

# Venice theatre

Great Stories.  
Well Played.



**Venice**theatre  
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Well Played.

# THE NEXT ACT

## CAPITAL CAMPAIGN

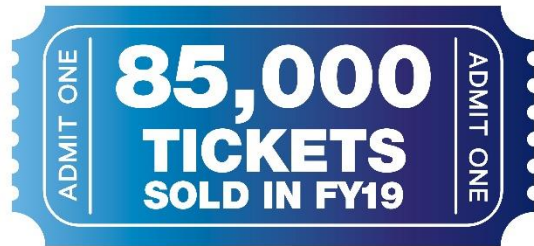
# WHERE WE ARE TODAY



From its first season 70 years ago, Venice Theatre has grown to become the second largest community theatre in the country.

Venice Theatre attracts 116,300 individuals each year and is vital to the economic success of the City of Venice, Sarasota County, and the Gulf Coast of Florida.

# BY THE NUMBERS



**230**  
**ARTISTS**

**39** CLASSES AND  
CAMPS TEACHING  
**1,000 STUDENTS**



**17** FULL  
PRODUCTIONS  
EACH YEAR



**1,336**  
PUBLIC PARTICIPATION  
OPPORTUNITIES  
FOR VOLUNTEERS



**15**  
CONCERTS  
PER YEAR

**41**  
YOUTH AND  
OUTREACH  
PRODUCTIONS



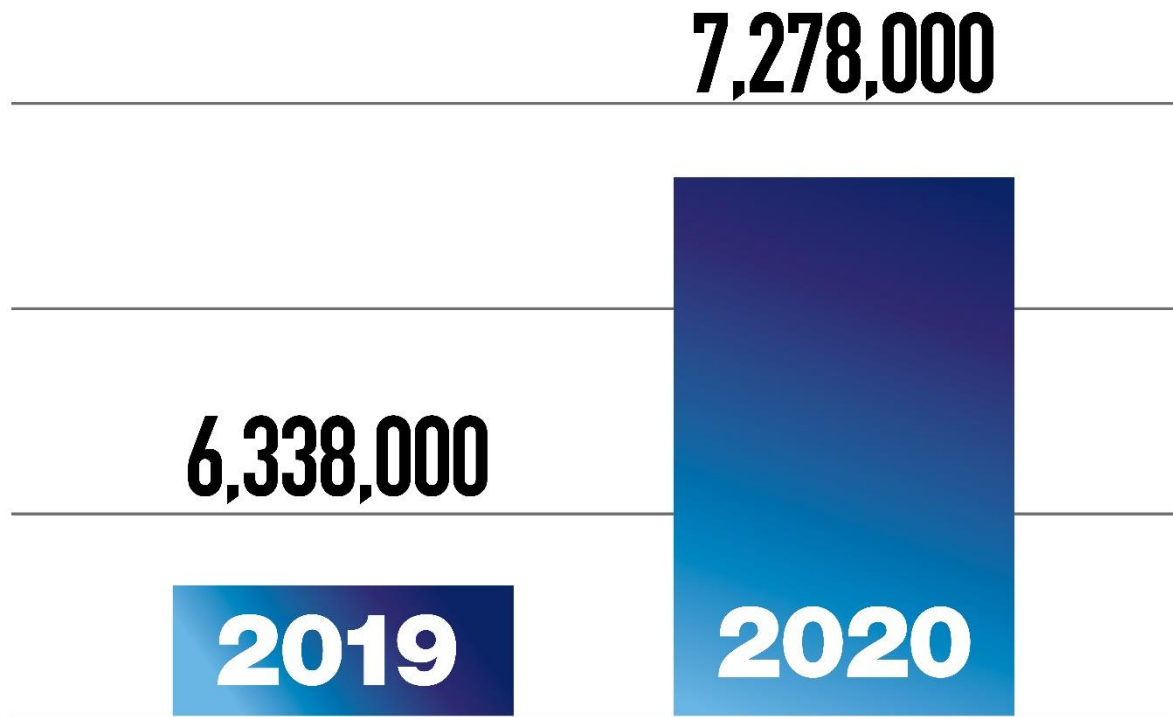
ANNUAL  
SUMMER  
**CABARET**  
FESTIVAL

# MISSION

Making a dramatic impact on  
all stages of life.

