

Cultural Grant - Application : Entry # 106**ORGANIZATION APPLICATION COVER PAGE****Applicant Name**

The Marion Players, Inc.

Type of Funding

- General Program Support

NOT-FOR-PROFIT DESIGNATION**Not-For-Profit-Designation**

- Designated as a tax-exempt organization as defined in Section 501 (c) (3) or (4) of the Internal Revenue Code of 1954.

Certification of Not-For-Profit Status

- [IRS-Determination-Letter.pdf](#)

CERTIFICATION**Typed Name of Authorizing Official:**

Marilyn Price

Title of Authorizing Official:

Comptroller

Telephone Number:

352-425-0351

Date Signed:

07/08/2019

General Information**Applicant (legal name of organization as shown on IRS 501 (c)(3) or (4))**

The Marion Players, Inc.

Applicant Name Continued (dba, department, etc.):

Ocala Civic Theatre

Address (mailing):

4337 E. Silver Springs Blvd

Address (street):

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4337 E Silver Springs Blvd

City:

Ocala

Zip Code: (street)

34470

Federal Identification Number (FEID):**Resident County of Applicant:**

Florida

Telephone (Area Code/Number):

352-236-2851

Fax Number:

352-236-0927

Contact Person: (Please indicate)

Mrs.

First Name:

Marilyn

Last Name:

Price

Email Address of Contact Person:

comptroller@ocalacivictheatre.com

Date of Incorporation:

1966

Website Address

<http://ocalacivictheatre.com>

Type of Organization

- Arts

Applicant's Fiscal Year Dates (Month/Day)

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07/01

Applicant's Fiscal Year Dates (Month/Day)

06/30

Has your organization ever received a grant from the Marion Cultural Alliance?

- Yes

Year Last Received:

2018

PROPOSAL INFORMATION**Proposal Title:**

In-School Tour Performance of "Devon's Hurt" by Laurie Brooks

Grant Amount Requested:

5,000.00

Start Date: (Month Day, Year)

09/01/19

End Date: (Month Day, Year)

02/28/2020

Number of Different Events:

1

Number of Individuals Expected to Participate in the Proposal Activities:

8000

Number of Youth Participating in the Project:

7700

Total Number of Opportunities to Participate:

45

Total Number of Artists Participating in the Project:

6

County(ies) in Which Project/Programming will Actually Occur:

Marion

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ORGANIZATION MISSION STATEMENT

To uplift, inspire, and entertain by providing quality theatrical experiences and performing arts education.

PROPOSAL SUMMARY

Describe Your Proposed Project or Program:

Ocala Civic Theatre proposes to produce a 60-minute play to tour Marion County public and private elementary schools throughout October 2019 for National Anti-Bullying Month.

The target group for the play is kindergarten through fifth grade. This tour will mark our 14th year for this highly successful in-school program.

The tour will be offered free of charge to schools, including all 31 public elementary schools, and at-risk organizations, such as the Boys & Girls Club. In addition, we will partner again with the Marion County Public Library (main branch) by presenting a Saturday performance free to their community. We will also present one public performance at Ocala Civic Theatre for home-schooled students and the general public. Home-schooled students could attend the public performance for free; the general public would pay a small admission fee.

The project originated as a way to bring the performing arts directly to students at their schools. While the Theatre has offered arts opportunities on-site for many years, the cost of transportation to the Theatre has always been a challenge for the outlying and underserved schools. Bringing the tour directly to the schools allows students to experience the arts within their learning community, making way for stronger connections to be made to the play's material, be it subject matter or curriculum tie-ins.

With that in mind, the Theatre has partnered with the Marion County School Board administration to choose the play and topic each year. The play gives teachers and students a catalyst to discuss and analyze themes, as well as an introduction to the performing arts. Past productions have addressed the topics of diversity, science, and disability awareness.

Having given great consideration to the feedback received from the 2018 tour of *The Lion, the Witch, and the Wardrobe*, namely the enthusiasm for the imaginative and engaging nature of the piece, and the interest in seeing a play that addresses character-building themes, we have chosen *Devon's Hurt* by Laurie Brooks. Written especially for the younger set and their families, this play won the Aurand Harris Memorial Playwriting Award.

