
Title **Together in Motion Dance Festival** 03/21/2024
id. 45980732

by **Rachel Campos de Ivanov** in **2024 Cultural Arts and Arts Programming RFP**

1201 Sherman St.
Alameda, California
94501
United States
650-438-8780
rcampos@alumni.haas.org

Original Submission 03/21/2024

Score n/a

Enter the name of your public art proposal Together in Motion Dance Festival

Are you a nonprofit organization or government agency? Yes

Please provide the name of the nonprofit organization or public entity submitting this proposal Little Opera House Inc., dba Radium Presents

Please provide the name of primary point of contact. Rachel Campos de Ivanov

Provide the daytime phone number for the primary point of contact +16504388780

Provide the email address for the primary point of contact rcampos@alumni.haas.org

Please provide the name of secondary point of contact Johnny Lopez

Provide the daytime
phone number of the
secondary point of
contact

+15107984770

Provide the email
address for the
secondary point of
contact

theturfinc@gmail.com

Please provide the
address for the
organization or public
entity submitting this
proposal

1201 Sherman st.
Alameda
CA
94501
US
37.76757
-122.26395

Which level of grant
are you requesting?

\$5,000 or \$10,000

Where will the
proposed cultural
arts or arts
programming be
held?

Alameda Point

Please describe the organization's interest in the project, initial vision for the work, and relevant experience or background (Letter of Interest).

Radium Presents is excited to propose the Together in Motion Dance Festival. This vibrant outdoor event celebrates the rich heritage of music, culture, movement, and urban dance. Our vision for this project is to create an immersive and engaging artistic experience that brings together diverse, underrepresented communities, fosters artistic expression, and promotes cultural understanding.

In collaboration with TURFinc, a respected organization dedicated to preserving and promoting the original dance culture of TURF that was created in Oakland, California. Radium Presents aims to build upon the success of our previous joint venture. In 2023, we co-produced an event as part of the Radium Runway series, which attracted over 200 enthusiastic attendees from all ages. This experience has not only strengthened our partnership but has also demonstrated our ability to execute successful, well-attended events that resonate with the community.

The Together in Motion Dance Festival holds particular significance in celebrating diversity within our community. By focusing on urban dance and TURF dancing, which originated in the streets of Oakland, we aim to elevate the artistic contributions of marginalized communities. These dance forms have long served as a powerful means of self-expression, resistance, and cultural pride for Black and Brown youth. By showcasing these styles on a prominent platform, we seek to foster a deeper appreciation for the cultural roots of these art forms, born on the streets, but equally as creative, expressive, and important as other traditional forms of dance that are more visible.

This project is particularly relevant and timely, as 2024 marks a historic milestone for the dance community: Breaking (breakdancing) will be featured as an Olympic sport for the first time ever, recognizing the incredible artistry, athleticism, and cultural importance of this style of dance. By highlighting Breaking and other urban dance styles at the Together in Motion Dance Festival, we aim to celebrate this momentous occasion, inspire the next generation of dancers, and showcase the global impact of these art forms that originated in the Bay Area.

With our combined expertise, passion, and dedication to enriching the cultural landscape of Alameda and the wider Bay Area, Radium Presents and TURFinc are well-positioned to deliver an exceptional event that will leave a lasting impact on all those who attend fostering artistic collaborations, community engagement, and cultural growth in the region.

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

The Together in Motion Dance Festival is a dynamic, one-day festival featuring a diversity of movement and dance styles in our community. Held at Radium Runway, the event will serve as an event to inspire artistic expression and cultural exchange.

The festival will feature dance tournament showcasing the talents of local and regional dancers in various styles, including Breaking, Hip-Hop, Popping, TURF dancing, and more. These competitions provide a platform for dancers to showcase their skills and foster camaraderie within the dance community. Attendees can participate in workshops led by renowned dance instructors, offering insights into different dance styles, techniques, and cultural significance, catering to all skill levels.

Live performances by professional dance crews and local talent will captivate audiences with athleticism and movement. Interactive activities, such as dance battles and open dance floors, will encourage attendees to actively participate and express themselves.

The Together in Motion Dance Festival aims to create an inclusive and welcoming environment for all community members to enjoy. The event also features a kids' zone with age-appropriate activities, craft vendors, food trucks, and a classic car exhibition. These additions make the festival culturally relevant and family-friendly, ensuring there is something for everyone to enjoy.

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).

The festival encompasses a dance competition featuring 75 professional dancers, dance workshops, performances, a vendor alley hosting local businesses and nonprofits, a Classic Car Exhibit, and a Kids' Zone with entertainment activities.

The proposed dates for the festival are August 3rd or 4th, 2024, from 10 am to 6 pm.