# ECONOMIC IMPACT

# \$7.3M



Venice Theatre's current economic impact on its community includes:

- ▶ \$3.7M ticket revenue and ancillary expenditures
- ▶ \$790,000 tuition revenue and ancillary expenditures

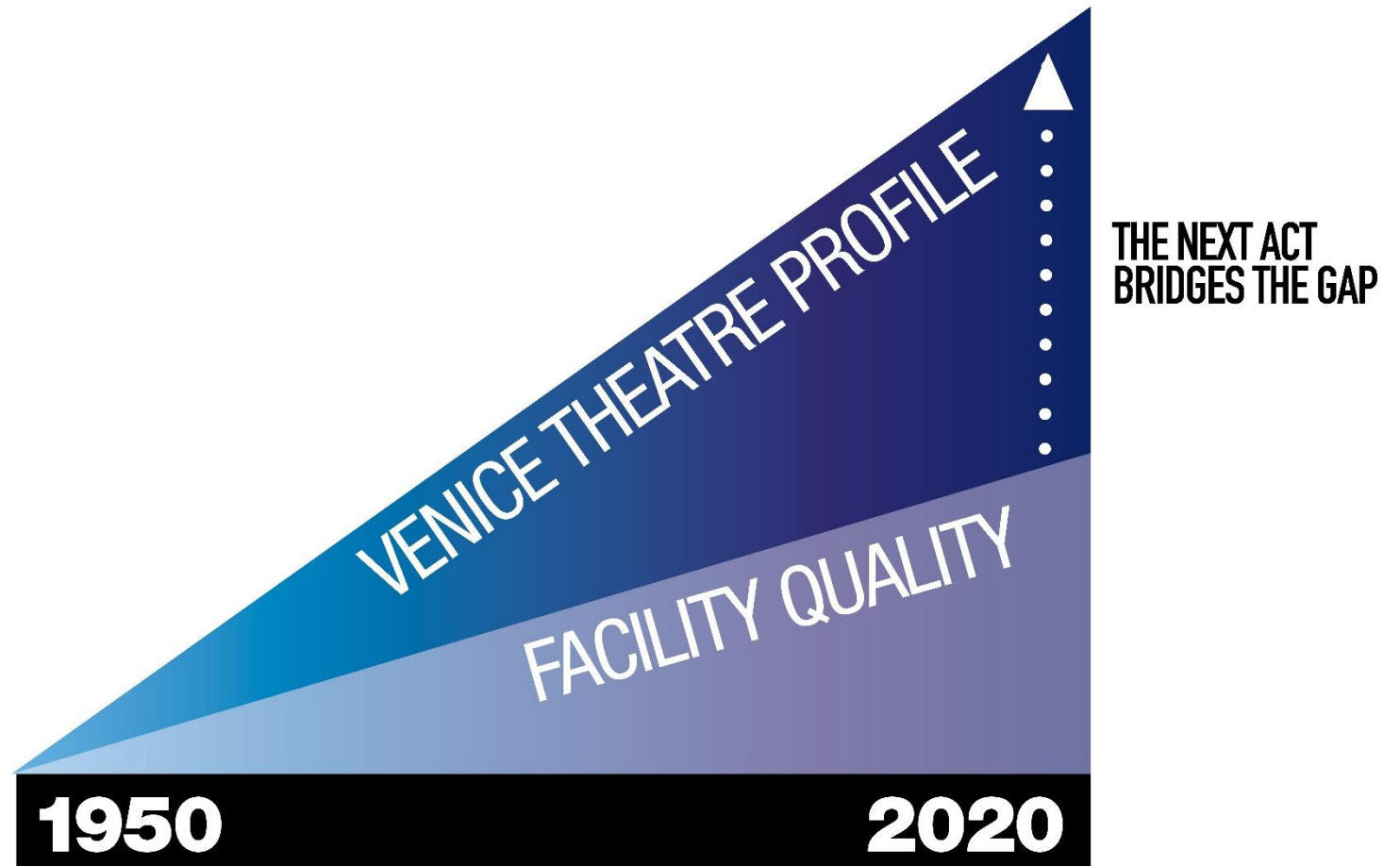
Future economic impact will include:

- ▶ \$940,000 in additional revenue and expenditures



# WHERE WE NEED TO BE TOMORROW

- ▶ Venice Theatre's profile has increased steadily.
- ▶ Its facilities have not kept pace.





# HELP OUR STUDENTS EXPAND THEIR HORIZONS BY PLAYING YOUR PART

The New Arts Education Center  
Helps More Community Members  
Experience the Power of the Arts



# TIMELINE





VENICE THEATRE NOW AND NEXT

# OUR HISTORY

**1950**

- First Board of Directors meeting convenes at Venice Country Club
- A converted hangar at the Venice Airfield serves as the Theatre's first venue and continues through two decades
- Venice population: 727

**1973**

- Kentucky Military Institute sells its gymnasium and student center for \$78,000 to Theatre
- Renovation fund of \$225,000 led by Campaign Chair Fifi Green
- Stage laid, rigging, lights, and 286 seats installed

**1980s**

- Fly loft added
- Corner of building at Tampa and Nokomis Avenues enclosed for costume storage
- Attendance rises from 14,000 to 28,000

**1990s**

- Murray Chase arrives to helm Theatre in Fall 1995
- Seating increased in MainStage from 286 to 356
- Electrical, sound & lighting upgrades, catwalk added, fly loft doubled
- \$140,000 from individuals, businesses and foundations
- Attendance up to 43,000

**1990s**

- Second floor poured
- Stage II converted and named Pinkerton Theatre for Yvonne Pinkerton by her children
- \$500,000 from State of Florida and \$300,000 from Venice Foundation
- Balcony and 432 seat capacity added in 1997

**2000s**

- Technical Arts Building purchased in 2003 for \$750,000 with a \$650,000 Venice Foundation grant and a \$100,000 City of Venice land swap