Play Synopsis: Eight-year-old Devon is having a terrible day. His mother yelled at him, his teacher thinks he's a pain, and his classmate Adam punched him. Finally, Devon has a fight with his best friend, Stephanie, over who will train Sam, his dog, for the upcoming neighborhood dog show. Stephanie storms off saying, "I hate you, you're the worst friend ever." Devon is feeling thoroughly sorry for himself when the closet door creaks open and out stumbles *The Hurt*, a funny little fellow in an oversized coat, who won't go away. Although Devon tries to ignore his *Hurt*, then push it back into the closet, it is only when he accepts *The Hurt* that he understands the nature of feelings. An engaging, humorous, action-filled story of how Devon, with the help of his loyal dog, learns to deal with his *Hurt* and reconcile his friendship with Stephanie, *Devon's Hurt* shares a serious message about dealing with feelings, resolving conflicts, and becoming a friend.

Enclosed as part of the support material is a sample of five teacher evaluations and four letters (three from students and one from an educator) from last year's tour of *The Lion, the Witch, and the Wardrobe*, the accompanying study guide, and some photographs from the press. Past in-school touring productions have visited an average of 24 elementary schools and approximately 8,000 students and teachers each year.

One of the challenges for this tour is the lack of performance spaces at the elementary schools. Very few schools have auditoriums, so the vast majority of schools need to rearrange their lunch schedules to accommodate our use of the cafeteria.

Another, larger challenge is funding. The schools cannot afford to pay for this service, and arts education programs are severely limited. Ocala Civic Theatre knows how theatrical arts experiences transform lives and is seeking a variety of funding sources to

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ensure that we are able to offer this program free to any school that wishes for it.

An extensive study guide will be created for the touring production and distributed to teachers in advance of the tour. This guide gives teachers pre-show and post-show activities and background material, as well as connecting the material to current curriculum standards. Teachers are also asked to complete an evaluation form to provide feedback to the Theatre for future projects.

The timeline for this project is as follows:

1. August 2019: School board administration approves dates for the project to visit schools.
2. September 2019: Schools begin booking performances and receive the study guide.
3. September 2019 through the end of October 2019: Production rehearses and tours the schools.
4. December 2019 through January 2020: Receive evaluation forms and review.

Please note: While part of the project begins prior to the grant start date, the grant budget reflects only activities during the grant period.

Also note: While this project is not strictly "open to the public," it serves a broad section of the community and is open to all schools. Any local citizen will be welcome to attend the free public library performance. Home-schooled youth will also be invited to attend the Ocala Civic Theatre performance free of charge.

PROPOSED BUDGET SUMMARY**Personnel - Administrative (MCA Grant)**

0

Personnel - Administrative (Cash Match)

500.00

Personnel - Administrative (In-Kind Contributions)

0

Personnel - Artistic (MCA Grant)

1000.00

Personnel - Artistic (Cash Match)

2900.00

Personnel - Artistic (In-Kind Contributions)

0

Personnel - Technical/Production (MCA Grant)

0

Personnel - Technical/Production (Cash Match)

1500.00

Personnel - Technical/Production (In-Kind Contributions)

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0

Outside Artistic Fees and Services (MCA Grant)

4000.00

Outside Artistic Fees and Services (Cash Match)

5000.00

Outside Artistic Fees and Services (In-Kind Contributions)

0

Outside Other Fees and Services (MCA Grant)

0

Outside Other Fees and Services (Cash Match)

0

Outside Other Fees and Services (In-Kind Contributions)

0

Space Rental/Rent or Mortgage (MCA Grant)

0

Space Rental/Rent or Mortgage (Cash Match)

0

Space Rental/Rent or Mortgage (In-Kind Contributions)

0

Travel (MCA Grant)

0

Travel (Cash Match)

50.00

Travel (In-Kind Contributions)

0

Marketing (MCA Grant)

0

Marketing (Cash Match)

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0

Marketing (In-Kind Contributions)

0

Remaining Operating Expenses (MCA Grant)

0

Remaining Operating Expenses (Cash Match)

2450.00

Remaining Operating Expenses (In-Kind Contributions)

0

Admissions

0

Contracted Services Revenue

0

Contracted Services Revenue

0

Other Revenue

0

Corporate Support

1,000.00

Foundation Support

0

Other Private Support

0

Government Support - Federal

0

Government Support - State/Regional

0

Applicant Cash (Savings, Reserves, Etc.)

