

LOI Form

LOI

If you would like to complete this Letter of Intent in Word first and copy your answers over later, use the following link: [Download LOI](#)

The rubric that will be used to score your Letter of Intent can be found here: [Download LOI Rubric](#)

Please pay attention to character limits while working on your draft. These limits include spaces.

Organization Name*

St. Petersburg City Theatre

Project Name*

Create a brief name for this large capital project. This is how it will appear throughout the PCF grant portal.

Parking Lot Paving & Lighting Project

EIN*

59-1006406

Incorporation Year*

What year did your organization incorporate? This will be the year listed on your determination letter from the Internal Revenue Service.

1942

Organizational Mission Statement*

What is your organization's mission statement? This should be no longer than one or two sentences.

St. Petersburg City Theatre aims to enrich the individual lives and collective spirit of our diverse population through community produced productions and educational experiences.

Unique Entity ID (SAM)

Please provide your organization's Unique Entity ID number. This is a specific number used by the federal government to identify your organization. **This is different from a DUNS number, which the federal government no longer uses.**

If you do not have a Unique Entity ID number, you can create an account on [SAM.gov](https://sam.gov) and apply for one here (it is free and may take 3-4 days for approval): <https://sam.gov/content/home>

This field is optional as to not stop a qualifying organization from applying. HOWEVER, a Unique Entity ID number will be required if your organization is approved for a grant. Your organization should apply for a number now if it does not yet have one.

Character Limit: 12

NVB5UTV8VLE9

Annual Operating Budget Size*

Please provide the amount of your annual operating budget (expenditures only) for your entire organization.

\$152,000.00

Amount Requested*

The maximum grant amount is \$5 million. You may request up to 5% for grant administration, project management, and other indirect costs. Please be sure your indirect cost rate is represented in the figure you put below.

Note: You will be required to upload a more detailed budget if you are approved for the full application stage. You will need to also attach any bids, estimates, and agreements with contractors or other vendors in relation to the proposed project.

\$200,000.00

Does the total project cost exceed the amount your organization is requesting?*

Please note: Answering "Yes" will cause additional questions to load later in this application.

Examples

ABC Childcare is seeking funding for a new playground. ABC Childcare is asking PCF to fund \$150,000 for certain equipment, and will seek other funding and donations for the remaining \$20,000 of the playground. ABC Childcare would select "Yes" for this question.

Better Tomorrow, a mental health provider, is looking to expand their counseling center by two rooms to meet increased service demand arising from the pandemic. Better Tomorrow has secured \$25,000 in private contributions, and wants to request the remaining \$125,000 in this grant. Better Tomorrow would select "Yes" for this question.

DBE Food Pantry is seeking funding for a new HVAC unit for their pantry, and is requesting \$40,000 from PCF to cover the entire cost. DBE Food Pantry would select "No" for this question.

No

Parent Non-Profit/Subsidiaries*

If your organization has a parent non-profit that has multiple subsidiaries, will multiple subsidiaries be applying in this process?

Example

Better Tomorrow is the parent non-profit of three organizations. Two of those organizations want to apply in this process. Both would select "Yes" on this question.

No

Request Specifics

Organization Programming Background*

Please describe the programming your organization offers to the community and the length of time it has been doing so. That is, what does your organization **do** and **how long** has it been doing it?

St. Petersburg City Theatre is the oldest, continuously operating community theatre in the state, providing quality entertainment since 1925. Founded as the Sunshine Players, we became the Players Club in the late 1920's and St. Petersburg Little Theatre in 1933. The name, St. Petersburg City Theatre (SPCT), was adopted in 2011. In the 1950's, property was purchased at our present location on 31st Street South. In 2007, SPCT expanded its youth and adult programming with a focus on arts education. Spring 2017, SPCT almost closed its doors as capital maintenance projects far exceeded revenue. A group asked the membership to provide them one year to fundraise and show there is still value in community theatre. The results of these efforts were truly being felt as the spring 2020 musical sold out all performances in advance (ending March 1, 2020).

