



Georgia's Historic Theatres: Outlook for Arts, Education, and Funding



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FTI INTRO & PROGRAMS





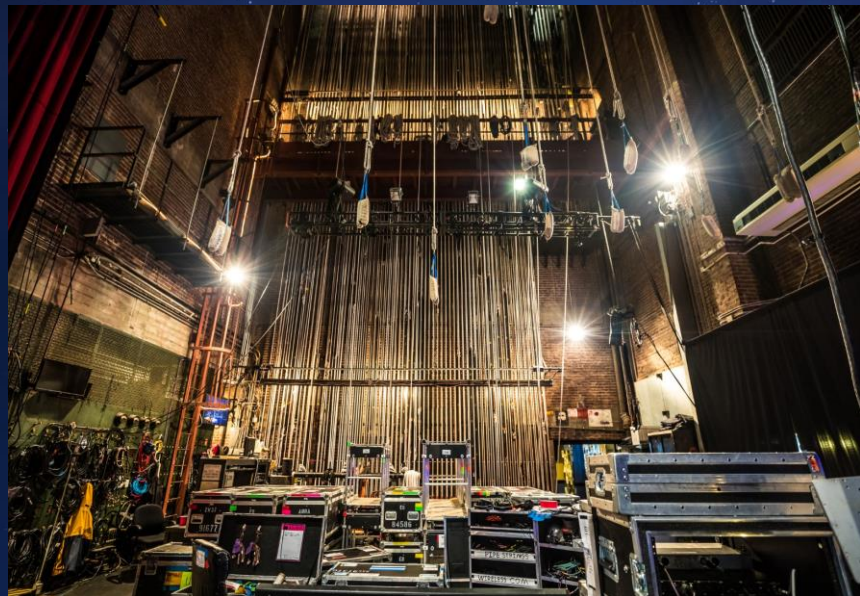
Introduction to Fox Theatre Institute

- Founded in 2008, FTI is a dynamic outreach program offering grant funding, operations advice and technical assistance
- Georgia at one time had more than 200 historic theatres, arts centers, auditoriums and drive-in theatres with about 150 operating presently statewide
- We also offer a Friends of the Fox Membership program, Fox in a Box education program and our statewide presenting consortium known as Georgia Presenters





Introduction to Fox Theatre Institute



- Our programs are funded through Fox Theatre ticket sales, concessions and merchandise
- Additionally, our Friends of the Fox membership program provides limited revenue funds for all FTI programs
- We only seek outside grant funding for our educational programs





Introduction to Fox Theatre Institute

- Since 2008 FTI has awarded more than \$2.2 million dollars to more than 60 grants in Georgia with additional emergency focused support in Alabama, South Carolina and North Carolina
- We have invested more than \$263,000 in Block Booking Grants for Georgia Presenters





ARTS PROGRAMMING





Assessing Trends-Georgia

- Since April 2020 our FTI Team has worked closely to support our Georgia Presenters and they are our first contact for monitoring performance trends
- We also look at statistics available through the Georgia Council for the Arts and the National Endowment for the Arts
- We additionally receive statistical reporting for all of our Block Booking Grants for Georgia Presenters





Assessing Trends-NEA Statistics

National statistics reveal generally the following about Georgia:

- In the past five years, the National Endowment for the Arts distributed more than \$17 million dollars of in grants
- 4.6 percent of \$28.7 billion was added to the state economy from arts and cultural production
- The Georgia Council for the Arts works with countless individuals and organizations to ensure growth for the arts





Assessing Trends-NEA Statistics



- The arts and arts industries employed 154,259 workers in the arts and cultural industries, with workers earning wages and benefits totaling more than \$12 billion
- Statistics for promoting the arts in your own community and region may be found at www.gaarts.org





Assessing Trends-Georgia Presenters

We rely on our Georgia Presenters to help us measure trends, especially post-Covid 19. Here is a look at representation:

- 11-from the Metro-Atlanta Area/ARC Region arts organizations
- 14-from arts organizations below Macon
- 30-from arts organizations outlying counties in North Georgia