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11400.00

A. Total Expenses (MCA Grant)

5000.00

A. Total Expenses (Cash Match)

12400.00

A. Total Expenses (In-Kind Contributions)

0

B. Total In-Kind Contributions

0

C. Total Proposal Costs (Total of MCA Grant, Cash Match + In-Kind)

17400.00

D. Total Cash Income

12400.00

E. Grant Amount Requested

5000.00

F. Total Cash Income (D+E)

17400.00

G. Total In-Kind Contributions (Repeat Amount Listed in (B))

0

H. Total Project Income (Must Equal C)

17400.00

I. Percentage of Total Project (Box C) Requested From MCA

29

Abides by Anti-Discrimination Policy

- Yes

Cultural Grant - Narrative : Entry # 107**Application Narrative**

Please add your email that you used for Grant Application submission:

comptroller@ocalacivictheatre.com

1) Give a brief history of your organization, including founding dates, date of incorporation, and date designated by the Internal Revenue Service as a 501 (c) (3) or (4), if applicable.

- 1950 - Marion Players founded.
- 1960 - Purchased Osbourne Theater.
- 1963 - Hired first director by contract.
- 1966 - Incorporated in the State of Florida.
- 1970 - Name changed to add "dba Ocala Civic Theatre".
- 1971 - First resident director hired.
- Received determination of IRS Federal Tax Exempt status – 501(c)(3)
- 1977 - Completed major addition to and renovation of building.
- 1981 - Established Scholarship fund to benefit Marion County college students.
- Began paying fees to some production personnel, i.e. designers.
- 1986 - Initiated capital fund drive to build a \$2.4 million performing arts facility. Received a state grant from the Cultural Facilities program for this project.
- 1987 - Created second full-time staff position: Theatre Manager.
- 1988 - Final season in old bldg. Record attendance of 13,000 and 1,500 subscribers.
- New theatre opened October 1. First year in new facility, 3,659 subscriptions sold. In addition to locally produced MainStage Season, established youth and adult touring series to bring professional touring companies to Ocala.
- 1989 - Added full-time staff position: Resident Set Designer / Technical Director.
- 1990 - Added 2 staff positions: Asst. Tech Director and Comptroller/Box Office Mgr.
- 1991 - Added 2 new programs: Senior Theatre (readers theatre and fully-staged productions) plus Second Stage (off-Broadway style productions).
- 1992 - Realignment of staff and committee organizations chart.
- Executive Director position established. Paid off building loan.
- 1994 - Established building expansion fund to add a 4,400 square-foot addition to facility to include 2 addl. public restrooms, second rehearsal hall, and offices.
- 1996 - Added Marketing Director as part-time staff position.
- 1997 - Set new season ticket record: 4,750 sold. Marketing position expanded to full-time on July 1. "Patient A" wins state community theatre festival.
- Total number of individuals served reaches 50,000 in one year.
- 1998 - Building expansion capital campaign goal met. Construction completed-June.
- Added General Technician as new full-time staff position.
- Second Stage production of "Catfish Moon" won state community theatre festival in November 1998. Won Best Set Design at SETC in March 1999.
- 1999 - Added Director of Education as new full-time staff position and expanded education program from summer-only to offering year-round classes.
- New season ticket record set for 1999-00 season: 5,149 subscriptions sold.
- 2001 - Replaced roof at a cost of \$98,700.
- Added part-time Box Office Manager position.
- 2003 - Created new full-time position: Box Office Manager/Volunteer Coordinator.
- Added part-time Administrative Assistant.
- 2006 - Started two new outreach programs touring local elementary schools.
- 2007 - Granted a 99-year lease for adjacent 13.75 acres to build second facility.
- 2010 - Had \$110,000 shortfall in fiscal 2009-2010. Cut Marketing position and downsized Comptroller to part-time. Used reserve funds to cover expenses.
- 2012 - Repaid balance of reserve funds. Hired part-time marketing assistant in April.

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2013 - "Les Miserables" set new attendance record at 10,428.

2013 - Resurfaced parking lot (\$150,000).

2015 - Hired Arts Consulting Group to conduct a feasibility study to determine options for expanding the current facility.

2017 - Added a full-time Marketing/Promotions Director

2017 - Added two technical intern positions - (costumes and scene shop)

2018 - Set new attendance record with "Mamma Mia" of 11,172

2018 - Renovated the auditorium, installed new seating, safety isle lighting, and other cosmetic renovations auditorium in August 2018

2019 - Added Marketing Assistant to full-time position

2019 - Resident Costume Designer wins best in show at AACT nation design competition

2) Describe the audience intended to be served by the proposed program/event, including estimated total individuals, ages, demographics, and any special constituencies.

