

Subject: New submission ALBANY Arts, Culture, and Tourism Application**Date:** Friday, June 30, 2023 at 1:10:25 PM Eastern Daylight Time**From:** jnytko@govsol.org**To:** jnytko@govsol.org

General Information
Date of application
06/27/2023
Name of Entity
Steamer No.10 Theatre, Inc.
Entity TIN, EIN or Social Security Number
14-1718518
Entity physical address
500 Western Avenue ALBANY, NY 12203 United States Map It
Is the physical address different from the mailing address?
No
Website (if available)
https://steamer10theatre.org/
Primary Contact Information
Primary contact name
Richard Chesser
Primary contact title
Executive Director
Primary contact phone
(518) 461-7607
Primary contact email
info@steamer10theatre.org
What is the primary contacts preferred method of contact?
Either
Entity Info and Structure
Which structure best describes the entity?
Non-profit organization
What is the date of establishment?
April 12, 1989

If applicable, is the entity a W/MAM (Minority or Women-Owned Business Entity)?

No

Have you or the entity ever received any form of COVID-19 relief funds or loans specific to the negative impacts of the Pandemic?

Yes

If "Yes" above, please specify the type(s) and amount(s).

Shuttered Venue Operators Grant - \$35,552
Capitalize Albany - ReImagine Grant - \$10,000

General Project Information

Describe the arts/cultural/tourism activities your organization provides in Albany County.

Steamer No.10 started as an idea, producing and presenting shows for a family audience. When the Engine 10 firehouse came available we asked for the opportunity to rehab it into a children's Theatre. We were turned down; told the City did not think we had the wherewithal to do it. We asked to at least be given the opportunity to fail. That was 35 years ago and Steamer No.10 is in its 33rd season. Theatres are tools for creating shows; the second half is the company and our ability to successfully create shows, market them, and bring in an audience.

Steamer No.10 has evolved over the past 30+ years from a venue that Produces (start from scratch with a script and produces a play or performance) and Presents (offer a show/performance that another company has produced) using our facility. It started as primarily shows for families to an Arts Center that has a wide variety of offerings. Once an organization creates the mechanism to produce theatre it is a short step to presenting the works of other artists or organizations. The Theatre itself has the basics for producing shows: seating (120 seats) with good sight lines, good acoustics, a theatrical lighting system, several sound systems, a video recording studio and editing suite. We also maintain thousands of costumes, props, and sets that can be used in our productions or loaned out to other companies.

The organization has continued to evolve and has branched out to become more involved in the community. We serve as the central organization for the Upper Madison Street Fair, we also host several film series, and have built a lobby for our patrons that also serves as an art gallery.

Steamer No.10's primary focus remains Theatre for Young Audiences with much of that on children ages 5 to 15 and their families. We also create jobs for actors, directors, and present touring artists that bring their shows to our theatre. Other companies produce and present shows that are created for adults that children may also attend, but we are creating shows specifically created for children – Young Audiences. No one else is doing that. The Theatre industry has been confronting a decades' long crisis – the greying of its audience. If no one feeds new performers and audience in from the younger ages, Young Audiences, we will eventually strangle the industry. Schools used to address some of this problem, but standardized testing has reduced the amount of time available for the arts. Other regions have robust programs focusing on Theatre for Young Audiences, but if we don't address it we won't have the performers, or the audience.

Current Programming – 100 to 120 performances each year

- CAST – Creative Arts at Steamer Ten – Our theatre arts school – produces 3- 5 shows each year using our students. We have more than a hundred students attending our classes from a wide array of economic, geographic, and cultural backgrounds;
- CAST Summer Sessions – produce 5-8 one-act plays, one each week during the summer;
- Shakespeare in Lincoln Park – produce one to two Shakespeare or Classic Greek plays in Lincoln Park during the summer – free admission; (Due to vandals setting fire to our wooden stage during the winter of 2019-20 we no longer have a stage). Covid prevented us from getting it back up and running, in the meantime we continue to produce Shakespeare's works at Steamer No.10 and the City is building a permanent stage there as part of its renovation of Lincoln Park and is expected to be completed in a year or two.
- Vacation Daze – 2 performances each day for 5 days by Theatre for Young Audiences Touring Artists during the School Breaks. The Series is a family focused event with parents, grandparents, and children attending shows over the course of the week.
- Kids' Fare – 2 to 3 productions using professional actors, perform at Steamer No.10 to schools and families and tours to schools throughout the region – NYS History, Children's Literature, Fairy tales;
- Eclectic Performances – shows we produce or present for an Adult Audience – theatre, music, dance, poetry. The performers are locally based and it is an opportunity for them to perform (be presented) in a fully equipped theatre in a concert setting, as opposed to a bar or other setting;
- Theatre Voices – (separate company) fully staged readings for an adult audience – 4 shows of 4 performances each – free admission – primarily a senior audience;
- Pine Hills Film Series and Cathy's Classics - twice monthly showings of classic films from the Twentieth Century, each series has a different curatorial perspective that attracts a different primarily senior audience;
- Upper Madison Street Fair – Madison Avenue outside the Theatre – 3rd Sunday in Sept. 3-5,000 attend – local