Covid-19 Considerations



- Generally, more audiences have returned since 2nd quarter 2021
- Average closure was between 10-14 months and the Fox Theatre was 17 months
- Tickets being typically sold closer to the show
- Performers rescheduling more now than canceling as in earlier pandemic





Covid 19 Considerations



- Many theatres are seeking accreditation for building clean air and safety standards
- Some theatres combining program opportunities with other organizations
- Staffing shortages have presented problems as venues return to more pre-2020 capacities





Covid 19 Considerations



- Most of our college/university Georgia Presenter organizations were used for classroom during early pandemic and even still frequently
- Most of our Georgia Presenter organizations still operating at 1/3 of less of the previous operation
- We are hoping to see a stronger economic recovery by 4th quarter 2022





EDUCATION





FTI, Fox in a Box Program

- As of FY 2022 our Fox in a Box program has visited over 37,000 students and teachers
- Our education programs are FREE
- We offer a K – 3rd grade curriculum interactive exhibit
- Recently we converted the program to a virtual, year- round program that includes camp, learning pods and and homeschool groups





FTI, Fox in a Box Program

- The virtual program has now been shared with over 15,167 students and teachers since February 2021
- We have reached 20 county school systems with the virtual program
- We have begun implementing the virtual programming in partnership with YMCA and CHOA educational programs
- FY21-22 goal is to double the 2,829 participants from FY20-21. To date, over 12,338 are committed for FY21-22





Virtual Programming & Funding

Outside grant awards received during the pandemic helped grow the program to our virtual opportunity

These amazing grants included:

- \$25,000 from AT&T Foundation
- \$6,000 from Georgia Council for the Arts through the National Endowment for the Arts
- \$2,500 grant from South Arts





FUNDING





FTI Grant Categories

Preservation

Technical Assistance

Historic Structure Study & Planning

Urgent/Emergency Fund





Urgent/Emergency Fund Grants

Urgent or Emergency support is available to historic theaters and related structures in emergency situations when immediate and unanticipated work is needed to save a historic structure

Examples of urgent or emergency needs include:

- Fire or water damage
- Natural disasters
- General disrepair posing an immediate threat to the structure or architectural integrity





Urgent/Emergency Fund Grants

- These grants can range up to \$100,000
- A cash match is not required for these projects – however, a grant award from FTI may be used as leverage for other support





Urgent/Emergency Fund Grants

- Our funds can be used for financial support with stopping Imminent demolition
- An option to purchase a structure (temporary or long-term), especially if a detrimental structural change





During Covid 19 Recovery-Grants

During ongoing recovery FTL is supporting grants in these ways:

- We are prioritizing grant projects that have an Urgent/Emergency need
- We are encouraging our grantees to use our funds as needed to match higher grants if needed
- We are working hard to make sure all our past and future grantees are aware of pairing grant programs





2022 FTI GRANTS TIMELINE

June 15

Application available online

August 15

Postmark deadline for applications

September

Grant committee meets to discuss applications

October 15

Application decisions and grant awards given

February

Midpoint evaluation for grants

May

Big Check Ceremonies

June

Grantee final reports due

Grant cycle ends on June 30th





Urgent/Emergency Fund Grants

Pex Theatre (Eatonton): FTI partnered with the Eatonton DDA to purchase the Pex Theatre through acquisition funds available as an emergency resource