SPCT has adult MainStage shows, childrens' summer camps, school year performance workshops and a teen program that launched in 2021. We aimed to launch new lobby performances and musical programming under The Little Theatre in 2020 but was put on hold. We lost some volunteers through COVID and have been delayed with that plan.

Our Childrens programs are the most successful and impactful We are able to bring in area summer camps to attend our dress rehearsals, exposing additional children to performance theatre. And we work closely with Creative Pinellas and St. Petersburg Arts Alliance for students to receive scholarships to attend our camps & workshops.

Community Need*

Please describe the community need that exists for your programming. If you are able to cite quantitative, local data, that will strengthen your proposal.

Theatre and the creative arts is an outlet for people. Whether they are performing or attending. Additionally, the arts have been shown to increase learning in schools as well as stimulating both sides of the brain to increase communications between them, thus improving educational skills and advancement. Lastly, the theatre is a safe space and welcoming environment for all. SPCT has had children with autism on stage, physical ailments, in foster care, living with grandparents, loss of a parent, and so much more. The stage and the theatre community is accepting of differences, if not even promoting of those differences.

Lastly, there is data from Richard Florida about the impacts of the arts on a thriving community and economic development. These are not economic impact numbers about how much someone spends going out to eat when they attend the theatre. This is about the impact to jobs and companies. A region with a thriving arts community is attractive to company executives and employees.

Negative Economic Impact*

The following question is the keystone of a strong application in this process. If your organization cannot demonstrate a negative economic impact from the pandemic, your application will not qualify for committee review. If you are uncertain about what constitutes negative economic impact or how to demonstrate it, please contact PCF staff for technical assistance.

Describe your organization's negative economic impact arising from the COVID-19 pandemic. Examples could include:

- A reduction in revenue from 2019 to 2020
- Inflationary pressures
- Increases in demand for services that have not been compensated for through new revenue
- The use of reserves for unbudgeted expenses since the onset of the pandemic, and such use of reserves has prevented the purchase of capital assets
- A need for capital assets to offset community need for which your organization does not have the resources to purchase due to the negative economic harm from the pandemic
- A need for additional capital assets to adapt operations to accommodate health and safety guidelines by the CDC
- Growth in restricted pandemic-related revenue that does not permit capital asset acquisition

Note: If you are applying for both a Small Purchase and Large Project, you may reuse the answer for this question PROVIDED THAT the negative economic impact is relevant to both requests.

COVID-19's largest impact has been on donations, volunteers and our adult programming. Our audience size has not returned to pre-COVID numbers, our donations are down, we had to put our Little Theatre on hold which was scheduled for Summer 2020 and we are just starting to see the return of our volunteers. We also loss some of our consistent donors during the last few years.

Additionally, while many capital improvements have been completed since the threat of closing the theatre, the parking lot is severely neglected and has only gotten worse while construction prices have risen tremendously (over 11,000 square yards of asphalt needed). We were able to contract for a repair project just for the car line approach this last spring. That cost had risen 20% since the quote was received the prior year. The parking lot lighting is severely lacking and creates an unsafe area after sunset. The theatre was on an upward trajectory from the 2017 potential closing. The Board & volunteers raised donations and received grants to replace the roof, HVAC system, fire monitoring system, new electric wiring, exterior painting and front doors.

Specific programming impacts from COVID were:

Beginning with our children's program, we canceled the spring 2020 workshop and one summer camp, a \$30,000 loss and four employee contracts. Remaining sessions were limited to 20 campers, a loss of \$5,000/session. We maintained this size through Summer 2021. We returned to pre-pandemic capacity this spring. We closed our lobby for all performances, re-opening Fall 2021. This negatively impacted donations and marketing for upcoming programs and memberships.

The Little Theatre scheduled to open in Summer 2020, was halted by COVID. In 2017, John Collins (Arts Alliance) provided an analysis of SPCT and suggestions on sustainability through additional revenue sources. The Little Theatre is an opportunity for that. Working with artists, producers, musicians and more, this black

box venue has a great deal of flexibility and affordability for productions and events. The Little Theatre is in our lobby space where we also highlight local artists through a partnership with Galleries on the Go.