arts and craft vendors, food, music, kids activities in the Kid Zone. The Street Fair promotes the Pine Hills neighborhood – City Living at its Best – and the surrounding businesses. It also promotes local artists – primarily Albany County offering an outlet for them to sell their wares and perform their music. The Theatre acts as a base for planning the event (over 8 months) and as a physical location to collect all of the materials needed the day of the event, to collect it afterwards, then put it back into storage;

- Art Gallery – our 600 square foot lobby with adjustable lighting and walls conducive to hanging graphic art work. Most important a steady stream of patrons attending shows who will have the opportunity to view, and purchase the works that we display.

We are a small organization with one full-time and 6 to 8 part-time employees. We use our talents and resources to provide a wide range of services and opportunities for our County. We draw more than half of our audience from outside the County. While they are attending shows they partake of the restaurants in the neighborhood as well as other services.

If an award is made, describe how Albany County will benefit. Where possible, please quantify impact.

The first benefit is that the County will not lose an organization that has a long history of employing artists and people associated with the entertainment industry. When production studios filming movies and shows come to town we are often approached about sets, props, costumes, and recommendations for young performers that are needed.

An important component that we have already begun is creating a more robust Marketing effort that will help us retain the audience we have and make it grow. This will not only strengthen the Theatre's programming but will work to draw more people to the County. We have also begun a stronger Development effort to raise the funds and underwriting that our program needs. These two initiatives must go hand in hand as we strive to increase our audience and our funding base.

CAST – Creative Arts at Steamer Ten – is our theatre arts school. We will be able to expand its programming and reach more students, produce more shows and bring in a larger audience.

Eclectic Performance Series – this is our programming for an adult audience and it suffered because we simply did not have enough staff to bring programming back to pre-pandemic levels. Steamer No.10 is an excellent, intimate performance space for concerts and other events. Its last row is only 30' from the stage (a manager at the Palace once remarked that their first row was more than 30' from the stage. We have excellent sight-lines and acoustics, plenty of parking (Citizens Bank lets us use their lot when they are closed, we are only open when they are closed).

Shakespeare in Lincoln Park – We have continued to produce Shakespeare's works at Steamer No.10 including our recent production of Romeo and Juliet that utilized a combination of professional actors and students from our CAST program. That show explores a theme that is disturbingly similar to our own times where adults are encouraging teenagers to violence (drug trafficking) with the chaos streaming out into the surrounding city and neighborhoods. With a trained cadre actors in our CAST program that are familiar with Shakespeare and his language we are able to produce high quality shows placing professional actors in pivotal roles.

The City is planning to construct a 500 seat Amphitheatre in Lincoln Park at the location we have been using for a number of years, as part of the overall renovation of that Park. We would start rehearsals at Steamer No.10 in May with the show going up in the Park in mid-July. We want to expand the programming there and be poised to have a full season in place when it's completed in a few years. As a result of our experience Presenting other artists we can also showcase other companies at that site and offer a full slate of programming each summer.

Our two film series have expanded since we resumed programming and we know that our audience often goes out to the restaurants in the neighborhood prior to a screening.

Upper Madison Street Fair – It has successfully resumed after being shut down for two years. It continues to draw visitors to the neighborhood acquainting them, or re-acquainting them with the numerous venues and services that are offered within a few blocks of the Theatre as well as an introduction to artists, crafts people, musicians and other vendors that are featured at the Street Fair.

The simplest ways to quantify the impact of how Albany County will benefit are: increased attendance in performances at the Theatre; increased patronage of businesses near the Theatre; increased employment as a result of each of these.

If an award is made, describe how the funds will help you to sustain your operations in Albany County.

The Theatre received a Shuttered Venue Operators Grant of \$37,000. While that helped us get our programming back up and running, it basically primed the pump, but wasn't even close enough to bring us back up to our previous level of operation. In order to do that we have been working diligently to identify other sources of funding and apply for them, and other means of using the Theatre itself to generate earned income.

