



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2024-2025

LFIR # 3474

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Gulfshore Playhouse is building a \$72M brand new, state-of-the-art theatre and education center at the gateway to downtown Naples in a community redevelopment area. The implications of this project are immense. Since the announcement that the Playhouse would be locating in Naples Square, we have seen the arrival of a new AC Marriott, numerous restaurants such as the Warren Whiskey Kitchen, Grappino, and The Kitchen, as well as developments such as The Collective (a collection of design studios and high-end shops) and a mixed-use building owned by the Wynn Family which will include a 6,500 square foot high-end restaurant, office space, and retail right across the street from Gulfshore Playhouse. Perhaps most importantly, the advent of the Playhouse has spearheaded an unprecedented public/private partnership. Gulfshore Playhouse recently donated an acre of land, and the Wynn Family donated .3 acres of land to the City of Naples upon which to build a \$17M public parking garage.

5. State Agency to receive requested funds

State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2024-2025

Type of Funding	Amount
Operations	0
Fixed Capital Outlay	2,500,000
Total State Funds Requested	2,500,000

7. Total Project Cost for Fiscal Year 2024-2025 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	2,500,000	3%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	500,000	1%
Local	0	0%
Other	69,000,000	96%
Total Project Costs for Fiscal Year 2024-2025	72,000,000	100%

8. Has this project previously received state funding?

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. Is future funding likely to be requested?

a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.



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10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?

If yes, indicate the amount of funds received and what the funds were used for.

Gulfshore Playhouse has received \$1,234,195.19 in nontaxable grant revenue between the Economic Injury Disaster Loan Program Advance, Payroll Protection Programs (Draws 1 and 2) and the Shuttered Venue Operators Grant and Supplemental Grant. Gulfshore Playhouse had to lay off the majority of its staff at the beginning of the pandemic, going down to just eight employees in March 2020. With the assistance of these programs, Gulfshore Playhouse was able to hire back and retain its staff.

Complete questions 11 and 12 for Fixed Capital Outlay Projects

11. Status of Construction

a. What is the current phase of the project?

- Planning
 Design
 Construction
 N/A

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

12. List the owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.

Gulfshore Playhouse is a 501(c)3 not-for-profit organization. Thus, there are no owners. Gulfshore Playhouse is passionately committed to enriching the cultural landscape of our region by producing professional theatre to the highest artistic standards and providing unique educational opportunities to diverse groups of people in a spirit of service, adventure, and excitement.

13. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		



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Construction/Renovation/Land/ Planning Engineering	The funding requested will help cover fees for our Owner's Representative and Signature Architect from Miami, as well as assorted construction costs (hard and soft). This appropriation will also help us complete our interior finishes, invest in furniture, and purchase vital equipment such as audio/visual, lighting and sound equipment, and rigging.	2,500,000
Total State Funds Requested (must equal total from question #6)		2,500,000

14. Program Performance

a. What specific purpose or goal will be achieved by the funds requested?

For 20 years, our mission has been to enrich, to educate, and to entertain. The finalization of our new Baker Theatre and Education Center will allow us to continue to serve in ever-expanding ways through two theatres spaces, one with a Broadway-sized stage, and the equipment and resources necessary to create Broadway-quality entertainment, therefore increasing the quality of life for our residents. Further, lush gardens, an airy lobby open all day, and rental spaces for our community will make this a destination not just for arts and culture but for engagement and enjoyment. Our education wing will allow us to reach even more children and adults than ever before, with scholarship programs for underserved students, life long learning opportunities for our elderly population, and expanded community partnerships.

b. What activities and services will be provided to meet the intended purpose of these funds?

We currently rent space in the Norris Center, a municipal building owned by the City of Naples, which is a community center featuring a small stage which was intended to be an assembly hall, not a theatre. In this building, we are only able to produce shows of a certain size and only one at a time. The new Gulfshore Playhouse at the Baker Theatre and Education Center will allow us to produce bigger and more artistically pleasing productions. Two shows will be able to be produced at the same time. Our education wing will include dedicated classrooms and rehearsal spaces designed to cater to an expanded group of students ranging from 5 to 105, with a diverse array of educational offerings. The students in our Conservatory will benefit, specifically by receiving training by our professionals in theatre skills such as acting, singing, and dancing, and in life skills such as teamwork, communication, and self-expression. Classes, lectures, and learning opportunities will abound.

c. What direct services will be provided to citizens by the appropriation project?

Imagine a bustling cultural center featuring an airy lobby and lush gardens open all day with free access. Something as simple as a quiet, beautiful place to eat your lunch can contribute to your well-being. Access to professional theatre cannot be understated. Theatre itself has the ability to change the world by inviting you to walk in another persons' shoes for a moment. Seeing a story come to life before your eyes can cause you to think about your own life differently, invite you outside your comfort zone, and gently encourage you to grow. Classrooms, rental spaces, and meeting spaces will provide services from entertainment and enrichment, to the ability to host a meeting or party. Our annual operating budget of \$11.5 million will be spent locally. Based on current calculations in the AEP6, an average of \$45 per person is spent on auxiliary services such as shopping, dining, parking and lodging when one attends a live theatre event. In Naples, we believe it is much more.

d. Who is the target population served by this project? How many individuals are expected to be served?

We expect that more than 70,000 patrons will be served in our first year. We anticipate this will grow to nearly 100,000 in the first five years. The target population ranges from the 65+ population, the age one would expect usual theatre-goers to be, to students ranging from age 5 to 18 who either participate in our conservatory training, are touched through our in-school residency program, ThinkTheatre, or benefit from our community partnership and outreach program, ArtReach.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?



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We intend to increase attendees served from 30,000 to 70,000 - seeking 40% out of Collier County addresses. This would be measured by ticket sales, registrations, and data extracted from the Arts and Economic Prosperity 6 which states that "1/3 of attendees travel from outside the county where the activity takes place/69% of which say they traveled specifically to attend the event." Gulfshore Playhouse is one of only four LORT (top-tier professional) theatres in the State. This is a draw for which people will specifically travel. We will be increasing our annual operating budget from \$5M in FY22 to \$11M in FY24. Most of our budget is spent locally. Each of our 70,000 projected attendees is expected to spend approximately \$45 each on auxiliary services such as shopping/dining/lodging/parking. This number is taken from the AEP6 but we believe in Naples it is much higher. The arts contribute mightily to quality of life. This can be verified by customer surveys.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for the contract?

Gulfshore Playhouse has raised \$63M to date of its \$72M Next Stage Capital Campaign to build a brand-new, state-of-the-art Theatre and Education Center. This project broke ground in January 2022 and is already well under way with a projected completion of late Spring 2024. Receiving the requested appropriation will ensure the completion of the campaign prior to opening our doors, allowing us to focus on the additional 50+ new jobs we are creating and the significant economic impact we are making.

15. Requester Contact Information

a. **First Name** **Last Name**

b. **Organization**

c. **E-mail Address**

d. **Phone Number** **Ext.**

16. Recipient Contact Information

a. **Organization**

b. **Municipality and County**

c. **Organization Type**

For Profit Entity

Non Profit 501(c)(3)

Non Profit 501(c)(4)

Local Entity

University or College

Other (please specify)

d. **First Name** **Last Name**

e. **E-mail Address**

f. **Phone Number**

17. Lobbyist Contact Information

a. **Name**

b. **Firm Name**



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c. E-mail Address

d. Phone Number