

Title	<b>Circus Bella at Radium Runway</b>	03/20/2025
	by <b>Rachel Campos de Ivanov</b> in <b>2025 Cultural Arts and Arts Programming RFP</b>	id. 50018815
	1201 Sherman St. Alameda, California 94501 United States 650-438-8780 rcampos@alumni.haas.org	

Original Submission

03/20/2025

Score	n/a
Please be aware that I Understand all application documents and other materials submitted to the City are subject to disclosure under the California Public Records Act.	
Enter the name of your public art proposal	Circus Bella at Radium Runway
Are you a non-profit or government agency?	No
Please upload proof of non-profit status. For example, a valid IRS tax exemption certificate. <a href="#">2024-11-25_IRS_Exemption_Letter.pdf</a>	
If you are NOT a non-profit or government agency, are you using a fiscal sponsor for this grant?	No
Please upload Fiscal Sponsorship Agreement/MOU (only for fiscally sponsored organizations)	

Only nonprofit organizations, government agencies or fiscally sponsored organizations are eligible at this time. If you continue to complete this form, your organization will not be considered.

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Please provide the name of the non-profit organization or public agency submitting this proposal:	Radium Presents Inc.
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Please provide the name of the primary point of contact:	Rachel Campos de Ivanov
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Please provide the daytime phone number for the primary point of contact:	+16504388780
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Please provide the E-mail for the primary point of contact:	rachel@radiumpresents.org
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Please provide the name of the secondary point of contact:	Robert Boyd
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Please provide the daytime phone number for the secondary point of contact:	+15107593656
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Please provide the E-mail for the secondary point of contact:	boydrjr@gmail.com
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Please provide the address for the organization or public entity submitting this proposal:	1201 Sherman St. Alameda CA 94501 US 37.767567 -122.263951
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Which level of grant are you requesting?	\$10,000
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Where will the proposed cultural arts or arts programming be held?

Alameda Point

If you selected "Other," please explain:

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#### Organization Details

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Please provide your organization's mission statement:

Radium Presents is a catalyst for transformation at Alameda Point, bringing people together on common ground through shared passions and creating a visionary, waterfront, performing arts center that will act as a cultural anchor for the City of Alameda and the East Bay. At Radium, we believe in the power of the performing arts to inspire empathy and effect social change—uplifting spirits, challenging perspectives, encouraging dialogue, amplifying underrepresented voices, fostering community. We are a 501(c)3 dedicated to the establishment of a Performing Arts center in Alameda, which fills a community and regional need, provides first-class performing space for our students and arts organizations and centers an arts district in the community of Alameda Point, the former naval air station. Our mission is to build community and access to the arts through world-class performance, serving as a center of creative innovation for all. Radium will create experiences that enable those inspired by performance to take the next step - explore, learn, dig deeper, engage with performers and the creative process. Radium Runway, launched in 2022, is our outdoor performance series showcasing our vision for a waterfront performing arts center at Alameda Point. Through programming spanning opera, jazz, classical music, and dance, we're building the foundation for our future venue. This initiative helps us develop relationships with audiences and arts funders while establishing our programming reputation and reinforcing Alameda's role as an arts destination. Each performance demonstrates the potential of our future performing arts center and its value to the community.

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Please provide a brief organization history:

#### RADIUM PRESENTS

The vision for Radium Performing Arts Center took root in 2017 when local entrepreneur and philanthropist Christopher Seiwald recognized a need in Alameda for a dedicated professional performance venue. Now known as Radium Presents, we became a 501(c)(3) organization in 2018. The Radium Performing Arts Center will be a launch pad for emerging artists, an artistic lab for world class performers to innovate and iterate, and an educational catalyst within Alameda and the wider community.

#### VISION FOR AN EAST BAY PERFORMING ARTS CENTER

In 2019-2020, we had scouted potential locations in Alameda and brought in a development consultant who conducted extensive interviews with eight focus groups. These sessions gathered critical input from prospective user groups, including local performance artists, arts educators, nonprofit leaders, and community stakeholders.