Lastly, our Mainstage schedule was completely rearranged. Sunshine City was canceled. The 2020-21 season had one free virtual production, two productions with restricted audience size that were recorded (viewable on our website), and a 4th small production. Our audience size was limited to $\frac{1}{3}$ of available seats that season. COVID continued to impact the 2021/22 audience size as well as those auditioning for productions. SPCT canceled the 2022 Spring musical due to low audition responses and adjusted the 2022/23 season to three shows rather than four.

Proposal Description*

The American Rescue Plan Act requires a request that is reasonable and proportional to the level of economic impact your organization experienced. This means the request you describe below should not be greater than the economic harm your organization has suffered.

Please describe your project proposal and address the following:

- What project will be undertaken with these funds?
- What is the estimated lifespan of the project/property improvement?
- How does it address the negative economic harm you described in the previous question?

An over 11,000 square yard parking lot will be resurfaced, striped and lighting upgrades installed with an expected life span of 20-30 years. SPCT sits on a large parcel along 31st Street South. The parking lot is expansive and there are a variety of functions it could be used for when there is not a performance. We have been approached by community groups that have asked to partner on outdoor events but we haven't been able to due to the condition and potential liability. Additionally, we have patrons that no longer attend our shows due to the condition of the parking lot. It's not easy to navigate for them and they feel unsafe if attending an evening performance.

The theatre has had many upgrades to improve the function and appearance of the facility. Recently, a well intended volunteer took video drone footage of our exterior and interior for promotion. It really shined a light on just how bad the condition of the parking lot is. A wonderful SHINE mural on the front our building, new paint over the rest of the building and new front doors are unimpressive when there is gravel (dusty pavement), pot holes, and no parking stripes surrounding all the improvements.

Additionally, SPCT works to build and maintain local partnerships with the arts community, high schools and Skyway district. There is a great deal of development in south St. Petersburg and we need to be able to market and communicate the importance of the arts and quality that can be found locally bringing them into our theatre. The parking lot is sad and uninviting.

Number Served*

How many people will directly benefit from this capital project annually?

2500

Unduplicated vs. Duplicated*

Is the number indicated above duplicated or unduplicated?

Duplicated: A client is counted each time they access services

Unduplicated: A client is counted once, regardless of the number of times they access services

Example: ABC Food Bank operates two mobile food pantries, one in Clearwater and one in St. Petersburg. Taylor, a Pinellas County resident, goes to both food pantries. If ABC Food Bank counts Taylor's visit TWICE, it is **duplicated**. If ABC Food Bank counts Taylor's visit ONCE, it is **unduplicated**.

Other (Explanation Required Below)

Other (Explanation Required)

If you selected "Other" in the previous question, please explain how your organization determined the number of clients that will benefit from the proposed capital project.

It is duplicated a little. However, we would like to increase this number with a paved parking lot through community access for events but do not know what that number would be. This number provided is based on current shows projected attendance and childrens' programming.

Rent vs. Own*

Does your organization rent or own the property for which you are proposing modifications?

Note: Selecting "Rent" will cause more questions to load below.

Own

Guiding Principles - Client Impact*

The American Rescue Plan Act, which provides the funding for this grant program, aims to ensure an equitable recovery from the COVID-19 pandemic. The term "equity" is defined as:

The consistent and systematic fair, just, and impartial treatment of all individuals, including individuals who belong to underserved communities that have been denied such treatment, such as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.

One of the guiding principles of this fund is that it will apply a lens of equity to ensure the needs of specified priority populations are met.

Will this project benefit the community members defined above that have experienced disproportionate negative impacts from the COVID-19 pandemic? If so, how?

Yes. We are located along 31st Street South in St. Petersburg, adjacent to the Lakewood neighborhood. We reach out to our community partners and neighbors to participate in our shows, programs, volunteerism, etc. This summer we also worked with The Sanderlin Center and Royal Theatre Boys & Girls Club for their campers to attend dress rehearsal performances for our camps. Their campers are predominantly Black. After a successful first summer, we are looking to expand this next summer.