March 1 - 31:

- Finalize event concept, date, and venue
- Develop event budget and allocate resources
- Reach out to TURFinc to discuss collaboration and partnership details
- Identify and contact potential sponsors and vendors

April 1 - 30:

- Confirm partnership details with TURFinc
- Secure event permits if needed
- Begin creating marketing and promotional materials
- Develop initial marketing and promotional plan
- Add event to Radium website and social media pages
- Begin promoting the event through various channels
- Reach out to local dance groups, artists, and performers

May 1 - 31:

- Confirm sponsors and vendors
- Develop detailed event schedule and layout
- Coordinate with TURFinc to plan dance competitions and workshops

- Recruit volunteers and assign roles & responsibilities
- Continue event promotion and marketing efforts
- Arrange logistics for food and craft vendors

June 1 - 30:

- Finalize event schedule and layout
- Confirm participation of dance groups, artists, and performers
- Organize and plan the kids' zone activities
- Coordinate with classic car show organizers
- Intensify event promotion and marketing efforts
- Conduct volunteer training and orientation

July 1 - 31:

- Finalize all logistical arrangements (e.g., sound, lighting, staging)
- Confirm delivery and setup of rental equipment
- Distribute event information to participants, vendors, and volunteers
- Conduct final walk-through of event venue
- Prepare emergency and contingency plans
- Continue event promotion and marketing efforts

Aug. 1 - 10 (Event Week – Event TBC for Aug. 3 or 10):

- Set up event venue, including staging, sound, and lighting
- Coordinate vendor and performer check-in/setup
- Conduct final briefing with volunteers and staff
- Manage event operations and troubleshoot any issues
- Coordinate with TURFinc to ensure smooth execution of dance competitions and workshops
- Gather feedback from attendees, participants, and vendors
- Clean up event venue and tear down equipment

Post-Event:

- Conduct event debrief with Turf Inc. and key stakeholders
- Evaluate event success and gather lessons learned
- Send thank-you notes to sponsors, vendors, and volunteers
- Compile event report and financial summary
- Begin planning for next year

Staffing Plan:

Event Director: Rachel Campos de Ivanov, Radium Presents

Program and Entertainment Director: Johnny Lopez, TURFinc

Marketing and Communications Manager: Brian Kameoka

Sponsorship Coordinator: Robert Boyd & Eileen Meredith, Radium Presents Board, Johnny Lopez (TURFinc)

Event Coordinator/Run-of-Show POC: Cathya Lopez (TURFinc)

Graphic Designer: Jody Colley, Armando Moxtox (TURFinc)

Vendor Coordinator: Johnny Lopez (TURFinc), Janet Valdez (Labios Mios Marketplace)

Volunteer Coordinator: Radium Board Member TBD

Event Staff Lead/Bar Manager: Ileath Bridges, Evelyn Roche (TURFinc), Andrew Yi (TURFinc)

Security Lead: Anthony Blackard

Videographers: Javier Ochoa and Ryan Reyes (TURFinc Media Team)

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).

Goal 1: Strengthen and expand the partnership with TURFinc to create a free, accessible event that celebrates urban dance culture and promotes community engagement.

Measurement:

- Collaborate with TURFinc to develop a comprehensive event plan that outlines each organization's roles and responsibilities
- Secure a written partnership agreement with TURFinc that defines the terms of the collaboration
- Achieve a minimum of 50% increase in event attendance compared to the previous year's event
- Conduct a post-event survey to measure attendee satisfaction and gather feedback on the partnership's success

Goal 2: Engage local artists, performers, and businesses to foster community connection, support the local economy, and showcase Alameda's diverse talents.

Measurement:

- Secure participation from at least 10 local artists and performance crews representing various urban dance styles and artistic disciplines
- Partner with a minimum of 10 local businesses to provide food, crafts, and other event amenities
- Conduct a post-event survey among participating artists, performers, and businesses to measure their satisfaction and gather feedback for future events

Goal 3: Foster greater cultural understanding, appreciation, and inclusivity by showcasing diverse urban dance styles, hosting educational workshops, and featuring local artists and performers.

Measurement:

- Present at least four different urban dance styles throughout the event, including Breaking, Hip-Hop, Popping, and TURF Dancing
- Offer a minimum of two educational workshops that cater to various skill levels and age groups

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).

[Budget_2.xlsx](#)

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)).

[Together_in_Motion_-_Show_Schedule_1.docx](#)

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).

Radium Presents has quickly established itself as a leader in the local arts scene since its founding in 2017. In 2022, Radium Presents launched Radium Runway, a new outdoor events venue that has become home to multiple intimate concerts and outdoor festivals - a new hub for artistic expression and community gatherings. Radium is supported by Rachel Campos de Ivanov, Manager of Operations and Community Engagement, bringing over nine years of experience producing community events and art programs at Alameda Point. The organization is also supported by an active 13-member board guiding the project's success and working towards establishing a performing arts center, TURFinc has a proven track record of delivering high-quality art and cultural programming. They have successfully hosted events at various venues across the Bay Area, including the Oakland Museum, San Francisco Westfield Mall, Jack London Square, Oakland City Hall, San Jose Westfield Mall, Classic Cars West, The New Parish, Starline Social Club, and the Berkeley Museum, to name a few. This extensive experience demonstrates their ability to execute impactful events in diverse settings. With their combined track record of success, strong leadership, valuable community connections, and clear vision for the future, Radium Presents and TURFinc are well-positioned to execute this collaborative and unique community event successfully.

