

Title	La Bayadere Production in New Black Box Theater	03/08/2024
	by Rachel Lee in 2024 Cultural Arts and Arts Programming RFP	id. 45829331
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Original Submission

03/08/2024

Score	n/a
Enter the name of your public art proposal	La Bayadere Production in New Black Box Theater
Are you a nonprofit organization or government agency?	Yes
Please provide the name of the nonprofit organization or public entity submitting this proposal	Alameda Civic Ballet
Please provide the name of primary point of contact.	Rachel Lee
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Please provide the address for the organization or public entity submitting this proposal	1402 Park St. Alameda CA 94501 US 37.76425 -122.24247
Which level of grant are you requesting?	\$5,000 or \$10,000
Where will the proposed cultural arts or arts programming be held?	Central Alameda
Please describe the organization's interest in the project, initial vision for the work, and relevant experience or background (Letter of Interest).	<p>The Alameda Civic Ballet (ACB) would like to express our interest in the City of Alameda's recent Request for Proposals for Cultural Arts grant funding. ACB is committed to enriching the cultural landscape of Alameda through the power of high-quality accessible ballet, and we seek your support to transform our current ballet studio into a versatile black box theater in which to offer free public performances. This transformation of the studio to incorporate a performance space will enable us to showcase excerpts from the classical masterpiece "La Bayadère" this summer, and feature our upcoming performances, further contributing to the city's vibrant cultural scene.</p> <p>Founded in 2003, ACB has been an integral part of Alameda's cultural community, dedicated to promoting the art of ballet through performances, educational programs, and community outreach. Our productions, featuring diverse and talented local dancers and guest artists, have consistently drawn audiences from Alameda and beyond, demonstrating our commitment to excellence and community engagement.</p> <p>Our home theater was the 1,500 seat Kofman Auditorium in Alameda. Three years prior to the pandemic, "The Kofman" became unavailable while undergoing major earthquake retrofitting and renovations, so our performances moved to a 500-seat theater in nearby Castro Valley. Returning to "The Kofman" remains uncertain, meaning we can no longer rely on a local venue and thus propose to build one for Alameda community engagement.</p>

The proposed black box theater will serve as a dynamic space for ACB to present more intimate, innovative performances, allowing for a closer connection between the artists and the audience. By showcasing excerpts from "La Bayadère," we aim to bring the beauty and drama of this classical ballet to a broader audience, while also providing a platform for new works and local artists.

Our vision for the black box theater includes flexible staging and seating arrangements, state-of-the-art lighting and sound equipment, wings and curtains, and a welcoming atmosphere that encourages community participation. This space will not only benefit ACB but will also be available for other local arts organizations, fostering a collaborative and vibrant cultural community in Alameda. We are committed to bringing these performances back to the Alameda community and hope a collaboration with the City of Alameda will enable a feasible solution.

ACB's track record of successful performances, community engagement, and educational outreach initiatives demonstrates our capability and commitment to this project. We have a dedicated team of professionals, a passionate community of supporters, and a history of financial responsibility and effective project management.

We are excited about the potential impact of the black box theater on Alameda's cultural scene and are eager to work with the City of Alameda to make this vision a reality. We believe this project aligns with the City's goals of promoting cultural arts and community engagement, and we are confident that it will provide significant cultural and economic benefits to Alameda.

Thank you for considering our proposal. We look forward to the opportunity to discuss this exciting project further and to answer any questions you may have.

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

Alameda Civic Ballet (ACB) is eager to enhance Alameda's cultural scene by converting our studio space into a black box theater, focusing on showcasing "La Bayadère" highlights this summer and launching new, original ballet productions. This initiative aims to provide a versatile venue that fosters intimacy and innovation in ballet, aligning with the city's cultural aspirations.

The proposed black box theater performance space will serve as a pivotal stage for ACB to present highlights from "La Bayadère," allowing audiences to experience its dramatic and aesthetic beauty up close. Moreover, this space will be instrumental in developing and premiering original contemporary ballet works, offering a platform for creativity and modern storytelling through dance.

This transformation will not only elevate ACB's offerings but also enrich Alameda's arts landscape, making it a destination for unique and compelling ballet performances. The flexible, state-of-the-art facility will encourage artistic exploration and provide a nurturing environment for both established and emerging talent.

ACB's track record of delivering engaging ballet performances and our commitment to artistic excellence positions us ideally to realize this project's potential. We are excited about the opportunities this theater will create for cultural growth and community engagement in Alameda.

Thank you for considering our vision to bring classical and contemporary ballet to the forefront in Alameda through this transformative project.

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 Alameda Civic Ballet (ACB) is poised to transform our ballet studio into a state-of-the-art black box theater performance space, enabling us to present a unique program in Alameda centered around the highlights of "La Bayadère" and to introduce innovative, original ballet productions. This initiative comprises several key components, each designed to enhance the cultural offerings of Alameda and engage the community in the art of ballet.

Black Box Theater Conversion

1) Design and Construction: The conversion involves designing a flexible space with modular seating and advanced lighting and sound systems as well as pipe and drape curtains and wings. The project will start with architectural planning, followed by construction and installation, and is expected to take three to five months. Key personnel include our Project Manager and installation contractors.

