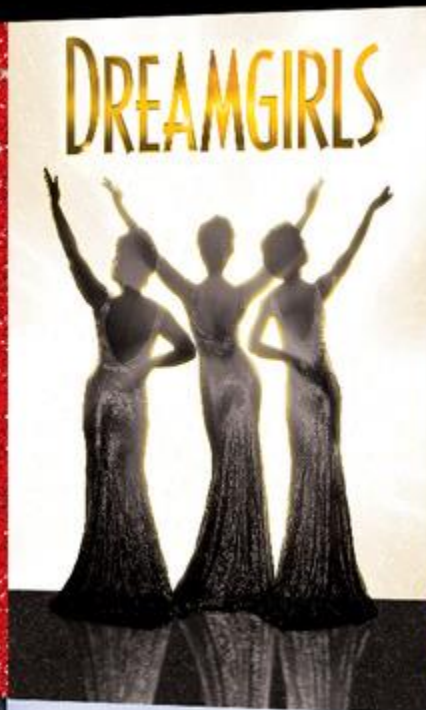
TITUSVILLE  
*Playhouse*  
ENTERTAINMENT DISTRICT

TPI  
*Schuler*  
STAGE



2021-2022 Inaugural SEASON





# 2021-2022 MAINSTAGE & SHULER STAGE SEASON

## **A Funny Thing Happened on the Way to the Forum – Rated PG**

**July 30 – August 22, 2021**

Broadway's greatest farce is light, fast-paced, witty, irreverent and one of the funniest musicals ever written.

***A Funny Thing Happened on the Way to the Forum*** is a nonstop laugh fest.

## **The Who's TOMMY – Rated R**

**September 3 – September 26, 2021**

Based on the iconic 1969 rock concept album, ***The Who's Tommy*** is an exhilarating story of hope, healing and the human spirit. This five-time Tony Award-winning musical is a high-energy, theatrical event that has amazed audiences for more than 40 years.

## **Rudolph the Red-Nosed Reindeer – Rated G**

**November 19 – December 19, 2021**

The holiday classic soars off the screen in this musical adaptation of the beloved television special. It's an adventure that teaches us that what makes you different can be what makes you special.

## **KINKY BOOTS – Rated PG-13**

**January 14 – February 13, 2022**

Winner of six Tony Awards, including Best Musical, *Kinky Boots* features a joyous, Tony-winning score by Cyndi Lauper.

## **DreamGirls – Rated PG-13**

**February 25 – March 27, 2022**

First a smash Broadway musical then an award-winning motion picture, *Dreamgirls* captures the spirit and hope of Mo-town when a girl group from Chicago makes it big.

## **A Chorus Line – Rated PG-13**

**April 1 – April 24, 2022**

Winner of nine Tony Awards and the Pulitzer Prize, this land-mark work has electrified audiences around the world. In an empty theatre, on a bare stage, casting for a new Broadway musical is almost complete. For seventeen dancers, this audition is the chance or a lifetime.

## **Legally Blonde, The Musical – Rated PG-13**

**May 6 – May 29, 2022**

A fabulously fun award-winning musical based on the adored film, *Legally Blonde The Musical*, follows the transformation of Elle Woods when her life is turned upside down after her boyfriend dumps her to attend Harvard Law School.

## **Great American Trailer Park Musical – Rated PG**

**September 10 – September 26, 2021**

There's a new tenant at Armadillo Acres—and she's wreaking havoc all over Florida's most exclusive trailer park. When Pippi, the stripper on the run, comes between the Dr. Phil-loving, agoraphobic Jeannie and her tollbooth collector husband—the storms begin to brew.

## **MTI's All Together Now**

**November 12 – November 13, 2021**

MTI's All Together Now! A Global Event Celebrating Theatre. An opportunity for theatres around the world to produce the same show over the same weekend as an exclusive musical revue featuring songs from MTI's beloved shows. A celebration of theatre! Every musical lover will want to be a part of this history making event.

## **The Great American Trailer Park Christmas Musical – Rated PG**

**December 3 – December 19, 2021**

Holiday time at North Florida's Armadillo Acres means everyone's filled with warmth and beer. But when a freak bout of amnesia strikes the trailer park Scrooge, neighborly love is put to the test. With Betty, Lin and Pickles on hand to amp up the fracas and festivity, this all-new musical is just as much of a cat-fightin', sun-worshippin', chair-throwin' good time as the original – but with tinsel and Keg Nog.

## **Keepin' it Kinky**

**January 21 – February 13, 2022**

Keep the party going Friday & Saturday nights after our Mainstage production of **Kinky Boots** by joining us under the tent for our late night drag show, **KEEPIN' IT KINKY** hosted by Jordyn Linkous.