VENICE THEATRE NOW AND NEXT



# OUR TIME IS NOW

**FALL  
2019**

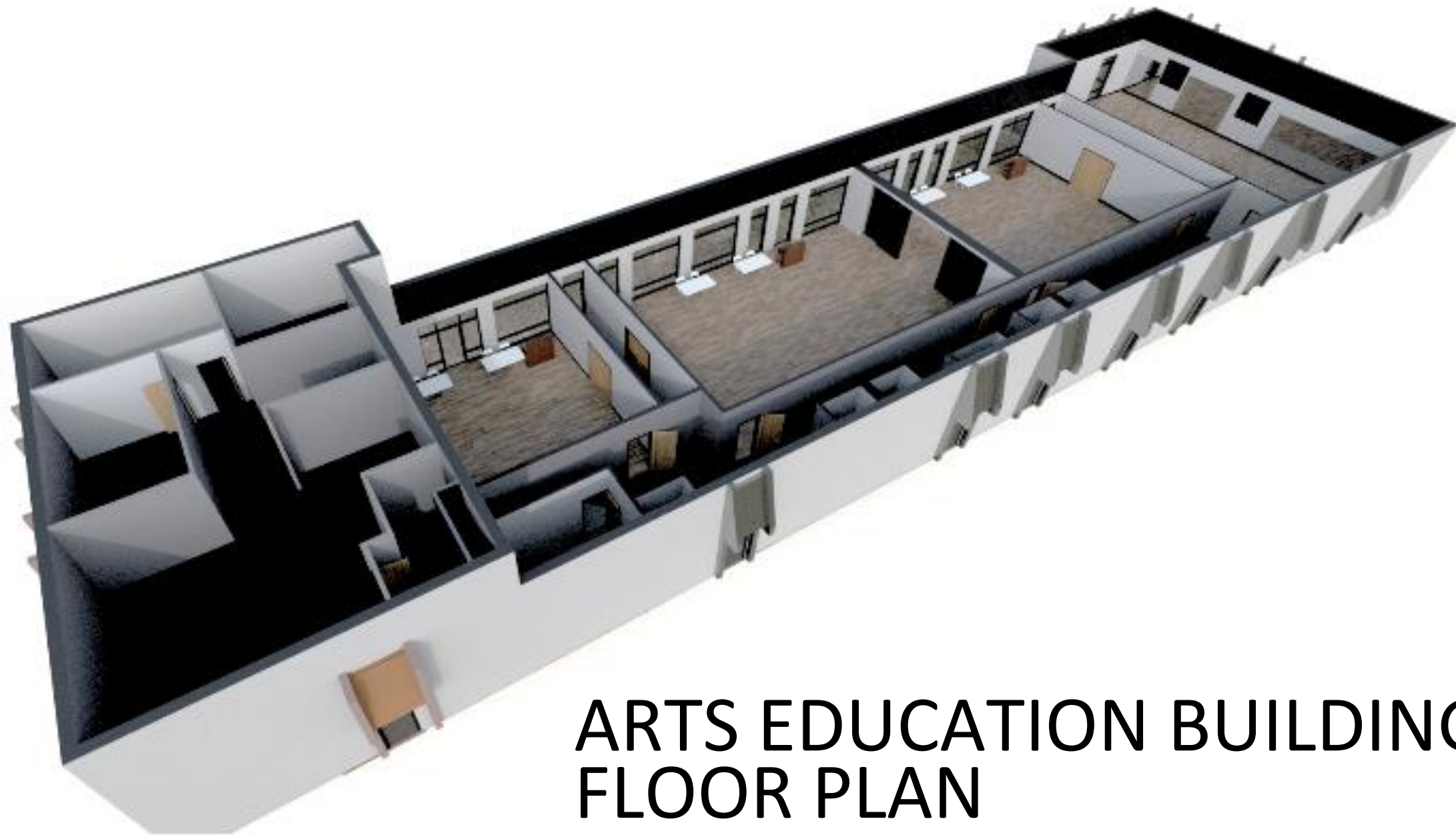
- Next Act Capital Campaign Silent Phase Launch
- Lead donors contribute significant gifts toward purchase of Hamilton Building

**SPRING/  
SUMMER  
2020**

- Venice Theatre launches Next Act Public Phase/ Community Appeal
- Goal: \$2.5M  
**Stretch Goal: \$4M**

**FALL  
2020**

- Renovation begins on Arts Education Building
- Renovation begins in Theatre and Technical Arts Building



ARTS EDUCATION BUILDING  
FLOOR PLAN



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## **AVAILABLE OPPORTUNITIES**



# ARTS EDUCATION BUILDING FLOOR PLAN



# ARTS EDUCATION BUILDING

**\$1,000,000**

NAMING OPPORTUNITY

- ▶ **Currently named the Hamilton Building, the renamed Arts Education Building will provide three large studios and one smaller studio. These studios can accommodate both classes and rehearsals and will be flexible enough to offer space for smaller productions**
- ▶ **The Education Department has maximized its current space. Demand is high for additional classes**
- ▶ **Many productions require valuable rehearsal time with additional space**

