

Title **Rhythmix in the Parks:
Multicultural Family-Friendly
Concert Series and 'Round the
World Festival** 03/19/2024
id. 45957245

by **Jennifer Radakovich** in **2024 Cultural Arts and
Arts Programming RFP**

Rhythmix Cultural Works
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Original Submission 03/19/2024

Score n/a

Enter the name of your public art proposal Rhythmix in the Parks: Multicultural Family-Friendly Concert Series and 'Round the World Festival

Are you a nonprofit organization or government agency? Yes

Please provide the name of the nonprofit organization or public entity submitting this proposal Rhythmix Cultural Works

Please provide the name of primary point of contact. Jennifer Radakovich

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Please provide the name of secondary point of contact	Phong Chung
Provide the daytime phone number of the secondary point of contact	+15108655060
Provide the email address for the secondary point of contact	phong@rhythmix.org
Please provide the address for the organization or public entity submitting this proposal	Rhythmix Cultural Works 2513 Blanding Ave Alameda California 94501 US 37.76931 -122.25989
Which level of grant are you requesting?	\$5,000
Where will the proposed cultural arts or arts programming be held?	Bay Farm (other than Harbor Bay) Central Alameda West End (other than Webster Street area) East End (other than Park Street area)
Please describe the organization's interest in the project, initial vision for the work, and relevant experience or background (Letter of Interest).	<p>Rhythmix Cultural Works (RCW) seeks to build community by inspiring engagement in the arts as a way to learn about ourselves, each other, and the world. Through its programming, RCW promotes cultural awareness, encourages participation in the arts, and supports artists in the presentation of their work. In alignment with RCW's mission, Rhythmix in the Parks and the 'Round the World (RTW) Festival will bring people of all ages together to experience and explore music, dance, visual art and educational opportunities -- fostering awareness of world cultures, empowering underserved populations, and giving voice to underrepresented members of the community.</p> <p>Throughout its 17 years of serving the Alameda and East Bay community, RCW has maintained a strong commitment to provide programming relevant to the local population. These strategies include: creating art walks in Alameda's downtown and commercial districts, providing workshops for Girls Inc. and the Alameda Boys & Girls Club, working with Alameda's Japanese American community to uplift and recognize their experience through performance, partnering with local organizations to bring Alameda history to life through its Island City Waterways productions, and providing world music and dance assemblies to Alameda youth for over a decade through RCW's Performance, Art & Learning program.</p>

Although the organization has made great strides, RCW believes there is still a strong need to present programming that celebrates Alameda's historically marginalized residents and provides a platform for local BIPOC artists.

Originally launched in 2016, the 'Round the World Festival (RTW) strives to foster greater participation and inclusion in the arts by featuring artists of diverse heritages. The RTW festival also seeks to create dialog and increase cultural understanding among intergenerational audiences of varied backgrounds. From 2016-2019, RTW was presented at Rhythmix Cultural Works' theater and outdoor courtyard, but productions have been suspended since the pandemic in 2020. Returning to public programming in 2022, RCW partnered with the City of Alameda's Recreation and Park Department (ARPD) to pilot its PAL in the Parks free concert series. This series expanded in 2023 to include three family concerts and two culturally focused festivals: the Asian & Pacific Islander Arts & Culture Festival and Nuestros Colores Art & Culture Festival of the Americas, both of which were well attended.

In 2024, RCW plans to reinstate its 'Round the World Festival as part of the Rhythmix in the Parks program, celebrating global arts and culture with diverse music and dance performances from local Bay Area ensembles and hands-on art activities for youth along with local craft artisans and food vendors.

Partnering with ARPD, Rhythmix in the Parks will bring interactive, educational multicultural performances directly to the communities where they are needed most and may not otherwise have access.

With the support of the Public Art Commission, RCW will produce Rhythmix in the Parks family concerts and the 'Round the World Festival, celebrating the art, music, dance and cultural traditions of Alameda's diverse communities with family-friendly multicultural performances, interactive activities for youth, and global cuisine.

Please provide a summary of the overall program being proposed (Concept of Proposed Program).

Rhythmix in the Parks will present three free family concerts and an afternoon-length 'Round the World - Music, Dance & Art Festival, from May – September, 2024 at various ARPD locations in Alameda.

The program will feature multicultural performances and hands-on art activities for the residents of Alameda and the East Bay, highlighting music and dance from Africa, Asia, Southeast Asia, Latin & South America and the Pacific Islands, honoring the people and cultural traditions of Alameda's diverse community and beyond.

RCW will partner with local organizations to facilitate cultural art activities, food vendors to provide culinary fare and the Alameda Free Library to curate relevant collections with their Book Mobile. RCW will provide supplemental learning materials on its website that attendees can download before or after the events, providing background information about geography, history, culture, language, music traditions, instruments and more.

