

# Urbanite Theatre Inc



## SUMMARY

### Mission

Urbanite Theatre is dedicated to bringing compelling intimate live theater experiences to downtown Sarasota. Our commitment to fresh works, burgeoning playwrights, and actor-driven productions provide the region with new, exciting contemporary playgoing opportunities.

We also strive to bring undiscovered pieces by great writers to the stage and to work and collaborate with emerging talents in all fields. Our youth and adult education programs further our devotion to cultivating an artistic community of curiosity, honesty and passion.

We are committed to the idea that theatre is not just for the elite. Through our Five Dollar Student Ticket and Twenty Dollar Under Forty Ticket programs, we challenge our community while remaining accessible to young theatergoers.

### Contact Information

<b>Primary Address</b>	1487 2nd Street SARASOTA, FL 34236-
<b>Alternate Address</b>	1487 2nd Street Sarasota FL 34236
<b>Phone</b>	941 321-1397
<b>Email</b>	info@urbanitetheatre.com
<b>Website</b>	urbanitetheatre.com
<b>Facebook</b>	urbanitetheatre
<b>Twitter</b>	urbanitetheatre

## General Information

**Nonprofit**

Urbanite Theatre Inc

**Organization Does Business As (DBA)**

Urbanite Theatre

**Tax Exempt Status**

Public Supported Charity

**Incorporation Year**

2014

**State Charitable Solicitations Permit**

Yes June 2018

**State Registration**

Yes Dec 2017

# BACKGROUND & NEEDS

## Impact Statement

Urbanite Theatre's 2017/2018 season will include five productions, employ over 70 freelance artists, provide professional intern opportunities for local college and high school students, produce the world premiere of *Naming True* and four regional premiers, and a limited time engagement of *White Rabbit Red Rabbit* in collaboration with the Ringling International Arts Festival.

Urbanite has garnered local artistic acclaim. The Bradenton Times Hailed Urbanite Theatre as "the best thing to happen to the local theatre scene in years." Creative Loafing Tampa Bay theater reporter Mark Leib wrote in his September 2016 review, "I continue to be impressed by this theater's ability to find scripts no one else has noticed, and I'm cheered by the quality with which each of them is produced. It's not often that a theater makes its presence felt so rapidly; but already Urbanite has become well-nigh indispensable."

Leib's sentiment manifests in Urbanite's 2017/2018 season, as we have committed more than ever to producing works that have been unseen in the region, by playwrights emerging in the national theater discussion.

Our new season is more ambitious than ever before, challenging our audience and creative team to go to new and exciting places. Our new season takes us into space with *Pilgrims* and through time with *Echoes*, into the unknown with *White Rabbit Red Rabbit*, and pushes us to the extremes of isolation and cultural saturation in *Northside Hallow* and *Women Laughing Alone with Salad*. The common thread through all the productions is a desire to examine the human condition and individuals' need for and struggle to attain connection with one another.

The Urbanite Theatre Internship Program displays our further commitment to fostering the future of theatre. Through the program, college and high school students are given the opportunity to work directly with theatre professionals in theatre administration, house management, stage management, technical theatre, and dramaturgy. Interns have gone on to work on salary with Urbanite Theatre, pursue professional stage management, and minor in theatre at the University of Florida. Urbanite has also partnered with Also Youth, through which youth members from the LGBTQIA+ community will participate and lead talkbacks. Also Youth and family members are able to come and see all of Urbanite shows for free. The theatre is in the budding stages of developing an educational project for young theatre lovers, which we hope will grow into a positive aspect of the community.

## Needs Statement

The work the Urbanite does would not be possible without the kind support of our donors. Individual donors, foundation denotations, and grants help support all aspects of the theatre from production costs to subsidizing low ticket costs.

### **Short Term Needs:**

- 1) Tools for set construction; (table saw, nail guns, jig saw, sawall, drill press, air compressor, screw guns, etc.
- 2) Production Costs-underwriting the costs of each production; including Licensing Fees, Designer fees, Actor and Director Salaries, Set, Costume, Lighting and Prop Design and Build Costs for each individual production. (\$500-\$20,000)
- 3) Company Vehicle for hauling set materials, lumber, platforms, etc.
- 4) Vehicle and housing for out of town director and actors

### **Long Term Needs:**

- 5)Lighting Dimmer Rack, electrical rewiring of the theatre space to improve power distribution and lighting design needs

## Background Statement

Urbanite Theatre was founded in early April 2014 by fellow FSU/Asolo Conservatory alumni, Summer Wallace and Brendan Ragan, and founding ensemble member Harry Lipstein.