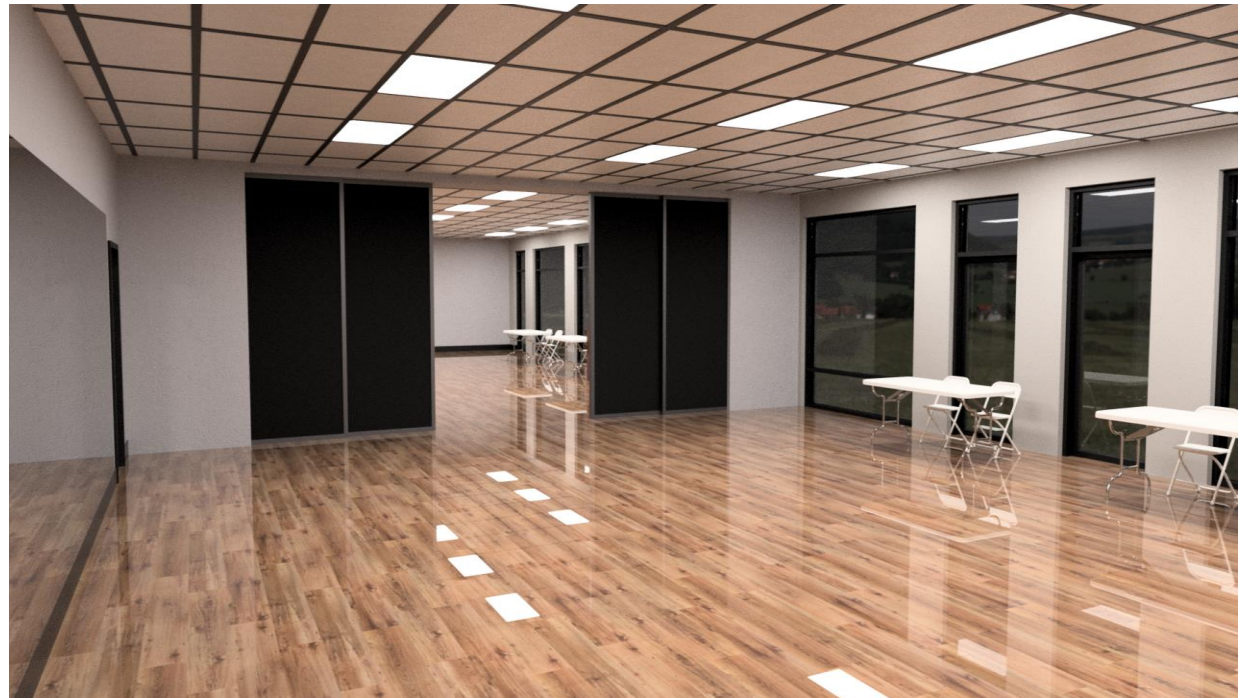


# STUDIO B

**\$150,000**

NAMING OPPORTUNITY

- ▶ One of two large studios separated by a partition
- ▶ Fully renovated
- ▶ Sprung flooring
- ▶ State-of-the-art sound, intercom, video, and closed circuit technology
- ▶ Accommodates classes and rehearsals as well as smaller productions



# STUDIO C

**\$150,000**

NAMING OPPORTUNITY

- ▶ One of two large studios separated by a partition
- ▶ Fully renovated
- ▶ Sprung flooring
- ▶ State-of-the-art sound, intercom, video, and closed circuit technology
- ▶ Accommodates classes and rehearsals as well as smaller productions





# STUDIO A

**\$100,000**

NAMING OPPORTUNITY

- ▶ Ideal class and rehearsal space
- ▶ Fully renovated
- ▶ Potential for sprung flooring
- ▶ State-of-the-art sound, intercom, video, and closed-circuit technology





# STUDIO D

**\$75,000**

NAMING OPPORTUNITY

- ▶ Rehearsal and small class space
- ▶ Fully renovated
- ▶ State-of-the-art sound, intercom, video, and closed-circuit technology