For our childrens' programming we work with the St. Petersburg Arts Alliance and Creative Pinellas for scholarships or to identify children with scholarships that are interested in performing arts. Our camp and summer registrations open early and fill quickly. We always keep camper spots back for children on scholarship so they don't miss the chance to participate in our programs due to timing of funds. SPCT has also self funded scholarships and/or tickets to performances for families of children with scholarships.

Finally, lesbian, gay, bisexual, transgender and queer audiences and actors are in a safe space at SPCT. It is rare to find a cast that does not include at least one individual representing these communities and it is typically more.

Lastly, parking lot improvements would greatly benefit persons with physical disabilities. The parking lot is severely uneven with poor lighting.

Community Connection

The American Rescue Plan Act (ARPA) prioritizes organizations that either have headquarters or carry out the majority of their operations inside Qualified Census Tracts (QCTs). QCTs are a standard method of identifying communities with a large proportion of low-income residents. The U.S. Department of Housing and Urban Development determines what areas qualify as QCT.

To assess if your organization serves or is headquartered in a QCT, use the following link:

https://www.huduser.gov/portal/sadda/sadda_qct.html

In the top right-hand corner, choose the state of Florida and Pinellas County. Then on the left-hand side of the screen, click the box next to "Color QCT Qualified Tracts." The QCT zones are denoted in purple. You can also map your address by adding it into the address box at the top to see if your location is inside the zones.

Below, please provide the location of your operations and the location of your headquarters, if different.

Headquarters Location*

Please provide your organization's headquarters address as it appears on your Sunbiz account. To check your Sunbiz registration, you may search here: <https://dos.myflorida.com/sunbiz/search/>
4025 31st Street South, St. Petersburg, FL 33712

QCT Determination - Headquarters*

Is this organization headquartered in a QCT?

No

Project Location*

Please provide the address or intersection where the property being modified is.

4025 31st Street South, St. Petersburg, FL 33712

QCT Determination - Project*

Is this organization's project in a QCT?

No

QCT Impact*

PCF understands that just because a project may not be located in a Qualified Census Tract, those who reside in one may access your services and may come to the location where your organization's project will take place.

- If applicable, please describe if you have clients that reside in a QCT as indicated on the map linked above, and the proportion of your clients that come from these areas.
- If your organization does not serve clients from a QCT, you can write "Not Applicable" below.

We have show attendees, volunteers & children that reside in a QCT. We do not measure/track this currently. Our property is south of the QCT and east of the highway from it. Our property runs along the highway. Additionally, both summer camps we worked with this last summer to attend our dress rehearsals are within the QCT. Our goal in working with them specifically is to expose more children to performance theatre. We are developing a partnership with Academy Prep (in QCT) to work together.

QCT Determination - Clients*

Does this organization's project benefit residents of QCTs?

Further determination required

This section aims to capture general demographic data about your organization and to see how you engage with and represent the community you serve. PCF has generalized the demographic data questions more than it has in other processes because of the public nature of this process. PCF understands that identity disclosure can be a sensitive matter and wants to respect your organization's board and staff. If your organization feels comfortable sharing more detailed demographic information, it may do so in the "Community Representation and Connection" section.

Community Representation and Connection*

Describe how your organization is representative of, or has authentic connections to, the community your proposal seeks to serve. You can list other community-based organizations that work on programming with you and/or list examples of your work within this community.

This is an area of opportunity for our Board. Half the board is up for re-election each summer. A nomination committee of Board members and non-Board members identify candidates for any open positions. It is the goal of this nominating committee to identify members with backgrounds and/or interests that aren't currently represented on the Board. When the new Board was established in 2017, the majority were parents with self interest in continuing the theatre where their children found their place and felt at home. Due to the passion and strength of this Board, the theatre still exists today and new programs implemented. Our Board members have different backgrounds, community engagements, income levels and theatre interests. There is diversity of gender/sexual identity and age. We have diversity on our stage, with our volunteers and our committees. We continue to aim for the same diversity with our Board.

Our board and committee members are engaged with various entities that support and improve life in St. Petersburg. Partnerships & relationships are continually being identified and pursued. Many were on hold due to the disrepair of our facility. More can be pursued with the parking lot improvements providing additional space for gatherings and programming.