Behind the scenes, local developer Alameda Point Partners signed an amended agreement with the City, formally reserving two waterfront acres for Radium's permanent home, with the San Francisco skyline and the Bay Bridge as the backdrop. This set the stage for Radium leadership to respond to the City's call for proposals in July 2023 to activate that reserved space as a community benefit project and, later that year, entered into an Exclusive Negotiating Agreement with the City.

#### RADIUM RUNWAY

Radium Runway launched in 2022 as an outdoor performance series showcasing our vision for a waterfront performing arts center at Alameda Point. Created to share our ambitions publicly, build relationships with Bay Area arts organizations, and establish Alameda Point as an arts destination. In 2023, we formalized the temporary venue's placemaking strategy, transforming an underutilized section of the former Naval Air Station into a vibrant cultural space. Since then, Radium Runway has hosted diverse programming, including concerts, dance performances, and cultural festivals, drawing visitors from across the Bay Area.

Please provide a list or summary of artistic programs, activities, and recent key accomplishments from the last five years:

In 2022, to activate the site and build momentum for the venue, we began producing Radium Runway, a series of public outdoor performances, giving residents a taste of the creative programming planned for the future permanent 600-seat venue at the site. Our first season in October 2022 featured a series of jazz, opera, and collaboration with Circus Bella on the site, attracting over 1500 attendees.

2023 marked the debut of Radium Runway as a venue for arts programming, and we introduced an expanded series of intimate concerts headlined by the Young Musicians Choral Orchestra with Elena Pinderhughes, John Brothers Piano Company, and Ensemble Mik Nawooj's Hip Hop Orchestra Experience. We embraced the Bay Area's street culture with a hip-hop dance battle by Turf Inc. An enchanting evening of "Moth"-style live storytelling featured celebrated tale tellers.

Additionally, Radium Runway hosted impactful cultural festivals, including The Donut Fun Run, Beer City Alameda, and the West End Arts District's

Fiesta Alameda.

## 2024 EVENTS:

### April:

San Francisco's Opera's "Bohème out of the Box." Free, live performances of an abridged version of Giacomo Puccini's "La Bohème." Families with young children were invited to participate in a free First Act Workshop before showtime.

### May:

Runway Dance Festival featuring professionals Tara Pilbrow Dance (Alameda), Embodiment Project (San Francisco), and Post:ballet (Berkeley), and performances by youth companies from four dance schools - Alameda Ballet Academy/Alameda Civic Ballet, Berkeley Ballet Theater, Roco Dance, and Shawl-Anderson Youth Ensemble/Shawl-Anderson Dance Center.

### June:

LA MISA NEGRA concert with SambaDá, Heavy-Weight Cumbia & High-Energy Afro-Latin

### July:

SUNNY WAR concert with Diana Gameros, Blues/Folk/Punk Master Fingerstyle Nashville Guitarist  
3RD ANNUAL FIESTA ALAMEDA, free celebration of Latin Music, Dance, Crafts, Food & More, Produced by the West End Arts District.

### August:

TOGETHER IN MOTION FESTIVAL, free celebration of street dance culture through performances, workshops, and highly anticipated TURFinc dance battles  
JAZZ MAFIA'S GRATEFUL BRASS concert with The SticklerPhonics, Grateful Dead Tribute with Brass, Drums, and Vocals  
EVERYBODY EATS FESTIVAL, celebration of Food, Fashion, Community, and Good Vibes

### September:

TRUE LOVES concert with Andre Cruz & Chris Lujan, Undeniable Grooves and Classic Soul Sounds

### October:

RUNWAY STORIES: LITQUAKE EDITION, tales centered around the theme "First Love"

### December:

CAPTURE THE KING TIDES: Guided Photography Walk produced in conjunction with the West End Arts District. This sold-out event combined photography and climate awareness through a photographic study of the king tide at the Alameda Shoreline.