If we receive funding from Albany County we would be able to push our programming to new levels which would help us sustain our operations for years to come.

Describe the extent to which the COVID-19 pandemic increased or decreased demand for your services. As an option, you may attach to this application any optional information that supports you're the service increase or decrease being described below.

Our primary audience of families starts attending shows when a child is 5 to 8 years old and they have moved on by the time they are 13 to 15; their interests change. This also means that we lose almost 20% of audience each year because they age out. So we are constantly working to replace them and add more. Proctors or Cap Rep may pick up an audience member in their teens or 20's and hold onto them for a half-century. It is a problem unique to Theatre for Young Audiences and every Theatre serving that audience has struggled with it since the onset of Covid.

During the lock-down we were closed for 18 months, effectively two years/seasons, with a subsequent loss of about 40+% of our audience. As we struggled to reopen we also had to prove to our audience that coming to a theatre was safe. No one wanted to risk getting sick and they especially do not want their child to get sick. It has been 4 years since the start of the lock-down and we are now starting to regain some of our audience, but still haven't achieved 2019 levels.

Our CAST program has rebounded with nearly the same number of students, our February Vacation Daze series during the school break was on track to match pre-pandemic attendance when an ice storm knocked what should have been two sold-out shows (240 people) to 40 total; and the following day was also affected with attendance knocked in half.

We have started our programming for adults back up and that is getting back to what it used to be. We have done some live-streaming, which keeps you before your audience, but the problem with live-streaming is that it costs money to operate, but generates very little money.

See Also: Alice Times Union Article – Covid Roller Coaster

Please select the grant opportunity you wish to apply to

Arts, Culture, and Tourism (ACT) Recover Grants (Up to \$50,000)

Project Information – Recovery Grant

What amount of funding is being requested?

\$50,000.00

Provide the total amount of lost revenue/additional expenses attributable to the COVID-19 Pandemic.

Our Fiscal Year and Season runs from July 1 to June 30 of each year.

The immediate impact of the lock-down was the cancellation of a show that was open on Friday, March 13, 2020. (Yes, we know how to pick a date.) We had to refund tickets, and cancel all upcoming shows, classes, and events. Normally the time from March to the end of June is one of our busiest and accounts for almost half of our annual revenue. We estimate that we lost between \$35,000 and \$40,000 in earned income due to cancelled performances, classes, and rentals - 40% of the year's earned income. While we were able to ramp up fundraising efforts we believe we still lost an estimated \$10,000 in donations that year because many people make donations as a direct result of attending a performance.

Financially the following year - July 1, 2020 to June 30, 2021 for practically matters did not exist. We had \$900 in earned income because we were able to generate some income from live-streaming. Had they been live in the Theatre it would have been closer to \$5,000.

We continued to have expenses, although many of them were reduced, but we still had to maintain Liability Insurance, Workers Comp (even without workers), keep the heat, electricity, phone, and internet on, even though the Theatre was empty and we couldn't generate income in that way.

Sustainable Operating Model: Describe how your organization adapted its operations to respond to (a) the immediate impacts of the COVID-19 Pandemic and (b) any long-term trends brought about by the COVID-19 Pandemic.

(a) the immediate impacts of the COVID-19 Pandemic:

The immediate impact was a complete end to all programming for a year and a half. It is impossible to operate when you are restricted to 10 people in the Theatre, which precludes an audience once you have the performers. We explored but couldn't do anything outside either.

What we did immediately was increase our development efforts so we would have funds to operate when restrictions were lifted.

(b) any long-term trends brought about by the COVID-19 Pandemic:

We are still dealing with parents who are reluctant to bring their children to shows due to fear of exposure to Covid and other diseases. While this may or may not be based in reality, the result is a smaller audience. The public schools are also seeing this with an increase in home-schoolers, a portion of our audience that utilized us as a source of cultural education for their children. We have also seen this trend in our programming that serves seniors. While it is something that hopefully will settle out eventually, the short term has a much greater impact on our bottom line.

Describe how requested funds will help the entity recover from the negative impacts of the COVID-19 pandemic.

