

Subject: New submission from Community Development Combined
Date: Friday, January 19, 2024 at 5:06:25 PM Eastern Standard Time
From: jnytko@govsol.org
To: jnytko@govsol.org

General Information
Date of application:
01/19/2024
Organization name:
Playhouse Stage Company (Park Playhouse, Inc.)
Organization TIN or EIN:
14-1717464
If available, provide your Unique Entity Identifier (UEI):
CWGZKMEEA314
Organization physical address:
58 Remsen Street Cohoes, NY 12047 Map It
Is the mailing address different from the physical address?
No
Contact Information
Primary contact name:
Owen Smith
Primary contact title:
Producing Artistic Director
Primary contact phone:
518-434-2035 x100
Primary contact email:
owen@playhousetage.org
What is the preferred method of contact?
Email
Website (if available):
http://www.playhousetage.org
Organization Info and Structure:
Is the organization a nonprofit?
Yes
If nonprofit, please attach to this application proof of your organization's Tax-Exempt Status

- [IRS-501-letter.pdf](#)

Date of establishment:

03/23/1989

Give a brief description of your organization. Please include information on the organization's activities or mission statement (150 words or less):

Playhouse Stage Company augments the quality of life for a diverse audience in the Capital Region by producing free summer theatre in an outdoor setting, producing and presenting performing arts events at the historic Cohoes Music Hall, and providing world-class arts education programs to young people in the community through Playhouse Stage Academy. By providing free and affordable admission at our productions, we make theatre an all-inclusive art form, accessible to people from all walks of life and socio-economic backgrounds. Our education programs teach valuable life lessons about collaboration and communication, while helping to train the area's next generation of theatre artists, and setting students up for success across diverse academic pursuits and industries. Playhouse Stage Company takes a leadership role in enhancing the cultural landscape of New York's Capital Region, and is a catalyst for economic and community development in our area.

Provide the total number of full-time employees (if applicable):

7

Provide the total number of part-time employees (if applicable):

60

Provide the total number of volunteers (if applicable):

20

What is the organization's current annual budget?

\$1,732,500.00

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

Yes

If you selected "Yes" above, please specify type and amount.

The Playhouse participated in the Payroll Protection Program, with a round one loan of \$126,937, and a round two loan of \$232,115. Both loans were used exclusively for payroll costs in 2020 and 2021, and were forgiven in their entirety. The Playhouse also drew \$450,000 in Economic Injury Disaster Loans, which must be repaid. Finally, The Playhouse received Shuttered Venue Operator's Grants in the amount of \$143,286.77.

Did your organization lose revenue as a result of the COVID-19 Pandemic? If yes, provide the amount of lost revenue (2020-2022)

The Playhouse, like most organizations, and, indeed, all performing arts institutions nationwide, was impacted dramatically by the COVID-19 pandemic. Negative impacts were felt through both the shutdown of performing arts venues from March of 2020 until April of 2021, as well as the challenging reopening period through the end of 2022. In 2020 alone, \$225,500 in budgeted revenue for ticket sales was lost, despite expenditures already being executed for cancelled productions. In 2021 and 2022, cancellations of events led to additional revenue losses of more than an additional \$100,000. Moreover, audience attendance did not return to form during this period. It is difficult to identify exact amounts of potential revenue lost based on audience attendance habits not returning to normal levels in 2021 and 2022. However, compared to the year immediately prior to the pandemic, ticket sales were reduced in 2021 and 2022, with a total shortfall of more than \$180,000 across the two years versus the year pre-pandemic. It is important to note, of course, that, during this period of reduced revenue, pandemic-era guidelines for safety in places of public assembly also created significant new expenses to operate, furthering the pandemic burden. Additionally, with many organizations and individuals choosing, understandably, to direct their discretionary charitable giving to health and human services causes, fundraising for the arts was extraordinarily challenging throughout this period. Compared to the fiscal year immediately pre-pandemic, the Playhouse had fundraising shortfalls in 2020, 2021, and 2022. All told, conservatively, at least three quarters of a million dollars in revenue were lost during these years during and following the pandemic.

Applicants may choose to apply for up to 2 program areas. Please select the primary program area for which you would like to apply.

Youth Services

What amount of funding is being requested (Must be at least \$100,000 and should not exceed program area totals)?