The cultural community in Sarasota boasts a litany of big city arts organizations and institutions, but as a company we believe downtown Sarasota was missing one crucial ingredient: intimate, small-scale theaters producing cutting-edge work.

Theatre isn't just for the elite. We must bring affordable productions that challenge our community while remaining accessible to inexperienced theatergoers. In addition to producing compelling live theater, Urbanite Theatre is an exciting destination on the Sarasota social scene.

As a company and a community, we must work together to bring a younger generation to the theatre. Urbanite's material and atmosphere speaks to the here and now and our student ticket prices makes theatre affordable.

As a whole, ticket sales make up less than 60% off our production costs. The power and intimacy created in black box theatre comes with a constant inherent challenge. Our ticket sales will always represent just a fraction of our expenses. We cannot exist without your help. It takes a village to raise a theatre and theatre generation!

-Co Artistic Directors Summer Wallace & Brendan Ragan

## Statement from the Board Chair

### Statement from the CEO/Executive Director

One of the challenges at the Urbanite, while we are selling out shows, and run a tight ship, there is a belief out there that there is a full team behind it, an angel donor and that financially we must be doing amazing. Artistically things couldn't be better which we have accomplished through the passion, sweat, and the labor of love of our small team as well as the generous support of the Sarasota Community. Ticket sales only cover 60% of our production costs. As we continue to grow, we need to nurture our team which includes a livable wage for our Artistic Directors, increasing the salaries of all of actors, AEA and Non-Union, Designers, Stage Management, and to be able to add to our administrative team. We have a huge goal for 2017/2018 to make this not a goal, but a reality.

In addition, as a company, we are very focused on building a younger audience and new to theatre audience. We have \$5 student tickets, the work is appealing to a younger crowd, and they are coming, but not as many as we would like. Many organizations would be thrilled that they are selling out, but we are not. We have a goal to diversify the audience as a whole. Mind you on any night at the theatre the age is from 15-98 which is pretty incredible, but we will be working harder to increase the younger faces!

I can't thank the Sarasota Community enough for embracing us, empowering us, and as a team together we will continue to make the arts strong in Sarasota, and bring new audiences into the fold!

-Summer Wallace, Co-Artistic Director

## Areas Served

FL- Sarasota

FL- Manatee

FL- Hillsborough

FL- Charlotte

## Service Categories

**Primary Organization Type**

Arts,Culture & Humanities

**Secondary Organization Type**

Arts,Culture & Humanities

# PROGRAMS

## Theatre Production

### Description

Urbanite Theatre's 2017/2018 season is adventurous, bold, and exhilarating. It is made up of four regional premiers and a World Premier, running June 2017 through May 2018. It will also feature a limited engagement of *White Rabbit Red Rabbit* by Nassim Soleimanpour (Oct. 19-Nov. 5) in collaboration with Ringling International Arts Festival. We begin our season with *Naming True*, a world premier by local playwright Natalie Symons, an intimate tale of survival, redemption, and the desperate need to share our stories. Next up is *Pilgrims* by Claire Kiechel, a story about the struggle to live through trauma and explore new worlds. Followed by *Echoes* by Henry Naylor, a narrative following two women 175 years apart in war-torn lands as they face the oppressive realities of their male-dominated landscapes and *Northside Hallow* by Jonathan Fielding & Brenda Withers, a story that watches men confront mortality and unearth a deeper revelation about acceptance and spiritual refuge. The season will round out with *Women Laughing Alone with Salad* by Sheila Callaghan a biting and poignantly raucous play that is a gender-bending feminist fantasia with balls.

### Budget

\$418,970.00

### Category

Arts, Culture & Humanities, General/Other Theatrical Performances

### Program Linked to Organizational Strategy

Yes

### Population Served

Adults General/Unspecified General/Unspecified

### Short Term Success

- Produce a World Premiere
- Nurture and growth of a younger audience demographic and new to theatre audience members
- Expansion of our production dates with an increased number of performances for each production
- Expand the audience reach beyond Sarasota
- Growth in our Internship Program
- Continue to develop relationships with arts organizations for collaborative projects

### Long Term Success

- Establish the Urbanite Theatre as a company who fosters and develops new works
- Educational Programming that includes workshops taught by educators renowned in their fields from across the country.
- Playwriting Fellowship
- Resident company of actors

### Program Success Monitoring

- Box Office Reports
- Performance Reports from Stage Management
- Ticket Sales Analysis
- Subscription Campaign Results
- House Management Reports

## Program Success Examples

"Takes audiences on a wild ride... It's a brilliant performance."