2) Technical Equipment Installation: After construction, state-of-the-art lighting and sound equipment will be installed, tested, and optimized, a process estimated to take one to two months, overseen by our Technical Director.

"La Bayadere" Program

1) Rehearsals: Before and during the black box theater finish out, ACB will

commence a four-month intensive rehearsal period for "La Bayadère," involving our Principal Dancers, Corps de Ballet, and guest artists, under the guidance of our Artistic Director.

2) Educational Outreach: Parallel to rehearsals, ACB will launch an educational program online to introduce students to this ballet, culminating in special open performances of "La Bayadère."

3) Performance: A two run Black Box Theater performance of "La Bayadère" highlights will showcase this classical ballet's dramatic narrative and exquisite choreography in an intimate setting, offering a unique experience to the audience.

New Contemporary Ballet Productions

1) Choreographic Residency: Following "La Bayadère," ACB will host a residency for emerging choreographers to create original contemporary works, with the aim of fostering innovation in ballet.

2) Showcase and Development: The new works will be developed and showcased in the black box theater, providing a platform for contemporary artistic expression and audience engagement.

Partnership and Community Involvement

ACB will collaborate with local schools, community organizations, and cultural institutions to maximize the impact of the black box theater and our programming. Partnerships will focus on educational outreach, community engagement, and promoting the arts within Alameda.

Roles of Key Personnel

- Artistic Director: Oversees all artistic aspects, including the selection of repertoire, casting, and creative direction of productions.
- Project Manager: Responsible for the black box theater conversion, ensuring the project adheres to timelines and budgets.
- Technical Director: Manages technical aspects of theater operations, including lighting and sound installations.
- Education Coordinator: Develops and implements the educational outreach program, liaising with schools and community groups.

In conclusion, ACB's black box theater and "La Bayadère" program represent a significant enhancement to Alameda's cultural landscape, offering a unique blend of classical and contemporary ballet experiences while fostering community engagement and artistic innovation.

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

The Alameda Civic Ballet (ACB) is dedicated to transforming our studio into a black box theater and launching a comprehensive program beginning with the "La Bayadère" highlights to enrich Alameda's arts and culture landscape and engage our community in the transformative power of ballet. Our goals for the Black Box and "La Bayadère" project are multifaceted:

1) Enhance Cultural Offerings: We aim to provide Alameda with a versatile venue that showcases high-quality ballet productions, starting with "La Bayadère" highlights, and expands to include original contemporary works, fostering a broader appreciation for the arts.

be evaluated or monitored (Goals).

2) Community Engagement: Through this project, ACB seeks to deepen our connection with the community, offering workshops, free programs, and performances, particularly targeting the Alameda community.

3) Support of Local and Emerging Artists: By introducing a space that can host a variety of performances and artistic endeavors, we aim to nurture local talent and provide a platform for emerging artists and choreographers.

Steps to Achieve Goals:

1) Infrastructure Development: Convert the existing studio into a black box theater with the necessary technical capabilities, ensuring a flexible and intimate performance environment.

2) Program Development: Launch a robust opening with "La Bayadère" highlights as the centerpiece, followed by the creation and presentation of new contemporary works.

3) Educational Outreach: Implement a series of educational initiatives including community workshops to build audience engagement and foster a love for ballet.

4) Artist Support: Establish programs and collaborative opportunities for local and emerging artists to create and present their work.

Monitoring and Evaluation:

1) Performance Metrics: Track attendance, ticket numbers, and audience demographics for each performance to assess community interest and reach.

2) Feedback Mechanisms: Utilize surveys and feedback forms for audience members and participants to gauge satisfaction and impact.

3) Artistic Quality: Regularly review the quality of productions and programs through critical feedback, peer reviews, and audience response to ensure high artistic standards.

4) Community Impact: Evaluate the effectiveness of outreach programs by measuring participation rates, engagement levels, and the development of ongoing interest in the arts among participants.

5) Financial Oversight: Monitor budget adherence and financial sustainability of the black box theater operations and programming to ensure long-term viability.

In conclusion, ACB's Black Box and "La Bayadère" highlights project represents a strategic initiative to amplify Alameda's cultural offerings, engage our community in meaningful ways, and support the growth of local and emerging artists. Through diligent planning, execution, and evaluation, we are committed to achieving these goals and contributing to the vibrant

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.docx](#)

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)).