100,000

Is this a new project or expansion of an existing initiative, please describe.

This request represents an expansion of our long-running youth programs, many of which were either cancelled or relegated to virtual participation during the pandemic. The program detailed herein represents an expansion that doubles our theatrical class offerings, adds an additional youth theatre camp for students ages 5-10, adds two additional school-year based youth productions, and a scholastic field-trip production to be presented at Cohoes Music Hall over the course of an entire month each year.

When the Playhouse youth program began in 1995, it was a small program to add a children's production to the summer season of Park Playhouse, which was a well-known professional theatre company in the county. Since then, the program has expanded to multiple productions that take place throughout the year, and are offered for several age groups in our youth program. In order to help students learn their craft further, classes in movement, vocal, acting, and performance techniques are offered each semester as well. The Scholastic Theatre program offers students the opportunity to see professional theatre that presents curriculum-based productions to help augment the classroom experience. Each of these programs has grown drastically since the programs inception, and the need for an outside organization like Playhouse Stage Company to provide these opportunities for local youths has increased exponentially since the COVID-19 pandemic began in 2020.

To be sure, ARPA funds would be a tremendous boon in helping us achieve the continued expansion of our youth programming over the coming years.

Please provide an executive summary of the proposed program or project for which you are requesting funds. Include a description of the target population, as well as the goals and objectives of your proposed project (500 words or less).

Playhouse Stage Company is seeking program support from Albany County's American Rescue Plan Act grant program to expand both our school-year and summer-based youth theatre arts programs. Long a mainstay of Playhouse programming, these youth activities were initially ceased or relegated to virtual operation during the pandemic shutdown. As our community continues to emerge from this challenging period of time, the Playhouse is working hard to meet the need for enriching, affordable youth programming after school and in the summer months. Compared to the year immediately prior to the pandemic shutdown, the Playhouse, this year, will offer twice as many after-school classes, an additional session of our summer camps for youth, and two additional year-round educational productions with opportunities for student performers to hone their skills. Additionally, the Playhouse will now offers scholastic field trip opportunities for an entire month at Cohoes Music Hall, offering thousands of elementary-aged students the opportunity to see live theatre as part of their school experience. Across all of our youth arts education programs and productions, students are requesting more tuition assistance than ever, with an increase of 50% of tuition assistance requests in 2022/2023 as compared with pre-pandemic levels. ARPA support through Albany County will allow for our expansion of these vitally important youth enrichment programs despite our pandemic financial losses and despite family assistance needs.

Please explain why this program or project is needed within the County.

Students throughout the region continue to see a decreased funding for and availability of extracurricular and summer-based youth activities in the wake of the pandemic. Studies through national leaders like Americans for the Arts continue to show a considerable impact of the arts for young people's literacy and academic performance, innovation, collaborative skills, confidence and mental well-being. Not only is the Playhouse youth program among the most robust and well-rounded opportunities in the region, but it serves a broad spectrum of Capital Region youths. Since the youth program began in 1995, no student has ever been turned away because of an inability to pay. Playhouse Stage Company continues to fill a need in classes, youth performances, and scholastic theatre programming for youth audiences, and plans to continue this trajectory of growth to meet the rapidly increasing demand for these programs.

All funded activities must meet the objective of responding to the public health and negative economic impact of the pandemic. Please describe how your proposal will help address this objective and assist with recovery (250 words or less).

The arts help to connect individuals and communities as a societal level by building compassion and promoting

good health. Playhouse youth programs encourage physical well being through dance and movement, while promoting knowledge and building compassion through characters and stories. Due to the crippling and ongoing economic impact of the pandemic, we are seeing a greater number of financial aid requests than ever before for students registering for classes and productions, and Playhouse will continue to meet these demands as much as possible to provide much-needed opportunities for local youths, regardless of their financial position at home or in their schools. On a similar note, the productions put on by our local youths stimulate the local economy with additional hotel stays, parking fees, restaurant patronage and shopping surrounding youth productions. The calendar of youth events has a direct impact on local businesses and drives tourism dollars throughout the Capital Region.

If an award is made, describe how Albany County stakeholders will benefit. Where possible, please use measurable outcomes to quantify impact.