## **Constellations – Rated PG**

**February 4 – February 13, 2022**

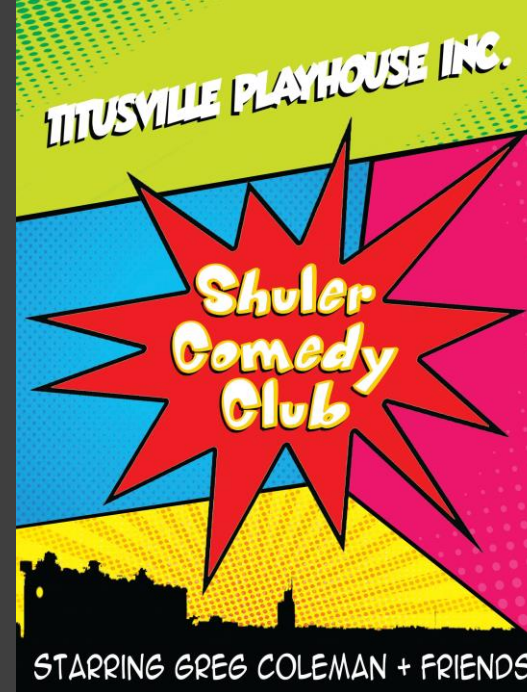
One couple. Infinite possibilities. Science and romance collide in this spellbinding play that imagines what happens when boy meets girl. And when boy meets girl again. And again. Defying the boundaries of the world we think we know, *Constellations* delves into the universal truth of finding and losing love and questions the difference between choice and destiny.

## **25<sup>th</sup> Annual Putnam County Spelling Bee – Rated PG**

**March 11 – March 27, 2022**

H-I-L-A-R-I-O-U-S! Infectious songs and an L-O-L script make Putnam County Spelling Bee a winner. With two Tony Awards and three Drama Desk Awards, this riotous Broadway smash, complete with audience participation, leads to letter-perfect entertainment.







Link to TPI's Venue Expansion Announcement Video

<https://youtu.be/JOVpkrK5JnI>

Video can also be viewed by going to TPI website

[Titusville Playhouse Inc](http://www.titusvilleplayhouse.com)



*Once Upon  
a Time...*

**BKLYN**  
THE MUSICAL

# Annual Report

56<sup>th</sup> Season

June  
2021

## SEASON SPONSORS



Chuck & Karen  
**MacDonald**

*Tami Lelunga Shriver*  
REALTOR®



Liz & Frank  
**Steele**



Vicki  
**Hudson**



Catherine  
**Spencer**

## Board of Directors

President – Katy Ball

Vice President – Marcia Gaedcke

Treasurer – Shannon Rubin

Secretary – Jim Ball

## Directors Elected-at-Large

Melissa Lugo

Karen MacDonald

Catherine Spencer

Frank Steele

Matt Werle

## Advisory Board Members

Brian Minyard

Kristy Mount

Patrick Sullivan

## Theater Management

Steven J. Heron – Executive Artistic  
Director

Niko Stamos – Director of Education &  
Production Manager

Page Howard – Office Manager &  
House Manager



## Our Report to the TPI Membership on our 56<sup>th</sup> Year: *With staff intact, we kept entertaining despite COVID*



*TPI Inc. Board President Katy Ball backstage with the TPI cast of "NUNSENSE A MEN" (From Left) Luke Atkison, Steven J. Heron, Jordyn Linkous, Jonathan Willis, Niko Stamos, and Spencer Crosswell*

We are truly blessed. The "Sisters of Mt. Saint Helen's School" – our own award-winning professional staff of Titusville Playhouse – managed to pull off a miracle on Julia Street over this past year.

With strict adherence to COVID protocols they put in place to protect patrons, performers, and staff, we produced a 56<sup>th</sup> Season of outstanding shows. We entertained both live and at-home audiences during one of the most challenging years the performing arts have ever endured.

We're so pleased to report that we were able to keep our entire staff intact without layoffs. Neither our lights or our spirits ever went dark.