Leadership Demographics - CEO/Executive Director*

Does your CEO/Executive Director consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

None of the above

Leadership Demographics - Executive Level Leadership Team*

Does your executive leadership team consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

Declined to State

Leadership Demographics - Board Membership*

Do your board members consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

Declined to State

Financial Overview

Budget Summary*

Please provide a brief sketch of the categories of expenses and the costs needed for your project. If your organization is requesting compensation for indirect costs, be sure to note the percentage (up to 5%) and dollar amount below.

If you are invited to complete the full application, you will be asked to upload current verifiable bids, proposals, price lists [from your potential vendor(s)] from the past 60 days. If a contractor has already been selected for a construction project for which you are requesting funding, you will need to upload their bid. You are strongly encouraged to collect any remaining bids, proposals, and price lists shortly after submitting this LOI.

Paving contractor \$150,000
 Lighting improvements \$30,000
 Landscaping \$20,000 (overgrowth, removal, replacements)

Project Preparedness*

If your letter of intent is approved, you will have 30 days to submit a full proposal. This will require multiple estimates/bids for your project that detail the costs you've sketched out above from potential contractors that would do the actual work.

Where are you in the planning process for the implementation of this project? Please describe your organization's readiness for this project including your ability to collect bids and select contractors and/or vendors. **If you have already selected a contractor for the project, you will need to describe how that contractor was chosen.**

Example

Better Tomorrow has spoken with contractors about their counseling center expansion project, but has only sought one proposal from a contractor. Better Tomorrow would describe so below, having sketched out the costs in the previous question. Better Tomorrow would indicate its plan to obtain more quotes/bids upon submitting this LOI.

Community Arts 'R Us has begun construction on its new arts center, as it had secured 75% of the funding for it before the pandemic. Therefore, a contractor has already been selected, and is looking to obtain the funding necessary to complete the project. Below, Community Arts 'R Us would explain it has a cost proposal ready to upload from their selected contractor, and is ready to carry out the rest of the project if funding is awarded.

SPCT has selected bids in the past, most recently 2021, for the paving project and tree removals. We have the vendors already identified that can submit proposals. Any delay would be due to material availability and our show schedule. Depending on the time needed for the project, we would need to work around our shows that are scheduled in October, November and December.

Other Funding Sources*

Please describe any other funding not already mentioned that your organization has applied for or obtained for this project. This includes but is not limited to Community Development Block Grants (CDBG), local government grants (including Tourist Development Council funding), foundation grants, and donors (you do not need to disclose donor identities, simply amount raised that is allocated to this project). This includes any matching grants or in-kind contributions you may have obtained.

If none, please write N/A.

None. We have applied for grants this year that have funded smaller improvements.

Changes in Operating Costs*

Please answer this question based on the descriptions below:

- If this project **increases** ongoing operational costs (programmatic, operating maintenance or other costs), how will you compensate for the difference?
- If this project **decreases** ongoing operating costs, how will it do so?
- If this project **does not affect** operating costs, please note so below.

The small increase in operational cost may be attributable to maintenance and upkeep. The current state of the parking lot does not justify upkeep. Parking lot improvements will allow us to have more people on sight and improve the experience for those attending the theatre. Our goal is to increase attendance (ticket sales) and donations. The improved appearance of the facility, will only aid in that.

Fund Management Capacity*

Please describe your organization's capacity to manage these potential ARPA funds in terms of fiscal management and financial infrastructure.

This includes, but is not limited to, the use of accounting software that can track a general ledger and multiple accounts and the ability to work on a reimbursement-basis.

The inability to handle a reimbursement-basis grant does not disqualify your organization from applying.

We utilize Quickbooks and our Treasurer is an accountant. We have worked with reimbursement grants previously.

Additional Information

Additional Upload

If you have something else to share, you can upload it here in PDF format.

Please note: Due to limitation of this grants system, the upload field will not carry over to the full application if

you are moved forward to the full application phase. You will need to upload this file again if you are moved forward in the process.

Anything else to share?

If you have any details to share regarding this grant request, you may do so below.

File Attachment Summary

Applicant File Uploads

No files were uploaded