Steamer No.10 is a small organization that creates a large number of events with just a few employees and has an amazing resource, a 120 seat, fully equipped theatre that can produce and present events. We will use the funding to bring in more staff, particularly for marketing and development since both these areas will have a positive impact on the size of our audience and earned income. Theatres do not exist with the combination of programming and an audience. Both of these ripple out to benefit the wider community. The requested funds will allow us to rehire some staff, and hire additional staff. While we have 80+ volunteers that helped us during the lock-down and to this day; it is the professionals of our staff that make the Theatre operate on a daily basis.

Does the entity possess a financial management system that provides records that can identify the sources and application of ARPA funds if an award is made? Please explain below:

Yes

If "Yes" above, please provide details about the type of financial system that is utilized by the entity

Steamer No.10 uses Intuit's Quickbooks to track all of our income and expenses. We enter the information on a daily basis to track our financial status. We use Event Ticket Plus and WooCommerce to manage and track ticket sales, tuition payments and other operations transactions. All of these systems allow us to manage our finances and generate the reports and records that we need.

Tax Information

Please upload Federal tax returns for 2019

- [990ez-2019-20-Steamer10Theatre.pdf](#)

Please upload Federal tax returns for 2020

- [990ez-2020-21-Steamer10Theatre.pdf](#)

Please upload Federal tax returns for 2021

- [990ez-2021-22-Steamer10Theatre.pdf](#)

Please use this space to upload any additional documents that you feel would support your applications (optional)

- [Alice-TU-Article-11-17-22.pdf](#)

If available, please provide your Unique Entity Identifier (UEI) from SAM.gov

TTC6UQP9D868

Risk Assessment

Has the entity adopted and/or implemented policies relating to: records retention, conflict of interest, code of ethics, and/or nondiscrimination policies?

Yes

If "Yes" above, please specify which policies have been adopted

We have policy and maintain records retention, a conflict of interest policy, a code of ethics policy, and a nondiscrimination policy.

Is the entity properly insured?

Yes

If "Yes" above, please specify which types of insurance(s) are held and the limit(s).

Liability Insurance through Great American - \$1,000,000/incident limit.

Does the entity have a financial management system?

Yes

If "Yes" above, please provide details about the financial management system.

Steamer No.10 uses Intuit's Quickbooks to track all of our income and expenses. We enter the information on a daily basis to track our financial status. We use Event Ticket Plus and WooCommerce to manage and track ticket sales, tuition payments and other operations transactions. All of these systems allow us to manage our finances and generate the reports and records that we need.

Has there been any change in the entity's key staffing positions in the last 2 years?

Yes

If "Yes" above, please specify which position(s)

During the Covid lockdown we did not offer any programming for 18 months. As a result we laid everyone off and worked with volunteers. Since then we have hired back everyone who was still available and have made a few temporary hires to augment our staff.

Has the entity previously done work for the Federal government (i.e. Is the entity experienced in managing Federal funds)?

Yes

If "Yes" above, please provide details on the Federal funds managed

We received a Shuttered Venue Operators Grant, successfully managed it filing all of the proper reports and have closed out the grant.

The County is careful about identifying and avoiding conflicts of interest, especially with grants awarded through the County. A conflict of interest arises when a person's self-interest and professional interest or public interest intersect. In this situation, there is the potential for biased professional judgment and lack of objectivity which creates a serious conflict when one of the interests can benefit financially or personally from actions or decisions made in the official capacity. A conflict of interest exists whether or not decisions are affected by a personal interest; there only needs to be the possibility of bias for a conflict. If your organization knows of a possible conflict of interest with your application for funds please disclose that information here. Otherwise write "None."

None

Certifications

US Treasury Reporting & Compliance Acknowledgment 1

- I Have Been Provided a Copy and Understand the U.S. Treasury's Compliance and Reporting Guidance for State and Local Fiscal Recovery Funds (see link or PDF included at the top of page)

US Treasury Reporting & Compliance Acknowledgment 2

- Should the County Allocate ARPA Funds, I am Able to and Pledge to Adhere to ALL Compliance and Reporting Requirements of the U.S. Treasury as it relates to any State and Local Fiscal Recovery Funds

US Treasury Reporting & Compliance Acknowledgment 3

- I Understand the County Will Contact me if/when Additional Information is Needed and that Information will be Promptly Provided to the County to Support Reporting Requirements

US Treasury Reporting & Compliance Acknowledgment 4

- If for Any Reason I am Unable to Comply with the U.S. Treasury's Compliance and Reporting Requirements I will Immediately Notify the County in writing by email or letter

US Treasury Reporting & Compliance Acknowledgment 5

- All Information Submitted in this Application is True & Accurate

Electronic Signature Agreement

- I Agree

Type name

Richard Chesser