The Pex Theatre will be rehabilitated and used again as a theatre





Urgent/Emergency Fund Grants

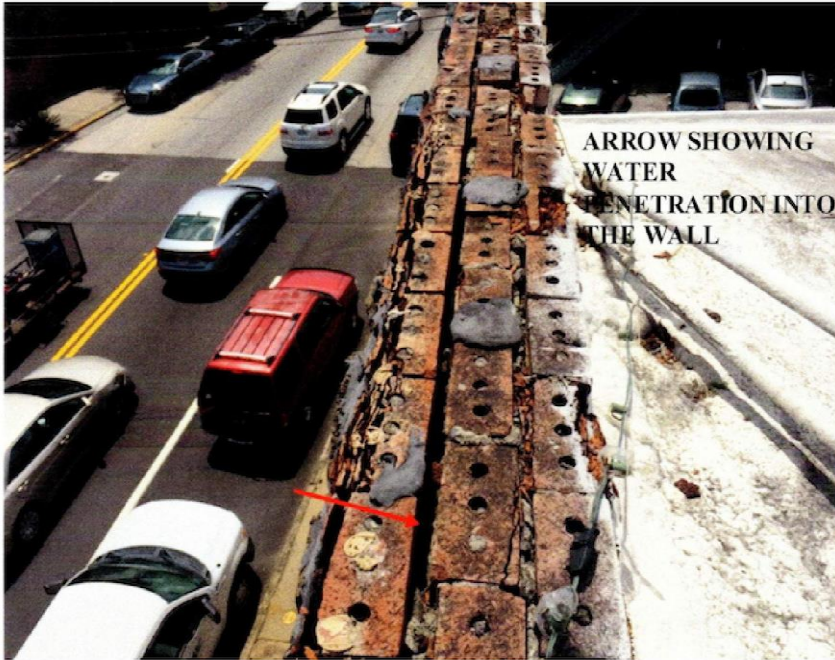
Theatre Albany (Albany): The grant helped complete repairs to the façade of the building damaged by severe tornados including the columns and masonry





Urgent/Emergency Fund Grants

The Southside Theatre Guild in Fairburn FTI 2020 Urgent Needs Grant Request



BEFORE: view of front of roof



AFTER: same view of roof





Urgent/Emergency Fund Grants

Southside Theatre Guild (Fairburn); FTI supported the removal of a failing roof and construction of a new one including coping

The theatre is one of the oldest operating theatres remaining in Metro Atlanta and serves a large southside community





Additional Funding-Southface

Our newest partnership began in 2020 and provides energy consultation and financial support through the GoodUse Program grants

- Quarterly application process for \$45,000 grants, up to four grants per cycle
- Requires match and portion may be “in kind”
- Engineering and sustainably professional consulting provided to all awarded theatres
- Open to all theatres in the GA & SE





Additional Funding-Southface





ADDITIONAL GRANT RESOURCES

American Rescue Plan Act

Office of Planning & Budget, State of Georgia

Community Development Block Grant Program

Georgia Department of Community Affairs



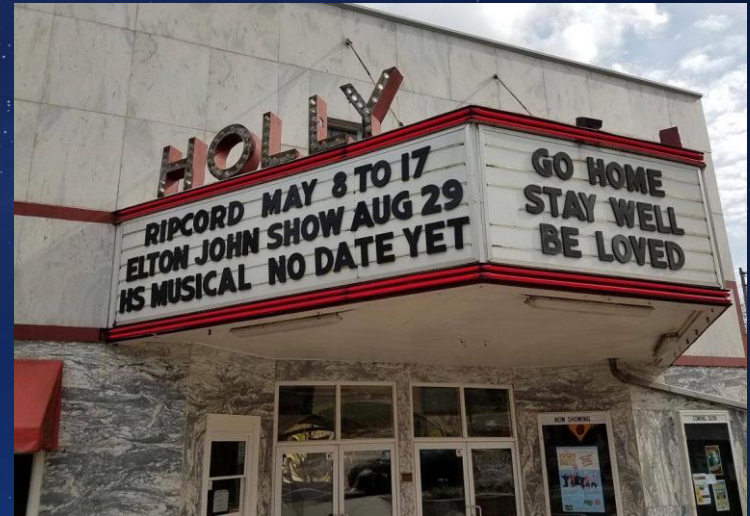


ADDITIONAL GRANT RESOURCES

Georgia Council for the Arts
Cultural Facilities Grants

USDA Grants
Community Facilities Program Loans & Grants

Georgia Trust for Historic Preservation
Callahan Incentive Grant





Best Practices-Beyond Funding

- Continue to form partnerships with organizations who share similar goals for the arts
- Be transparent with board members and patrons about financial needs
- Find good champions in local government and other local non-profits for projects and prioritize highest needs





Best Practices-Beyond Funding



- When applying for arts grants leverage opportunities to accomplish similar goals (festivals, city/county school programming, etc.)
- Take advantage of joint social media opportunities such as “go fund me” campaigns
- Meet regularly with partner organizations to avoid repetition in funding asks





STAY IN TOUCH

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