Rhythmix in the Parks is designed to foster awareness of world cultures and empower Alameda residents through exposure to multicultural traditions, including educational performances of music and dance to help instill a sense of pride and belonging. Presenting free performances in partnership with the Alameda Recreation and Park Department will establish connections to new and renamed city parks as safe spaces to be enjoyed by the entire community, where everyone belongs and is welcome.

RCW believes that exposure to the arts can be a transformative experience that promotes empathy and compassion for ourselves and each other.

Please provide a description of each of the components of the overall program, major component activities, timelines and the roles of key personnel, as well as involvement of any other partner organizations (Program Description and Work Plan).

Rhythmix in the Parks will take place on 3rd Saturdays from May – July and September 2024, featuring a series of afternoon family-friendly concerts culminating in the 'Round the World (RTW) Festival.

Rhythmix in the Parks family concerts will take place at Woodstock, Littlejohn, and Tillman Parks with RTW at Chochenyo Park, serving neighborhoods across 5 miles of Alameda from the West End to Bay Farm.

Rhythmix in the Parks family concerts and RTW Festival will showcase global music and dance performances from acclaimed Bay Area ensembles, opening performances from local Alameda organizations, and interactive activities for youth. Conversations are underway to confirm dates with: AZA (Moroccan Music), Venezuelan Music Project, Sekhou Senegal (Senegalese dance and music), the Curtis Family C Notes, Urisawe Korean Culture Center (Korea), Hālau Makana (Hawaii and Tahiti), Flor de Café (El Salvador) and Chika Di (Colombia) as headlining performers and with Bay Area Music Project, Alameda Adaptive Arts, and Black Achievers Alliance as local openers.

All of the above-referenced performing groups are under consideration due to their representation of diverse cultural traditions, community spirit, high performance standards, and alignment with Rhythmix mission and

programming.

Audiences will enjoy performances of music and dance from around the world by some of the Bay Area's most highly regarded ensembles presenting performing arts traditions from Africa, Latin & South America, Asia and the Pacific Islands. Rhythmix will also partner with the Alameda Education Foundation, Alameda Free Library, Swings & Wings and local arts and culture groups to provide hands-on youth engagement and art activities at RTW.

At RTW, a "Multicultural Marketplace" will feature an exciting mix of East Bay artisans, crafters, local businesses and nonprofits. Rhythmix has developed relationships with several local artists and vendors from its previous festivals and is looking forward to providing another opportunity for their participation.

Partnering organizations include the City of Alameda Recreation and Park Department, Downtown Alameda Business Association and the Alameda Chamber and Economic Alliance. These organizations will assist with marketing, outreach, local business sponsorships and permit fees.

Major component activities and respective timelines include:

Booking/contracting artists: Jan – May 2024

Booking/contracting technical staff: Jan – May 2024

Creating digital and print marketing and promotional materials: March - June 2024

Developing online educational resource materials: May - Aug, 2024

Outreach to organizations with underserved populations for attendance: May - Sept, 2024

Program Schedule: Rhythmix in the Parks (all concerts start at noon)

May 18th at Woodstock Park

June 15th at Littlejohn Park

July 20th at Tillman Park

September 21st at Chochenyo Park - 'Round the World Festival

Roles of Key Personnel:

Program Coordinator – Communicating with and contracting performing and technical artists, acting as liaison with community groups, local organizations and vendors for participation

Community Outreach Liaison – outreach to schools, low-income orgs and family service organizations for attendance and transportation assistance

Creative Media Director – developing website and marketing materials

Social Media Associate – developing a social media marketing plan,

connecting with interest groups online and generating awareness about the event

Please provide a statement of the program's goals and indication of the steps to be taken to achieve those goals. Response should provide an indication of how progress toward goals would be evaluated or monitored (Goals).

Rhythmix in the Parks will bring much needed cultural arts exposure to residents of Alameda and neighboring communities through live performances that are accessible to all ages at no cost. The primary goals of Rhythmix in the Parks are to:

- 1) Encourage greater participation and inclusion in the arts by providing access to high quality arts experiences for over 2,000 residents of Alameda and the East Bay;
- 2) Foster awareness of world cultures through the performing arts, highlighting the diversity of Alameda and the SF Bay region;
- 3) Uplift and celebrate the diverse cultural heritage of Alameda; and
- 4) Activate Alameda's City Park spaces and create more equity in their use.