We measure the success of this past season not in the box office revenue or community support we received (both amazing considering the circumstances) but in what we achieved by prioritizing the well-being of the artists who consistently deliver performances that bring laughs, smiles, and sometimes tears to those who experience our unique venue. After securing plexiglass dividers, sanitation equipment, and implementing facility and seating measures to distance masked attendees, we ran two postponed mainstage productions – *Titanic the Musical* and *Bright Star* – in July and August. Steven adapted those shows and a modified schedule of Broadway hits for our 56<sup>th</sup> Season, featuring limited casts. A summary year-end financial report is presented on pg. 6, but here are a few of the headlines:

- Box office sales were \$512,034 – 57.5% of our previous season, which also was affected by COVID in its last two months. This revenue represented about half the ticket sales we had hoped to realize in our 56<sup>th</sup> Season.
- However, other revenue sources included continued community support from corporate and individual donors; TPI memberships; the assistance of Small Business Administration PPP and Economic Injury Disaster loans; and other Federal, state, and local grants. These with other income increased our operating budget to \$974,690.
- While sustaining our staff numbers and salaries, budgeted operating costs for production and other operating costs were effectively reduced without compromising show quality. We ended the fiscal year ending May 30 with cash in the bank, our credit line untouched, and PPP loan forgiveness in process.

Titusville Playhouse was again recognized for artistic excellence by winning four of Broadway World's Regional Awards in "Best of Decade" categories! In July, we will hold the annual EMMA AWARDS to honor the outstanding performances over the past two seasons. We give a heartfelt "Thank You" to all who made this possible. We hope all of you are as excited as we are about what's in store for the 57<sup>th</sup> Season: Something big is coming!

Yours,

*Katy Ball*, President

*Steven J. Heron*, Executive Artistic Director



# *Produced on our mainstage*





*Shows Postponed by COVID-19*



**TITANIC, The Musical**

July 3 – July 26 , 2020

10 shows/ total tickets 1,911



**Bright Star**

August 7 – August 30, 2020

16 shows/total tickets 1,915

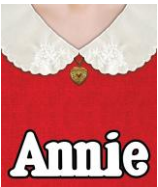


**56<sup>th</sup> SEASON MAINSTAGE**

**Beehive: The 60's Musical**

September 4 – September 27, 2020

14 shows/total tickets 1,685



**Annie**

November 13 – December 6, 2020

16 shows/total tickets 2,192



**GHOST, THE MUSICAL**

January 15 – February 7, 2021

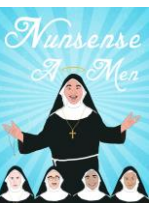
15 shows/total tickets 1,889



**The WILD PARTY**

February 19 – March 14, 2021

14 shows/total tickets 1,654



**Nunsense A-MEN!**

March 19 – April 11, 2021

15 shows/total tickets 1,999



**BIG FISH**

April 23 – May 15, 2021

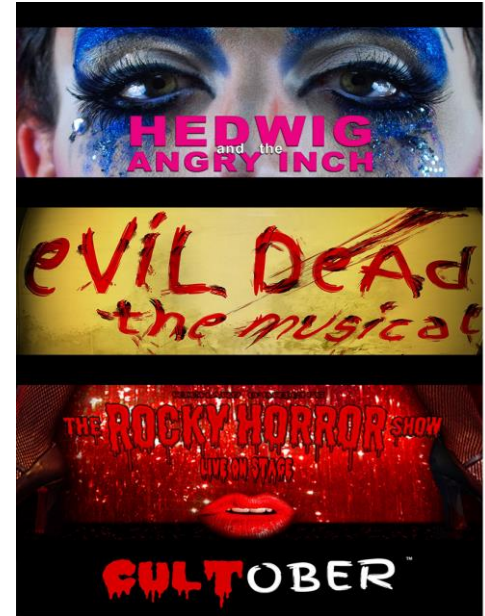
14 shows/total tickets 1,942



**BKLYN, The Musical**

May 28 – June 20, 2021

14 shows/total tickets 1,801



**SEASON SPECIAL EVENTS**

**HEDWIG and the Angry Inch**

October 2-4, 2020

3 shows/total tickets – 190

**Evil Dead, the Musical**

October 9 -- October 18 , 2020

6 shows/total tickets 553

**The Rocky Horror Show**

October 23 – October 31, 2020

7 shows/ total tickets 1,171



**A TUNA Christmas**

December 11 - December 20 , 2020

8 shows/total tickets 794

## 2020-2021 Annual Financial Summary Report

INCOME	2020-2021	2019-2020
Box Office Sales	512,034	891,603
Sponsorship & Grants	145,692	127,180
Memberships	69,100	67,000
Fundraising	19,122	60,636
Education Programs	31,092	74,917
Hospitality & Merchandise	24,335	114,494
Other	154,193	1,256

<b>TOTAL INCOME</b>	<b>974,690</b>	<b>1,337,086</b>
---------------------	----------------	------------------

EXPENSES	2020-2021	2019-2020
Production Costs	132,080	311,880
Facilities & Equipment	65,775	161,294
Administrative	108,888	153,396
Labor	530,819	325,637
Education Programs	486	30,795
Marketing	5,385	68,099
Hospitality & Merchandise	15,446	44,285
Other	115,811	22,740