# RECEPTION/LOBBY

**\$75,000**

NAMING OPPORTUNITY

- ▶ Contemporary reception area
- ▶ Easy family drop-off/pick-up for camps and classes
- ▶ Seating for parents to view classes on CCTV
- ▶ Elevator naming opportunity possible, includes upkeep of \$5,000 per year for five years



# CONFERENCE ROOM

**\$25,000**

NAMING OPPORTUNITY

- ▶ Remodeled space and furniture
- ▶ Video monitor for presentations
- ▶ 12-person capacity

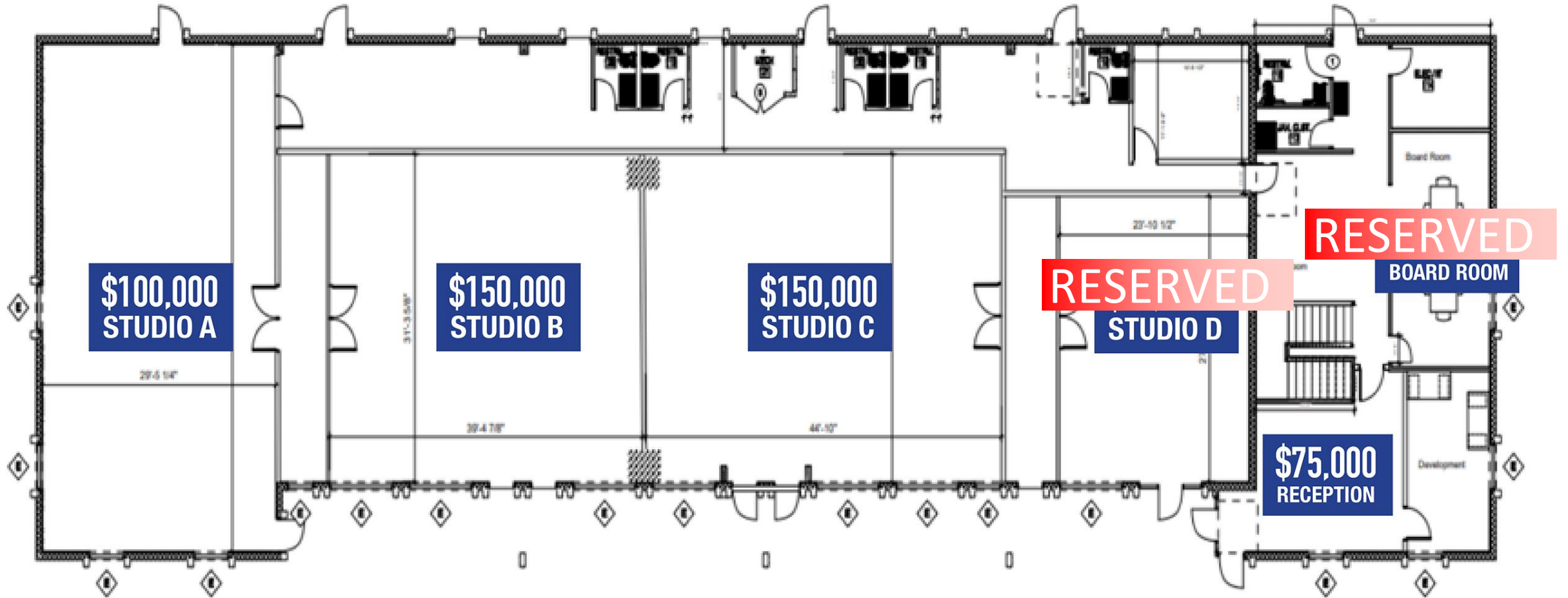


# ARTS EDUCATION BUILDING \$1.58M

▶ EDUCATION BUILDING	\$1,000,000
▶ STUDIO B	\$ 150,000
▶ STUDIO C	\$ 150,000
▶ STUDIO A	\$ 100,000
▶ STUDIO D	RESERVED
▶ RECEPTION/LOBBY	\$ 75,000
▶ CONFERENCE ROOM	RESERVED



# ARTS EDUCATION BUILDING



# MAIN & TECHNICAL ARTS BUILDINGS

In the Main Theatre Building, state-of-the-art production equipment will enhance the quality of our productions. The lobby and theatre areas must look as sharp as our productions.