The project is intended to serve students in grades 2 through 5 and their teachers. It will provide exposure in an intimate setting to the performing arts. Many of the students will be viewing a live theatrical performance for the first time. This is the 14th year of this highly successful program. In recent years, the tour has visited an average of 24 schools and approximately 8,000 students and teachers each year. Our goal this year is to visit all 31 public elementary schools and as many private Marion County schools as express interest.

The demographics should mirror the general demographics for each school, as all children in the grade level are invited to attend. Based on the results of last year's tour, the demographic breakdown should be 52% white, 24% African American, 17.5% Hispanic, and 6.5% other.

As a special constituency, the Theatre targets schools in rural areas and those with a high percentage of students from low income areas as its first priority for booking. We rely on the Marion County School System's figures of students qualified for the free or reduced-fee lunch to determine which schools have the highest percentage of low-income students.

3) Describe the administrative and artistic structure of the organization. Indicate which positions are full-time paid staff, part-time paid staff, independent contractors, and volunteers.

The Theatre currently has 10 full-time employees, 3 part-time employees, two technical intern positions, and approximately 415 annual volunteers.

All staff report to the Executive Director. The Executive Director reports to the Board of Directors. The 15-member Board of Directors sets policy, helps with fund raising, and provides fiscal advice and oversight. The staff is responsible for day-to-day operations.

Administrative staff (5): Executive Director, Box Office Manager/Volunteer Coordinator, Marketing/Promotions Director, Marketing Administrative Assistant, and Administrative Assistant

Technical staff (3): Production Manager/Technical Director, Assistant Technical Director, and General Technician/Custodian

Interns (2): One intern in the scene shop and one in the costume shop

Artistic staff (2): Costume Designer and Director of Education

Part-time staff (3): Comptroller, 2 Box Office Assistants

During the fiscal year, the Theatre hires approximately 53 independent contractors, including directors, choreographers, set designers, lighting designers, music directors, musicians, and teaching artists.

For this project, the Theatre will also hire actors and a stage manager. The Theatre is blessed with the very generous support of hundreds of volunteers. Volunteers also help build the sets and costumes, usher, sell concessions, staff the box office, and help with office tasks. In 2018-19, 415 individuals donated 49,542 volunteer hours.

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4) Provide organizational statistics for the last fiscal year, including budget total, the number of individuals served, number of artist participating, number on the Board of Directors, number of volunteers, number of volunteer hours, number of seasonal ticket holders or memberships, etc.

2018-2019 Actual Expenses: \$ 1,418,709

Annual number of individuals served: 54,749 in fiscal 2018-2019. The Theatre has served over 1.6 million individuals since moving into its current facility in 1988.

Number of artists participating: 213 (most are volunteers, but this figure also includes independent contractors, such as directors, designers, choreographers, musicians, and workshop instructors)

Number on Board of Directors: 15

Number of volunteers: 415 in 2018-2019

Number of volunteer hours: 49,542 hours donated

Number of season ticket holders: 3,865 Signature Series season ticket holders for 2018-2019. 770 subscribers to the Ovation Series.

5) What methods (i.e., attendance figures, surveys, press reviews, etc.) of evaluation will be used to evaluate the success of your proposed program/event?

The Theatre will evaluate the effectiveness of the project through attendance figures and written teacher evaluations. The Theatre's Director of Education and other staff will review the evaluations and recommend changes for future projects. The Theatre staff also works closely with the staff of the Marion County School Board to evaluate the program. Sample evaluation forms from this year's touring production of "The Lion, the Witch and the Wardrobe" are included with the support material.

6) Describe how you plan to market the proposed program/event.

Since the performances occur at elementary schools during the school day, the program is marketed directly to the schools. The Marion County Public School system sends the materials to each school and, if interested, the school contacts us to schedule a visit. Private schools and home school groups are contacted directly by the Theatre.

In addition, there will be at least one article in the Theatre's newsletter describing the project and recognizing the sponsors, plus information on our social media sites. We also anticipate one feature article by the Star-Banner describing the project.

The study guide provided for each teacher includes the sponsors' names and funding sources on the cover page.

7) Describe the fiscal condition of your organization. Be sure to address any operating or fund balance deficit that currently exists as well as any special fiscal circumstances which may exist for your organization at this time and how these circumstances are being addressed.