Rhythmix in the Parks' free, family-friendly events will provide exposure to a variety of cultures and traditions for many individuals in a safe and welcoming way. Hosting the events in public spaces across the island will help provide equity and easy access for attendance. AC Transit tickets will be offered to low-income and family service organizations for their constituents if transportation is a barrier to their attendance. Marketing materials will be developed in various languages to invite different demographic communities to the events.

Rhythmix in the Parks will highlight a variety of performing arts traditions, food and artistic activities of the featured regions. Online learning materials will be available to supplement the interactive, live performances with information about different countries, musical styles and cultural traditions.

RCW believes that the performing arts ensembles will enhance awareness of world cultures and create experiences with long-lasting memories and connections between people and places. Presenting free educational and entertaining performances in Alameda's parks will enable residents to reimagine these community spaces in new ways. It is hoped that individuals will create meaningful relationships through their arts experiences in the parks and be encouraged to return.

To assess audience demographics and obtain a better understanding of attendees' overall experiences, a follow-up survey will be available at each event and emailed to registered participants. Quantitative data will be measured via attendance and qualitative survey questions will try to ascertain the perceived value of the event and provide opportunities to share any insights, stories, connections or discoveries that were made as a result of their participation. Since some attendees may be uncomfortable sharing their contact or demographic information, those sections will be optional.

Quotes from previous Rhythmix concerts and festivals in the parks:

“Brought us together as an Asian community and promoted diversity and inclusion”

“Good music, close to home, beautiful park!”

“It expanded our cultural awareness.”

“It brought lots of families and others together-- it felt like a neighborhood event”

“It was so nice! It felt safe, people were having a good time, the kids enjoyed it. I also appreciated the diversity of the attendees.”

“...it brought the community together in a positive way. The community had the opportunity to connect, to learn from each other and to celebrate together... [and] to appreciate the talent that we have amongst us”

Please provide the proposed program budget. Submission can include a combination of narrative and table(s) that convey how fund dollars would be dedicated to the various components of the proposed program and its administration. Response should also indicate whether/how any other funding sources would be leveraged to implement the program (2 page maximum).

[RCW_BUDGET_Rhythmix_in_the_Parks_2024.pdf](#)

Please provide a schedule for your proposal. Submission should include the proposed date(s) that the cultural arts or arts programming will be held along with key milestones leading up to the specified date(s). The submission should also include a proposed program for the the cultural arts or arts programming (e.g. schedule of event(s)).

[Rhythmix_in_the_Parks_Program_and_Activity_Schedule.pdf](#)

Please provide a description of the proposer's organization, including its history, track record for providing art and cultural programming, and ability to carry out the work proposed (Organizational Capacity).

Since 2007, RCW has operated as Alameda's only multicultural performing arts center with a 150- seat theater and art gallery offering performances, classes, exhibitions and arts education programming to all ages. RCW has a long history of working collaboratively with local organizations (Downtown Alameda Business Association, Alameda's Free Library, West End Arts District) to present free public arts programming relevant to the community. Over the past 17 years, RCW has produced several free festivals, art walks with live music, dance and visual art installations, and large-scale, site-specific works of music, dance and theater telling the history of Alameda's waterfront. These events collectively engaged hundreds of performing and visual artists and served over 25,000 people throughout the Bay Area. Collaborating with Art of the African Diaspora visual artists to curate a public art installation at Chochenyo Park during its renaming process, RCW commissioned 6 new art works around the theme "Creating Our Future" during the racial unrest and aftermath of George Floyd. RCW has also partnered with the local Japanese American community to present a Day of Remembrance and Japantown Art Walks, honoring Alameda's Japanese Americans' experiences with island history/WWII internment. For its recent Island City Waterways production, RCW worked with residents of the Alameda Point Collaborative, providing iPads and a platform to record and share their stories of homelessness. RCW is the only local organization to receive grants from the National Endowment for the Arts, the James Irvine Foundation, the William and Flora Hewlett Foundation and many others.

Please upload videos, images or other materials relevant to the proposer's organization, including its history, track record for providing art and cultural programming, and ability to carry out the work proposed.

[RCW_Work_Samples_for_COA_Public_Art_Grant_-_Rhythmix_in_the_Parks_2024.pdf](#)

Please also provide an organizational chart showing personnel (2 page maximum).

[RCW_Org_Chart_2024.pdf](#)

By checking this box, checked
you are attesting to
the following: I, as
the primary contact
of the organization or
public entity,
solemnly swear that I
have reviewed and
completed this
application in its
entirety and fully
understand its
contents. The
answers given to
each and every
question, any
information or any
and all
documentation
furnished for
processing the grant
application, or
otherwise contained
herein are full and
true to the best of my
knowledge and belief
under the penalty of
perjury.