An award made to Playhouse Stage Company will have a regional benefit to the county that is both quantitative and qualitative. The arts are undoubtedly an economy driver for local businesses with the average theatregoer spending \$31.47 above and beyond the cost of their ticket for meals, lodging, and shopping when attending a performance. In addition, the support generated through Playhouse's well-rounded youth programming alleviates additional burden for students who seek extracurricular activities. Scholarships and tuition assistance eliminate barriers and financial burdens to allow students to receive the best possible training without exception. These students will then go on to be well-rounded citizens who are articulate, collaborative thinkers and innovators, which will serve them well into the future. Finally, youth programs through Playhouse Stage Company promote employment in the arts and culture sector, securing more reliable jobs for members of our creative economy in the form of teaching artists, musicians, technicians, and more. Employment in this sector of the work force has grown nationally by over 30% in the past 10 years, and PSC is proud to be a major contributor to this growth within the Capital Region.

Please describe your organization's ability to implement the project you propose including organizational structure, staff members involved, a summary of similar initiatives you have undertaken and the date they were completed:

Playhouse Stage Company launched a revamp of the youth program in the wake of the pandemic, branding Playhouse Stage Academy as the official home for youth services to the field, including year-round classes, masterclasses, youth productions, summer camps, and scholastic touring productions to serve local school districts. Overseen by a Director of Education, this program is designed to meet students at their level of interest and skill to promote growth and positive development. Classes are offered for children ages 4-18, and are broken out by both age and discipline with well qualified and certified teachers overseeing each program. Youth productions have received regional recognition for excellence in both performance from students and the technical work of designers and program directors from publications such as BroadwayWorld. This program is an expansion initiative to be able to continue this work in a meaningful way, and provide the level of proficiency and support that our community has come to expect from the Playhouse.

How will you track performance goals and define success? Include at least two key performance indicators and expected annual outcomes/impact?

An indicator of our program's success that is already being seen is the increased attendance and interest we are seeing in youth productions, auditions, summer camps, and class enrollment. With this, the Playhouse is pleased to have found incredible young talent in our region, and this outreach has only helped to promote our work further in the community. We receive support from local businesses to help maintain our programming, and the youth education component of our work is always of particular interest. We have been delighted to welcome new partnerships with businesses, schools, and community groups thanks to this program, and look forward to its continued growth. The tremendous increase in the number of tuition assistance requests received at the start of each youth program really speaks to the need in our community, and the important role that Playhouse Stage Company plays for local youths. We are proud to have seen many Playhouse Students go on to roles on Broadway, in TV and films, or forging their way through other successful careers because of the skills and confidence learned through this program. We look forward to having enough support to keep up with the demand for scholarships and financial aid so that we can continue to say that we have never turned a student away because they could not afford to participate in the arts.

Project start date:

01/10/2024

Project End date:

12/31/2025

Please provide key project milestones inclusive of the anticipated timelines and descriptions

Milestone	Anticipated Timeline	Task Description
2024 Winter Classes	January - March, 2024	Ten-Week Session of Eleven Classes Serving Students Between 5-18 will be offered at Playhouse Stage Studios in Cohoes.
2024 Spring Youth Production	April, 2024	Our theatre education staff will lead a professional-style musical production to feature teen students at Cohoes Music Hall
2024 School-Time Shows	March, 2024	A month of scholastic field-trip performances will be held at Cohoes Music Hall featuring curriculum-based musicals for elementary aged students.
2024 Summer Youth Programs	May-August, 2024	Three summer theatre intensives will be held, serving students ages 5-10, 11-15, and 16-18 respectively, with activities held in Albany and Cohoes.
2024 Fall Classes	September – November, 2024	Ten-Week Session of Eleven Classes Serving Students Between 5-18 will be offered at Playhouse Stage Studios in Cohoes.
2024 Winter Youth Production	December, 2024	Our theatre education staff will lead a professional-style musical production to feature pre-teen students at Cohoes Music Hall.
2025 Winter Classes	January-March, 2025	Ten-Week Session of Eleven Classes Serving Students Between 5-18 will be offered at Playhouse Stage Studios in Cohoes.
2025 Spring Youth Production	April, 2025	Our theatre education staff will lead a professional-style musical production to feature teen students at Cohoes Music Hall
2025 Summer Youth Programs	May – August, 2025	Three summer theatre intensives will be held, serving students ages 5-10, 11-15, and 16-18 respectively, with activities held in Albany and Cohoes.
2025 Fall Classes & Winter Production	September – December, 2025	Ten-Week Session of Eleven Classes Serving Students Between 5-18 will be offered at Playhouse Stage Studios in Cohoes. Our theatre education staff will lead a professional-style musical production to feature pre-teen students at Cohoes Music Hall.