In order to fully utilize the Technical Arts Building, it must be brought up to standard with a full-circulating HVAC system and a hardened roof. With those improvements, the Technical Arts Building will create a superior work environment for set production and ensure the longevity of props and equipment.

# SPECIAL SPACES

- ▶ **MainStage**
- ▶ **Technical Arts (Theatre Crafts) Building**
- ▶ **Lobby**
- ▶ **Lobby Bar**
- ▶ **Executive Suite**
- ▶ **Costume Shop**
- ▶ **Honor Wall**
- ▶ Dressing Rooms, Painting Room, Control Rooms, Costume Room Also Available

RESERVED

\$250,000

RESERVED

RESERVED

RESERVED

RESERVED

\$25,000

# ENDOWMENT

**\$1,500,000**

## NAMING OPPORTUNITY

- ▶ **\$1.2M Theatre Endowment**
- ▶ **\$300,000 Education Endowment**
- ▶ **A full or partial gift to the endowment fund will provide for**
  - **K-2 Classes, such as 5-6-7-8! Grades 3-5, 6-8, Teen and Adult Classes, Workshops, and Summerstock**
  - **Staff and artist resources**







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## **RECOGNITION AND GIVING**

# RECOGNITION AND GIVING SOCIETIES

Donations and sponsorships will be recognized on the scrolling entry monitor in the Venice Theatre lobby.

Permanent donor recognition will be reserved for those who name a space. Donor names will be featured on our website.

Major donors and corporate partners will also receive event shout-outs, special invitations to construction milestones, mentions in collateral materials and e-communications to the public.

▶ Heart of the Arts	\$250,000+
▶ Standing Ovation	\$150,000+
▶ Spotlight	\$100,000+
▶ Star	\$75,000+
▶ Premiere	\$50,000+
▶ Center Stage	\$25,000+
▶ Ensemble	\$10,000+

# CREDENTIALS

**Bylaws:** Available upon request

**Certificate of Exemption:** Available upon request Venice Theatre, Inc., is a 501(c)3 organization (EIN 59-6005807) registered with the State of Florida (CH-4124).

**Professional Affiliations:** American Association of Community Theatres, Florida Dept. of State Division of Cultural Affairs, Florida Theatre Conference, Southeastern Theatre Conference, Arts & Cultural Alliance

**Partnerships:** Boys and Girls Clubs of Sarasota County, Epiphany Cathedral School, Loveland Center, Gulf Coast Community Foundation, Venice MainStreet, Venice Chamber of Commerce, Visit Sarasota County, Visit Florida

**Awards and Accolades:** AACT National Festival Awards, Southeastern Theatre Conference Awards, Florida Theatre Conference Awards, Sarasota Herald-Tribune Handy Awards, Venice Gondolier Sun Reader's Choice Awards, Sarasota Magazine Annual Theatre Awards

# WAYS TO GIVE

The Venice Theatre makes it easy for businesses, foundations, families, and individual donors to connect.

Consider the following ways to give as you plan your philanthropic gifts for this and coming years:

- ▶ **Bequests**
- ▶ **IRA Charitable Distribution**
- ▶ **Charitable Remainder Trust**
- ▶ **Donor-advised Funds**
- ▶ **Appreciated Securities**
- ▶ **Employer Matching**

Your gift anticipates initiatives that Venice Theatre leaders and the arts community haven't even dreamed of yet.

Irrevocable estate gift commitments are welcome and will be recognized as campaign contributions.





# PLAY YOUR PART. NOW IS THE TIME.

Your gift will ensure the best possible facilities for all stages of life and anticipate education and production needs not yet imagined.