Signature of primary contact of organization or public entity Jennifer Radakovich

Title of signatory (e.g. Executive Director) Executive Director

Rhythmix in the Parks Schedule of Events and Activities

Rhythmix in the Parks Noontime Family Concerts – 3rd Saturdays from 12:00 – 2:00pm

May 18th at Woodstock Park with Rhonda Benin & Friends – Onward to Freedom – A Celebration of Black History and Music

June 15th at Littlejohn Park with AZA – Traditional Moroccan Music

July 20th at Tillman Park with Sekhou Senegal – Traditional West African Music & Dance

Rhythmix ‘Round the World Festival 11:00am – 5:00pm

Saturday, September 21st at Chocheny Park

Proposed Performing Artists & Proposed Schedule

11:00 – 11:10 – Welcome / Announcements

11:15 – 12:15 Hālau Makana (Polynesian Music & Dance)

12:30 – 12:50 Flor de Cafe (Salvadoran Folkdance)

1:10 – 1:45pm Urisawe (Korean Dance & Music)

2:15 – 3:15pm Curtis Family C-Notes

3:45 – 4:45pm Chika Di (Urban/Colombian/Latin Pop)

Major component activities and respective timelines include:

- Booking/contracting artists: Jan – May 2024
- Booking/contracting technical staff: Jan – May 2024
- Creating digital and print marketing and promotional materials: Mar - June 2024
- Developing online educational resource materials: May – Aug 2024
- Outreach to low-income service organizations for attendance: May - Sept, 2024

PROJECT BUDGET: Rhythmix in the Parks and RTW Festival 2024 (Performances: May 18, June 15, July 20, Sept 21) Email: info@rhythmix.org. Phone: 510-865-5060			
INCOME		BUDGET INCOME	NOTES
Contributed Income: Individual Donations	Received	9,020	Monies were collected as part of RCW's 2023 annual fund fundraising efforts.
William and Flora Hewlett Foundation	Received	6,000	This allocation is part of 2024 General Operating funding
Business Sponsorships	Projected	10,000	RCW receives a variety of local business sponsorships in support of its free arts education and community programming.
Radium Sponsorship	Committed	10,000	Sponsorship for Rhythmix in the Parks
Port of Oakland Grant	Received	2,000	
City of Alameda Recreation and Parks Department	Committed	8,000	\$3000 (May/June 2024) \$5000 (July/Sept 2024)
City of Alameda Public Art Grant	Projected	5,000	
City of Alameda Special Events Grant	Projected (In-Kind)	725	No-Parking Signs (25 x \$15) + ACI (\$350)
TOTAL INCOME		50,745	
EXPENSES*		BUDGET EXPENSES	NOTES
Artist Performance Fees		9000	\$1500 x 6 ensembles
Community Artists Performance Fees		3500	Community Dance/Performance Ensembles: \$500 x 7 ensembles
Artist Workshop Fees (includes materials)		1800	6 visual artists x \$300/each
Sound/Tech Fees		3000	\$500 x 3 (family concerts) + \$1,500/day (RTW)
Sound equipment rental		4,000	\$1,000 x 4 events

Stage Rental		2,000	Festival Stage: \$2000
Event Documentation: Photographer		1400	\$350 x 4 events
Event Documentation: Videographer/Editor		4000	\$1,000 x 4 events
Documentation: Educational Resource Development		1500	\$300 x 5 ensembles
Publicity/Promotions/Printing		4000	Graphic Design, Print and Digital Collateral, Marketing, Advertising, Flyer/Postcard Distribution. Flyers to Schools \$1,000 x 4 events
Program Coordinator		3,000	120 hours @ \$25/hour
Stage Manager		1,200	\$300 x 4 events
Community Outreach Liaison		2,000	80 hours @ \$25/hour
Social Media & Website Management		2,500	100 hours @ \$25/hour
Transportation: Youth AC Transit Tickets for Low-income service organizations		250	Youth AC Transit Tickets: 200 RT tickets = \$250
Transportation: Adult AC Transit Tickets for Low-income service organizations		250	Adult AC Transit Tickets: 100 RT tickets = \$250
Permits (RCW Costs)		220	County Health Environmental Permit: \$220
Permits (CoA Grant)		725	ACI = \$350, "No Parking" Signs: 25 x \$15
Add'l Production Costs		1,200	Porta-potties: \$1,200 (2 regular, 2 ADA, 2 handwash sinks)
Hospitality		600	3x\$100 (family concerts) + \$300 (RTW)
Contingency		4,600	10% Contingency
TOTAL EXPENSES		50745	
			*Project will be scaled back as necessary based on project funding.

RHYTHMIX CULTURAL WORKS ORGANIZATIONAL CHART • FEBRUARY 2024