[Schedule_of_Events.docx](#)

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

The Alameda Civic Ballet (ACB), founded in 2003, stands as a beacon of artistic excellence and cultural enrichment in Alameda. With a mission to foster appreciation and accessibility of ballet and performing arts, ACB has a storied history of bringing high-quality ballet productions, educational outreach, and community engagement initiatives to the Alameda community. Over the years, ACB has established a robust track record of presenting a diverse range of ballet performances, from classical to contemporary, featuring talented local dancers alongside guest artists. The organization's dedication to arts education is evident in its comprehensive programs that introduce ballet to students of all ages, nurturing future generations of artists and audiences. Since the closing of "The Kaufman" theater we have had to move our productions out of Alameda. An onsite black box would allow us to again perform in Alameda fulfilling our mission. ACB's ability to execute the Black Box Theater and "La Bayadere" highlights project is supported by its experienced team of professionals, including seasoned directors, choreographers, and administrators. Their collective expertise ensures the meticulous planning and execution of this ambitious initiative. The transformation of their current studio into a black box theater signifies ACB's commitment to innovation and its adaptability in evolving its offerings to meet community needs. With a strong foundation in ballet production and community engagement, ACB is uniquely positioned to successfully carry out the Black Box Theater and "La Bayadere" work, promising to enrich Alameda's cultural landscape and provide a new platform for artistic expression and collaboration.

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

[ACB_Videos_and_Images.docx](#)

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

[ACB_Org_Chart.jpg](#)

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 Rachel Lee

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

Alameda Civic Ballet's "La Bayadère" and Black Box Theater Proposal Schedule

The Alameda Civic Ballet (ACB) presents a detailed schedule leading up to the premiere of "La Bayadère" excerpts in our newly transformed black box theater performance space. The program is scheduled for June 22 and 23, with significant milestones outlined to ensure a successful launch.

Key Milestones:

March

- Begin casting and rehearsals for "La Bayadère" highlights.
- Develop marketing and promotional materials for the upcoming performance.

April

- Finalize designs and obtain any needed permits for the black box theater conversion.
- Launch fundraising campaign to supplement grant and secure additional funding.
- Begin Black Box Theater construction.

May

- Complete construction of Black Box Theater inside studio including technical installations.
- Intensify rehearsals for "La Bayadère" highlights with full cast and crew.
- Begin promotional outreach to the community.

June 1-21:

- Finalize technical and dress rehearsals in the new Black Box Theater.
- Engage in community outreach.
- Prepare the theater for the opening, ensuring all elements are in place for a successful performance.

Proposed Program for June 22 and 23:

June 22:

- 1:00 Doors open with a pre-show reception in the lobby.
- 1:30 Opening remarks and introduction to the performance.
- 2:00 Performance of "La Bayadère" highlights.
- 3:00 Post-show meet and greet with cast and creative team open to audience members.

June 23:

- 1:00 Doors open with a pre-show reception in the lobby.
- 1:00 Doors open with a pre-show reception in the lobby.
- 1:30 Opening remarks and introduction to the performance.
- 2:00 Performance of "La Bayadère" highlights.
- 3:00 Post-show workshop for attendees interested in learning more about ballet, the story of "La Bayadère," and a behind-the-scenes look at the production.

The ACB's presentation of "La Bayadère" in the new black box theater is not just a performance but a comprehensive cultural event designed to engage, educate, and inspire the Alameda community, showcasing the transformative power of ballet and the arts.

Alameda Civic Ballet's "La Bayadère" and Black Box Transition Proposed Program Budget

The Alameda Civic Ballet (ACB) is committed to transforming our studio into a black box theater and presenting "La Bayadère" highlights as a cornerstone of our inaugural season in this new space. Below is a detailed budget proposal outlining how the City of Alameda Cultural Arts Grant funds will be allocated, along with additional funding sources to ensure the program's success.

Program Budget Overview:

The budget encompasses costs associated with the black box theater conversion, production of "La Bayadère" highlights, and program administration. We anticipate leveraging the Alameda City Arts Grant funds alongside private donations, and potential sponsorship to finance these initiatives.

Black Box Theater Conversion

Expense Category	Estimated Cost	Funding Source
Construction	\$4,000	Private Donation
Technical Equipment	\$5,000	Sponsorships
Lighting & Sound Systems	\$10,000	Sponsorships
Seating & Fixtures (Pipe and Drape)	\$11,000	City Arts Grant & Donation
Total	\$30,000	

Production of "La Bayadère"

Expense Category	Estimated Cost	Funding Source
Set & Costume Design	\$3,000	Private Donations
Dancer Salaries	\$5,000	Sponsorships
Marketing & Promotion	\$2,000	Private Donations
Total	\$10,000	

Program Administration

Expense Category	Estimated Cost	Funding Source
Staff Salaries	\$5,000	Sponsorships
Administrative	\$3,000	Private Donations
Total	\$8,000	

Total Program Cost \$48,000**Funding Narrative:**

- **City Arts Grant:** We are seeking \$10,000 from the City of Alameda Cultural Arts Grant, which will be primarily dedicated to the seating and fixtures necessary to make a black box.
- **Private Donations:** An estimated \$13,000 from private donations will supplement costs for construction, remaining fixtures, administrative costs, set and costume design, and marketing and promotion, showcasing community support for our endeavors.
- **Sponsorships:** We aim to secure \$25,000 in sponsorships to cover equipment and staff and dancer salaries to broaden our reach, ensuring the success of "La Bayadère" and subsequent productions.

This budget represents a strategic allocation of resources, combining grant funding with community and sponsorship-driven support to establish a vibrant cultural asset for Alameda through the ACB's black box theater and presentation of "La Bayadère."

Alameda Civic Ballet's Organizational Chart

Exhibit 15