— Observer, on Bo-Nita

"...its intensity cannot be denied." — Sarasota Magazine, on Ideation

"My Barking Dog makes for a thought-provoking, entertaining and overall satisfying evening of theater." — Bradenton Times, on My Barking Dog

"Our first visit to Urbanite theatre tonight will be the first of many. I was privileged to be part of the audience. I humbly "thank you" for such collective genius." -Julianna Zakrzewska

"What a fabulous new addition to the theater community Urbanite is!"- Susan Haldeman

"Brilliant performances and an enthralling play in a beautifully designed theatre. A very welcome addition to the Sarasota arts scene!" -Michael Granston

"Outstanding theatre, truly an asset for the Sarasota arts community! Just go!"-Alex Suczewski

## Intern Program

<b>Description</b>	Urbanite Theatre is dedicated to providing educational opportunities in theatre for future theatre professionals. Local High School and College students can apply and work in various areas of the theatre with Urbanite including Stage Management, Theatre Administration, Box Office Management, Front of House, Assistant Directing, Dramaturgy, and Acting. Urbanite Theatre interns work right alongside professional actors, designers, and directors in the top of their respective fields.
<b>Budget</b>	\$5,000.00
<b>Category</b>	Arts, Culture & Humanities, General/Other Arts, Culture & Humanities, General/Other
<b>Program Linked to Organizational Strategy</b>	Yes
<b>Population Served</b>	Adolescents Only (13-19 years) Adolescents Only (13-19 years) Adolescents Only (13-19 years)
<b>Short Term Success</b>	Since opening its doors in 2015, Urbanite Theatre has worked with dedicated interns, and cast young actors in productions. As the interns have grown with Urbanite Theatre, they have been provided with more responsibility and educational opportunities. Interns have also been given professional job opportunities on productions and part of the creative teams for productions.
<b>Long Term Success</b>	Urbanite Theatre is preparing students for studying theatre in college, as well as providing hands on professional experience. Interns and students have the opportunity to work alongside industry professional and build their resumes before entering the competitive theatre world. Urbanite Theatre also mentors each student and intern, assisting in audition coaching, and mentorship.
<b>Program Success Monitoring</b>	Urbanite Theatre's intern program will continue to grow and expand based on the needs of each individual intern. We individualize each intern experience based on the intern's interest, strength's and areas that need growth. Urbanite provides both paid and unpaid internships, NCF students can receive college credit, and we hope to offer additional scholarships, and educational classes for our interns in the future.
<b>Program Success Examples</b>	Urbanite Theatre has provided a scholarship fund for college bound interns. Interns have also moved passed their internship and been hired as part of the creative team for professional production shows.

## Comments

### **Program Comments by Organization**

Urbanite Theatre was born from a passion for organic truth on stage. Both as actors and theatre goers, we're drawn to actor-driven work that pushes an audience to feel and experience the human condition.

The community of Sarasota has been unbelievable in their support and enthusiasm for our new company and space. We're deeply passionate about developing a new, younger audience. In order to do this, it is imperative to keep our ticket prices low, and the material must make an audience feel and respond.

We are so proud and honored and to be part of the wonderful arts community here in Sarasota. To say that we're excited about our season of plays for Sarasota would be an understatement. We have no doubt

audiences at Urbanite will leave feeling challenged, delighted, intrigued, disturbed and affected.

- Summer Wallace & Brendan Ragan; Co-Artistic Directors Urbanite Theatre

# MANAGEMENT

## CEO/Executive Director

<b>CEO/Executive Director</b>	Summer Wallace
<b>CEO Term Start</b>	July 2014
<b>CEO Email</b>	summer@urbanitetheatre.com

### **Experience**

Founder and Co Artistic Director of Urbanite Theatre. Regional acting credits include, Asolo Rep, Mad Cow Theatre, Broward Stage Door, Lagniappe Theatre, Princess Cruise Lines, and resident company member for five years with Cumberland County Playhouse. Summer earned her MFA in Acting from the FSU/Asolo Conservatory, class of 2012 and is a proud member of Actor's Equity and Sag-Aftra. As a teaching artist, Summer has worked with Manatee School for the Arts, IMG academy, Riverview High School, Cumberland Co. Playhouse, and has a deep passion for instilling the sense of play, imagination, and purpose using the medium of acting. Currently, Summer is also an Adjunct Professor of Theatre at New College of Florida and will be joining the FSU/Asolo Conservatory Faculty for the Fall 2017 semester.

