



Legislation Details (With Text)

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TO: Chair and Members of the Board

FROM: Diane Colonna, Executive Director

DATE: April 12, 2017

RESOLUTION APPROVING SPONSORSHIP GRANT - BROWARD STAGE DOOR THEATER

BACKGROUND:

The Broward Stage Door Theater is located in the MCRA district at 8036 W. Sample Road. It was established almost 25 years ago and includes two fully functional theater venues. It is a non-profit performing arts organization that depends upon ticket sales, grants and sponsorships to survive. As with most arts organizations, cash flow is a frequent challenge as they juggle rent, repairs, production costs, administrative expenses, etc. The former movie theater building that Stage Door occupies is 34 years old and many of its systems are in need of repair or replacement.

Stage Door has developed a sponsorship program to solicit funds to help sustain its operations. As the main arts venue in Margate it is very important to the CRA and City that it continue to thrive. Art and culture facilities can be powerful economic drivers. As noted in the background information, total attendance at last year's shows was 60,632 people. The theater employs 3 full time and 11 part time staff, as well as 124 contract personnel.

In August 2016 the CRA Board approved a match to an NEA grant being submitted by Stage Door. The matching funds would be used to establish an arts incubator in one of the CRA's tenant spaces in the Chevy Chase Plaza, as well as provide funds for façade and site improvements to the theater building. The NEA is expected to announce its choice of grant recipients sometime this month.

In the meantime, the CRA could consider providing a sponsorship grant to assist the theater with an upcoming production. There are several possible sponsorship levels. The CRA currently has \$5,000 in its budget under the category "Event Sponsorships" that has not as of yet been committed to any event.

The CRA's commitment to art and culture initiatives is addressed in the newly adopted 2017 Margate Community Redevelopment Plan. The following language is contained in Part 2 of the Plan, Current Trends and Planned Activities (page 17):

- ❖ *Art and Culture Initiatives - The CRA plans to implement art and cultural initiatives as an economic development tool, to enhance the City's identity, attract new visitors to Margate, and incentivize private investment in the area. These may include but are not limited to facilities and programs such as an arts incubator, performing arts venues, studios and galleries, artist residency programs, and initiatives to ensure access to the arts for people of all ages, ethnicities, and physical abilities.*

Under Part 3, Plan Goals and Objectives, Economic Development (page 23):

4. *The Agency will project the image of the Redevelopment Area as a safe and exciting place to go while encouraging both business and family oriented patronage by continuing to sponsor and hold community events, supporting the growth of art and cultural initiatives, farmers market, and other promotional activities.*

Depending upon the outcome of the NEA grant application, the CRA may want to explore a longer term commitment or partnership with the theater, in order to help ensure its continued viability as Margate's premier cultural attraction.

RECOMMENDATION:

Approve a \$5,000 sponsorship for the Broward Stage Door Theater.

FISCAL IMPACT:

Funds are available in 140-0510-512.31-44, Event Sponsorships

CONTACT PERSON: Diane Colonna, Executive Director