

# TAMPA THEATRE

RESOURCES	ACTUAL FY05	ACTUAL FY06	BUDGET FY07	PROJECTED FY07	RECOMMENDED FY08
Personnel Expenses	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Operating Expenses	189,957	218,194	215,790	214,470	202,691
Operating Budget	\$ 189,957	\$ 218,194	\$ 215,790	\$ 214,470	\$ 202,691
Capital Outlay	13,618	0	1,000	1,000	1,000
Budget Allocation	\$ 203,575	\$ 218,194	\$ 216,790	\$ 215,470	\$ 203,691
Authorized Positions	NO POSITIONS ARE BUDGETED IN THIS DEPARTMENT				

**Vision and Mission:** The Tampa Theatre will become a destination landmark for residents and visitors seeking dynamic, creative experiences through film, concerts, and learning programs. The theatre's administration will remain respectful of the traditions and history that are embodied in the theatre while embracing new ideas, facilities and technologies that will enable us to provide improved experiences, reach more audiences and become more fully engaged with our community. Tampa Theatre will become an organization that reflects the diversity and creativity of our larger community, willing to take risks, aggressively exploring new ideas, and committed to the notion that arts accessible to all empower us and improve our quality of life offering programs to educate, entertain, and enlighten.

**Goals and Objectives:** Provide quality and entertainment experiences for citizens and visitors that include:

- Program the theatre with an eclectic selection of first-run and classic films.
- Make the facility available via rental to community organizations, promoters, companies and individuals for concerts and special events.
- Present education programs in conjunction with the Hillsborough County School Board that enhances learning through curriculum based performances.
- Provide opportunities for citizens to learn more about the history and architecture of Tampa's namesake movie palace.

Work to preserve, restore and protect this rare and unique Tampa institution.

- Preserve and maintain the facility consistent with the U.S. Secretary of the Interior's Standards for Historic Preservation
- Increase private sector support for the theatre's operations and restoration.
- Develop and execute a master plan for the full restoration and technological upgrade of Tampa Theatre.
- Develop strategies which will allow Tampa Theatre to compete more economically in today's marketplace.

**Current Operations and Initiatives:** Tampa Theatre will figure as an integral component towards the success of the mayor's initiatives of creating a downtown residential community and developing Tampa as a city of the arts. Forefront initiatives underway to support these endeavors include continuing emphasis on fund-raising and developing strong, long-term corporate partnerships. Working with industry experts the theatre has developed a solid, realistic picture of restoration and technology costs and is developing the blue-print for future initiatives. Tampa Theatre will be implementing programs which will nurture strong relationships with our customer base and build upon the sense of ownership, community and nostalgia already associated with Tampa's namesake landmark. As always, it is a daily initiative to attain excellence and variety in our offerings to the community through our film-series programming, the quality children's live theatre series, and memorable live concert events.

Performance Measures	FY06 Actual	FY07 Projected	FY08 Estimated
Film Events Presented	544	543	540
Rental Events	95	97	95
School Shows	44	45	48
Attendance at School Shows	34,712	37,000	40,000
Total Attendance	134,139	137,789	143,000
Public Tours	27	27	27
Tour Attendance	1,175	1,050	1,100