## Co-CEO/Executive Director

<b>Co-CEO/Executive Director</b>	Brendan Ragan
<b>Co-CEO Term Start</b>	July 2014
<b>Email</b>	brendanragan@urbanitetheatre.com

### **Experience**

Urbanite Founder and Co Artistic Director. Brendan Ragan is also founding ensemble member of Baltimore's award-winning Single Carrot Theatre. As an actor, Brendan's credits from around the country include Gorilla Theatre, Asolo Rep, CENTERSTAGE, Waterside Theatre, Stageworks Theatre, Baltimore Shakespeare Festival, Colorado Shakespeare Festival and Nebraska Shakespeare. Brendan is a member of AEA, and earned his MFA in Acting from the FSU/Asolo Conservatory, class of 2013.

## Senior Staff

Amanda Laforge  
Company Stage Manager/Volunteer Coordinator

## Staff & Volunteer Statistics

<b>Full Time Staff</b>	3
<b>Part Time Staff</b>	0
<b>Staff Retention Rate %</b>	100
<b>Professional Development</b>	No
<b>Contractors</b>	0
<b>Volunteers</b>	28
<b>Management Reports to Board</b>	N/A
<b>CEO/Executive Director Formal Evaluation</b>	No
<b>Senior Management Formal Evaluation</b>	Yes

Collaborations

Also Youth

Comments

**Management Comments by Organization**

# GOVERNANCE

## Board Chair

<b>Board Chair</b>	Mrs Summer Wallace
<b>Company Affiliation</b>	Co Artistic Director
<b>Board Term</b>	Apr 2014 to July 2017
<b>Board Chair Email</b>	summerdawnw@gmail.com

## Board Members

<b>Name</b>	<b>Affiliation</b>	<b>Status</b>
Mr. Grant Herren	Community Volunteer	Voting
Mr. Harry Lipstein	Community Volunteer	Voting
Mr. Brendan Ragan	Co Artistic Director	Voting
Mrs. Emilie Robinson	Community Volunteer	Voting
Mr. Harris Silver	Community Volunteer	Voting
Mr. Jeffery Stevens	Community Volunteer	Voting
Mrs. Chris Voelker	Community Volunteer	Voting
Mrs. Summer Wallace	Co Artistic Director	Voting

## Board Demographics - Ethnicity

<b>African American/Black</b>	0
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	8
<b>Hispanic/Latino</b>	0
<b>Native American/American Indian</b>	0
<b>Other</b>	0 0

## Board Demographics - Gender

<b>Male</b>	5
<b>Female</b>	3
<b>Not Specified</b>	0

## Governance

<b>Board Term Lengths</b>	2
<b>Board Term Limits</b>	2
<b>Board Orientation</b>	No
<b>Number of Full Board Meetings Annually</b>	7
<b>Board Meeting Attendance %</b>	90
<b>Board Self-Evaluation</b>	No

<b>Written Board Selection Criteria</b>	Yes
<b>Percentage of Board Making Monetary Contributions</b>	100
<b>Percentage of Board Making In-Kind Contributions</b>	100
<b>Constituency Includes Client Representation</b>	Yes

## Comments

### **Governance Comments by Organization**

Urbanite Theatre has added an additional Board Member this year, and a full time Company Stage Manager/Volunteer Coordinator, as well as full time Artistic Fellow. Growing the Urbanite Team helped us to up our fundraising efforts, network within the community at large, develop partnerships with organizations and expand our intern program.

Urbanite needs to continue to develop, diversify and recruit new board members as well as expand our administrative team to include a full time technical director, box office support, administrative assistant to improve our ability to reach higher artistic, educational, and fundraising goals.

Urbanite moved to a new ticketing system which has vastly improved our patron experience, and given us the ability to track patron attendance, and improve subscriber experience.

We also are strategizing ways to increase a younger audience demographic. We have partnered with Also Youth to provide play going opportunities for youth members, and are working on starting an educational project with Also Youth. We have marked an under 40 ticket discount and have started doing industry nights for students only in which students can see an Urbanite show for free. Currently, we are working on additional programing in the space to bring in a younger populace.

# FINANCIALS

## Current Financial Info

<b>Fiscal Year Begins</b>	2017
<b>Fiscal Year Ends</b>	2018
<b>Projected Revenue</b>	\$428,970.00
<b>Projected Expenses</b>	\$418,970.00
<b>Total Projected Revenue includes "in-kind" contributions/ donations</b>	
<b>Endowment Value</b>	\$0.00
<b>Spending Policy Percentage</b>	0
<b>Tax Credits</b>	No

## Capital Campaign

<b>In a Capital Campaign</b>	No
<b>Campaign Goal</b>	0
<b>Anticipate Campaign Within Next 5 Years?</b>	Yes