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The Theatre currently has no debt and uses a variety of fund raising projects – such as an annual golf tournament and raffle - throughout the year to supplement the operating budget. The Theatre owns and maintains a 31-year-old facility in the Appleton Cultural Center.

The Theatre has a reserve fund and has drawn from it to resurface and upgrade the handicapped accessibility of the parking lot in 2013 (\$151,000); provide needed facility maintenance; renovate the auditorium in 2018; and balance the budget when necessary. We have been working to replace those funds.

Raising unearned income is always a challenge. Area businesses are branches of larger organizations, which have their headquarters in larger cities. The businesses are generous, but there are many worthy non-profits who compete for local donations. We receive most of our unearned income from individuals. Marion County government does not provide any funding for the arts. The City of Ocala, through the Ocala Municipal Arts Commission, limits organizations to one grant annually not to exceed \$500. In the last two years, we have been more aggressive and successful about pursuing grants from foundations.

Recent challenges include the loss of funding from the Richard B. Salsbury Foundation. This Foundation has been a major funding source for many local arts groups and all were notified that 2017 would be their final grant dispersal, as the Foundation was to be dissolved. This has led to more competition among the groups to replace the funding. The Foundation provided the primary funding for the Theatre's two in-school tours in the past, granting between \$10,000 and \$14,000 to these projects annually.

In addition, the vibrant local arts scene offers residents many new choices for their time and entertainment dollar. With more choices, there is greater competition to attract and maintain audiences.

Marion Cultural Alliance has provided critical support in the past, especially for projects such as the in-school tours where there is no income from admissions. There is an even greater need with the new challenges.

8) What other funding sources, besides this grant, do you anticipate to support the expenses of this program/event? Describe the donations (both cash and non-cash) that your organization receives from the community.

The majority of the expenses for the project will be covered by grants from foundations, individuals, and the Theatre's operating budget. We are also soliciting funds from individual donors to help with project expenses.

The Theatre annually receives grant funding from the Florida Department of State, Division of Cultural Affairs, through a competitive application process. A portion of the state grant is earmarked to help support the Theatre's education activities.

We are also planning to contact other local corporations, but anticipate a limited response due to current economic conditions. The generous donation of time and talent by volunteers helps us keep our expenses as low as possible on our general activities at the Theatre.

9) Marion Cultural Alliance requires that all funded programs are open to the public and encourages grantees to make programs/events accessible to persons with disabilities. Describe your organization's efforts to make this program/event accessible to the public.

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The project is offered free to local public and private schools. We are available to visit as many schools as show interest. If the general public is interested in attending one of the school performances, they should contact the Theatre and arrangements will be made. One public performance will also be scheduled at the Theatre, which the general public and home school families are invited to attend.

The program will serve the general population at the school, which may include students with disabilities. All students are welcome and the school facility should be accessible to all. When attending the public performance at the Theatre's own facility, persons with disabilities are provided with several options to enhance their enjoyment of the show - large print programs, an FM personal hearing enhancement system, an audio loop also for persons with hearing disabilities, and an American Sign Language (ASL) interpreter (when requested).

10) Describe admission charges, if applicable.

The program is provided free to the schools and students. There will be one public performance scheduled at Ocala Civic Theatre. Tickets are \$5.00 for students and \$8.00 for adults. Group discounts and/or free tickets will be available for organizations, such as the Girl Scouts, Boy Scouts, and Skill Day Center.

11) Describe any particular obstacles or challenges to the success of your project.

Funding is always the biggest challenge. While local businesses have been generous, they receive requests for support from hundreds of local, worthy, non-profit organizations. Special effort is being made to replace the funding historically received from the Richard B. Salsbury Foundation.

In the thirteen years this program has been visiting the schools, the Theatre has used funds from its operating budget to cover any shortfall in sponsorship funds because the board of directors is committed to making the project free to the schools. Local schools can afford to participate only if it is free. Their budgets have been cut so severely that the arts are now a luxury. It is our fervent desire to continue to provide this opportunity for local students.

A secondary concern is scheduling the program for our schools. The production is designed with very minimal technical needs, but is best viewed on a stage. Some schools do not have a stage and most have a stage located in their cafeteria. Schools with large student populations sometimes have a difficult time scheduling the play within their cafeteria schedule. Space is very limited. This challenge generally means that there are some Marion County schools that will not be able to accept the tour, even when it's free.