<b>TOTAL EXPENSES</b>	<b>974,690</b>	<b>1,118,126</b>
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<b>NET INCOME</b>	<b>0</b>	<b>218,960</b>
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ASSETS AND LIABILITIES	2020-2021	2019-2020
Cash Assets/Other Current	364,630	386,898
Land/Building/Improvements	2,609,481	2,115,621
Equipment & Furnishings	368,892	295,655
Endowment Fund	47,495	47,495
Accumulated Depreciation	- 1,224,966	- 1,152,223
<b>TOTAL ASSETS</b>	<b>2,165,468</b>	<b>1,693,447</b>
Current Liabilities	375,015	240,083
Mortgages Payable	566,404	237,505
Note Payable – SBA PPP	209,378	106,135
Note Payable – SBA EIDL	149,900	
<b>TOTAL LIABILITIES</b>	<b>1,300,697</b>	<b>583,723</b>
<b>EQUITY</b>	<b>864,771</b>	<b>1,109,723</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>2,165,468</b>	<b>1,693,447</b>

Notes to FY 2020-2021 financial performance vs. prior year:

- Box Office Sales were 42.5% below prior year due to impacts of COVID-19
- Other income and expense include ticket income and production costs for 55<sup>th</sup> Season shows postponed to the current fiscal year.
- Notes Payable – Paycheck Protection Program (PPP) is booked as a loan . TPI has met criteria for full forgiveness under SBA rules, anticipated to be approved during next fiscal year. EIDL loan provided operating cash and is a 30-year loan at 2.75% interest. SBA has deferred payment initiation.



# Creating outside the box

*COVID virus gave rise to new performance venues*



Meeting head-on the challenges of managing TPI's 56<sup>th</sup> Season during a global pandemic, Executive Artistic Director Steven J. Heron took some performances outdoors. He created a TPI-unique and now trademarked series called CULTOBER™ to promote a production of *Evil Dead* using the exterior of TPI's Julia Street cottage as the set. He also secured the use of Shuler's Auction House canopy-covered area nearby to stage *HEDWIG and the Angry Inch*. These outdoor productions led to our new vision for a permanent expansion of Titusville Playhouse venues to broaden our market reach, increase accessibility, and diversify our offerings.



Steven J. Heron welcomes guests to TPI's outdoor venue for a performance by cast of "Evil Dead" (right). Jordyn Linkous (above) performs as HEDWIG under the canopy at Shuler's.

## Education Programs & Outreach

Education Director Niko Stamos led summer theater camp under our temporary tent on Julia Street. Making sure students were COVID-protected, he directed Disney's *Moana Jr.*, performed in August at the riverfront home of TPI Board members Katy and Jim Ball. "All production-based classes we held this year were at full capacity for enrollment," Niko reported. "We ensured that every student who wanted to enroll was able to, regardless of financial hardship on their families due to COVID." Classes were also held to produce the shows *Annie Jr.* and *Willy Wonka Jr.*



Cast of Disney's "Moana Jr." perform for families and friends after weeks of outdoor rehearsals



# Community Impact



## *Once upon a time...*

As our 56<sup>th</sup> Season closed with the modern fairy tale *Brklyn*, plans were in motion which will dramatically grow our economic impact on Titusville's redeveloping downtown, and our cultural impact on all Central Florida. Prior to the COVID pandemic, TPI attracted nearly 35,000 visits annually with an estimated financial impact of more than \$2 million. As we begin to return to normal, the stage has been set for growth of a Titusville Playhouse Entertainment District enabled by new property acquisitions on Julia Street and S. Palm Avenue. The quarter-acre site of the historic *Emma Parrish Theatre* will be incorporated into a 2.5-acre footprint of TPI performance venues and support facilities. See -- dreams can come true.



On June 13, TPI announced acquisition of neighboring properties that had accommodated large outdoor public auctions, together with several adjacent parcels.





*Broadway World has again focused a spotlight on the artistic excellence of our TPI staff by awarding Titusville Playhouse with four “Best of Decade” regional awards. We congratulate Steven, Niko, and Spencer for this well-deserved honor.*

TITUSVILLE  
*Playhouse*  
INC.

**Something BIG  
is Coming !**

TPI  
*Shuler*  
STAGE



*TPI's Jordyn Linkous performs in "Hedwig and the Angry Inch" under the Shuler Canopy in October 2020 as part of TPI's Cultober™ series*

301 Julia Street • Titusville, FL • 32796

## Profiles: Titusville Playhouse, Inc

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