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.

[Radium_Runway_-_Turf_Inc_-_PAC_Pitch_3.pdf](#)

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

[Org_Chart.docx](#)

By checking this box, 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 Rachel Campos de Ivanov

Title of signatory (e.g. Executive Director) Manager, Operations & Community Engagement

Together in Motion - Show Schedule

Event Set Up

Set up 7am - 10am (For cars, vendors, TURFinc, Radium, food & drinks, stages, kid zone, dj set up)

Event Overview -

Ongoing Entertainment 10AM - 6PM

2 - 3 Djs spinning will be playing music the whole time.

Food trucks

Kids Zone

Vendor Alley

Main Stage -

12:00 - 1:00 Nasty Ray Dance Workshop

1:00 - 2:00 - Dance Performances (three)

1st performance (Main Stage)

2nd performance (Main Stage)

2:00 - 2:30 Dance workshop with Money B

2:30 - 3:00 - Dance Performances

3rd performance (Main Stage)

4th Performance (Main Stage)

3:00 - 3:30 Dance Workshop - Tae Ninja & Daisy

3:45 - 4:15 - Judges showcase

4:15pm - 6pm - Top 16 - Finals Dance Battle Tournament

Second Stage/Tournament Space

1:00 - 2:00 - Preliminaries for dancers

2:15 - 3:15 - Tournament - Round of 32

Key Milestones -

April 1 - Confirm event date (Aug. 3 or 4) / submit for event permit

April 15- Finalize Turf Inc. contract

April 30 - Announce event/begin RSVP process

May 1 - Initiate vendor outreach

May 15 - Initiate volunteer outreach

June 15 - Finalize event and vendor layout

June 30 - Initiate advertising campaign

July 8 - Confirm performer details

July 15 - Finalize event logistics (sound/sanitation/performance)

Income:

Sponsorship	\$	5,000
Beverage Sales	\$	4,000
Vendor Fees	\$	2,000
PAC Grant	\$	10,000
Additional Grants/Community Contributions	\$	500

In-Kind Contributions	\$	5,000
Volunteer Hours	\$	2,500
Total Income	\$	29,000

Expenses:

Permits & Fees

Permits - ABC & Health	\$	450
- Event permits and licenses: \$500	\$	-
- Insurance: \$1,000	\$	1,000
Processing Fees	\$	250
Subtotal		

Production

- Turf Inc. Production Fee	\$	2,000
----------------------------	----	-------

Equipment

- Sound system and lighting rental:	\$	2,500
- Stage and flooring rental:	\$	2,000

Talent and Entertainment

- DJ	\$	1,000
- Dance competition prizes:	\$	1,500
- Workshop instructor fees:	\$	1,000
- Performer and artist stipends:	\$	2,000

Marketing and Promotion

- Graphic design services:	\$	500
- Social Media Management	\$	750
- Print materials (posters, flyers, banners):	\$	400
- Social media and online advertising:	\$	750
- Website development and hosting:	\$	500

Vendor and Logistics Support

- Vendor tents and tables rental:	\$	2,250
- Waste management and cleaning services:	\$	500
- Portable restrooms:	\$	750
- Signage and decorations:	\$	250

Staffing and Volunteer Support

- Event staff wages:	\$	1,750
- Security	\$	2,400
- Volunteer supplies and appreciation:	\$	200
- Staff and volunteer t-shirts:	\$	200

Event Supplies

- Cups, Ice & Beverage Supplies	\$	500
---------------------------------	----	-----

Miscellaneous and Contingency

- Miscellaneous expenses:	\$	600
- Contingency fund (10% of total budget):	\$	3,000

Total Expenses	\$	29,000
-----------------------	-----------	---------------

Net Income	\$	-
-------------------	----	---

Radium Staff

Rachel Campos de Ivanov, Manager Operations & Community Engagement

Marketing:

Brian Kameoka - Marketing & Communications Manager (consultant)

Jody Coley - Graphic Design (consultant)

Production -

TBH - Radium Runway Assistant Production Manager

Radium Board Sponsorship Committee:

Robert Boyd, Eileen Meredith

Turf Inc. Staff

Johnny Lopez, TURFinc - Owner/Director

Cathaya Lopez - Marketing and Event Logistics

Andrew Yi - Production staff

Evenlyn Roche - Production staff

Armando Moxtox - Graphic Design

Javier Ochoa - Videographer

Ryan Reyes - Videographer