## IRS Form 990s

990 07/01/2015-06/30/2016

990-EZ 2014-2015

990-N

## Audit/Financial Documents

Profit & Loss July 1, 2016-June 30, 2017

Profit & Loss July 1, 2015-May 31,2016

5/31/2016 Balance Sheet

Compilation Report July 1, 2015-June 30, 2016

Profit & Loss Fiscal July 1,2014-June 30th, 2015

Profit & Loss July 1, 2013-June 30,2014

## Solvency

### Short Term Solvency

<b>Fiscal Year</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>Current Ratio: Current Assets/Current Liabilities</b>	--	2.41	1.98

### Long Term Solvency

<b>Fiscal Year</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>Long-Term Liabilities/Total Assets</b>	--	0%	0%

## Historical Financial Review

**Revenue and Expenses**

<b>Fiscal Year</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>Total Revenue</b>	\$449,487	\$405,928	\$121,442
<b>Total Expenses</b>	\$391,077	\$263,332	\$83,353

**Revenue Sources**

<b>Fiscal Year</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>Foundation and Corporation Contributions</b>	\$0	\$0	\$0
<b>Government Contributions</b>	\$0	\$0	\$0
<b>Federal</b>	\$0	\$0	\$0
<b>State</b>	\$0	\$0	\$0
<b>Local</b>	\$0	\$0	\$0
<b>Unspecified</b>	\$0	\$0	\$0
<b>Individual Contributions</b>	\$174,384	\$231,250	\$67,042
<b>Indirect Public Support</b>	\$0	\$0	\$0
<b>Earned Revenue</b>	\$273,000	\$174,488	\$54,400
<b>Investment Income, Net of Losses</b>	\$2,103	\$190	\$0
<b>Membership Dues</b>	\$0	\$0	\$0
<b>Special Events</b>	\$0	\$0	\$0
<b>Revenue In-Kind</b>	\$0	\$0	\$0
<b>Other</b>	\$0	\$0	\$0

**Expense Allocation**

<b>Fiscal Year</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>Program Expense</b>	\$328,330	\$234,756	\$80,224
<b>Administration Expense</b>	\$58,934	\$22,832	\$3,129
<b>Fundraising Expense</b>	\$3,813	\$5,745	\$0
<b>Payments to Affiliates</b>	\$0	\$0	\$0
<b>Total Revenue/Total Expenses</b>	1.15	1.54	1.46
<b>Program Expense/Total Expenses</b>	84%	89%	96%
<b>Fundraising Expense/Contributed Revenue</b>	2%	2%	0%

**Assets and Liabilities**

<b>Fiscal Year</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>Total Assets</b>	\$0	\$300,966	\$66,548
<b>Current Assets</b>	\$0	\$282,960	\$50,268
<b>Long-Term Liabilities</b>	\$0	\$0	\$0
<b>Current Liabilities</b>	\$0	\$117,217	\$25,395
<b>Total Net Assets</b>	\$0	\$183,749	\$41,153

**Top Funding Sources**

<b>Fiscal Year</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>Top Funding Source &amp; Dollar Amount</b>	Program Service Revenue \$273,000	Contributions, gifts, grants \$231,250	Contributions, gifts, grants \$67,042
<b>Second Highest Funding Source &amp; Dollar Amount</b>	Contributions, gifts, grants \$174,384	Ticket Revenue \$167,276	Program Service Revenue \$54,400
<b>Third Highest Funding Source &amp; Dollar Amount</b>	Investment Income \$2,103	Other Program Revenue \$7,212	0 \$0

**Comments****Financial Comments by Organization**

**Financial Comments by Foundation**

Financial information taken from the organization's Federal 990-EZ and 990. Contributions include foundation and corporate support. Financial information for 2017 taken solely from the compilations as the Federal tax return was not available at time of review.

# PLANS, POLICIES & LICENSES

## Plans

<b>Fundraising Plan</b>	Yes
<b>Communication Plan</b>	No
<b>Strategic Plan</b>	No
<b>Management Succession Plan</b>	No
<b>Continuity of Operations Plan</b>	No

## Policies

<b>Organizational Policies and Procedures</b>	No
<b>Written Conflict of Interest Policy</b>	Yes
<b>Nondiscrimination Policy</b>	Yes
<b>Directors and Officers Insurance Policy</b>	No
<b>Whistle Blower Policy</b>	No
<b>Document Destruction Policy</b>	No

## Awards & Recognition

<b>Award/Recognition</b>	<b>Organization</b>	<b>Year</b>
Best New Edgy Theatre	Sarasota Magazine	2016

## Government Licenses

**Is your organization licensed by the Government?**

## Planning & Policies Comments

**Planning & Policies Comments by Organization**

**Planning & Policies Comments by Foundation**