At the top of this page is a downloadable project budget. Please download the budget form and upload it here.

- [Program-Budget.pdf](#)

If you are funding a multi-year initiative, please provide a breakdown of funding level per year below:

2024	2025	2026
50,000	50,000	

Use this space to provide a narrative supporting and clarify anything from the proposed project budget above. In addition, if “Other Funds” or “Other Uses” are included above, please specify the source(s) below.

Program funding, beyond requested ARPA funds, will come from a mix of corporate and individual sponsorships and donations, foundation grants, tuitions, and ticket sales. Other funds represent anticipated tuitions and ticket sales across the two-year expanded youth programming.

Explain why ARPA funds are needed to complete the proposed program/project. Would the proposal be possible without ARPA assistance? Describe how your proposal would be impacted if you are awarded a smaller grant than requested?

While these programs may be able to operate without ARPA funds, it would be a significant challenge to expand our youth activities as broadly as we believe is called for in the community without ARPA support. Any ARPA funding, whether at or below the request level, would be a tremendous boon to our efforts to reach more students during the next two years as we continue to emerge from the pandemic.

ARPA funds must be expended by December 31, 2026. Please describe how your project will be sustained if it will continue beyond this date.

The Playhouse is confident that, over the next two years, audience levels and fundraising revenues will continue to return to (or even exceed) pre-pandemic levels, allowing our expanded programs to continue (and, perhaps, expand further) even once ARPA funds are no longer available.

List any project partners/subrecipients:

The Playhouse will operate these programs directly, without project partners or sub recipients.

Please list any matching funds:

The Playhouse is always aggressively seeking funding for our programs. To date, in 2024, funds have been secured through corporate partnerships with Stewart's Shops and Price Chopper to support our expanded youth programs. Additional funds have been secured through family foundations. Fundraising to meet our program goals will continue to be a principal focus for Playhouse staff throughout this crucial period.

Tax Information or Additional Information

Please upload Federal tax returns for tax year 2019

- [FY19-990.pdf](#)

Please upload Federal tax returns for tax year 2020

- [FY20-990.pdf](#)

Please upload Federal tax returns for tax year 2021

- [Park-Playhouse-Inc.-Form-990-fiscal-year-ended-August-31-2021.pdf](#)

Please upload Federal tax returns for tax year 2022

- [FY22-Financial-Information.pdf](#)

Please upload IRS Form W-9

- [W9-2023.pdf](#)

(OPTIONAL) please feel free to upload anything which you feel would strengthen your application.

- [2023-Annual-Report.pdf](#)

Risk Assessment:

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

Yes

If you selected "Yes" above, please specify:

Playhouse Stage Company maintains policies across all of these areas of interest.

Is the organization properly insured?

Yes

If you selected "Yes" above, please specify the types of insurance held and the limits:

Playhouse Stage maintains a comprehensive business liability insurance package, administered by Arthur J. Gallagher Inc., with \$2,000,000.00 limits.

Does the organization have a financial management system?

Yes

If you selected "Yes" above, please specify:

Playhouse Stage Company utilizes Intuit's Quickbooks system to maintain financial records.

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

No

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

Yes

If you selected "Yes" above, please specify:

The Playhouse participated in the Federal Government's Shuttered Venue Operator's Grant during the pandemic.

Certifications

Acknowledgment 1

I Have Read and Understand the U.S. Treasury's Compliance and Reporting Guidance for State and Local Fiscal Recovery Funds (see below link)
U.S. Treasury's Compliance and Reporting Guidance for State and Local Fiscal Recovery Funds:
<https://home.treasury.gov/system/files/136/SLFRF-Compliance-and-Reporting-Guidance.pdf>

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

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

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

Acknowledgment 5

All Information Submitted in this Application is True & Accurate

Electronic Signature Agreement

I agree
By checking the "I agree" box, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

Type name

Owen Smith