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Please provide a description of the communities your organization is rooted in, engages and/or serves:

Radium Presents and the future Performing Arts Center will serve East Bay artists, organizations, and audiences.

- Serving East Bay artists by providing space for rehearsals and performances
- Serving Alameda arts organizations by providing a cultural hub, sponsoring performances and events representing a wide variety of art forms, cultural heritages, and participants.
- Serving youth in the Alameda Unified School District which has long struggled with its arts programming and a lack of suitable performing spaces.
- Serving community partners including The West End Arts District – a community-led initiative to foster and celebrate the performing and visual arts in the West End of Alameda- and Rhythmix Cultural Works – a community-based arts facility known for their focus on world music and cultural exchange.

Our audiences come from Alameda, neighboring East Bay cities including Oakland, and the greater Bay Area. For Radium Runway 2024, 60% of our visitors came from off the island.

Successfully attracting visitors to Alameda Point raises the profile of the neighborhood and publicizes the site of the future performing arts center. Dominated by the vast runways of the decommissioned Naval Air Base, Alameda Point is one of Alameda’s most vulnerable neighborhoods, both socio-economically and due to its exposure to sea-level rise and the need for economic revitalization. This neighborhood provides unparalleled opportunities for economic growth and is the key to Alameda fulfilling a critical need for affordable housing, mandated by the State of California. As this new neighborhood develops, a cultural anchor will be vital to creating a viable and dynamic neighborhood, with employment opportunities and community gatherings to balance residential growth and commercial ventures.

Which artistic discipline(s) best fits your Organization:	Other
If you selected "Other," please explain:	Circus
Project Details	

When will the project be developed/presented? Please indicate if there are public performance dates already known.	This family-friendly circus event aligns with Radium's mission to activate the Alameda Point site through diverse performing arts programming accessible to the entire community. DEVELOPMENT PHASE: April 2025: Contract finalization with Circus Bella and initiate High Impact Special Event Permit Application May 2025: Begin marketing and community outreach June 2025: Technical production planning and logistics coordination Early July 2025: Site preparation at Radium Runway PUBLIC PRESENTATION: Saturday, July 26, 2025: Circus Bella at Radium Runway Two 60-minute performances (showtimes at 1:00 PM and 3:00 PM) Free and open to all ages Site opens 60 minutes before first performance for audience gathering Local food vendors for pre-show activities available between performances POST PRODUCTION: August 2025: Evaluation and documentation of project outcomes
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If you have venue information secured, where will the work be presented? Please also describe any permits or approvals you may have secured for your location:	Circus Bella performances will be presented at Radium Runway, our established outdoor venue at Alameda Point. Radium has secured this site through a license agreement with the City of Alameda valid through June 30, 2025, with an extension through December 31, 2025 expected to be executed by May 2025. The venue is exceptionally accessible, offering ample parking at Alameda Point with smooth, level surfaces that accommodate visitors of all ages and abilities. Radium will provide sufficient seating to ensure a comfortable viewing experience. The site's location at the terminus of the Cross Alameda Trail makes it easily reachable by bicycle for families from across the island and beyond. As this event anticipates approximately 400 attendees per performance (exceeding our standard license capacity), Radium will secure a High Impact Special Event Permit from the City of Alameda. We have successfully obtained these permits for previous large-scale events and will begin the application process in April 2025.
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Is there an online/virtual component to the project:	No
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Please provide a project summary and concept, inclusive of your artistic vision, goals, and decision to undertake this project at this time:

Radium Presents is thrilled to bring Circus Bella's enchanting one-ring circus to Alameda Point, offering a vibrant celebration of circus arts that bridges generations and cultures. This exhilarating 60-minute show promises to delight audiences of all ages with a cherished family experience that embodies the simple joy and "art of fun" that circus traditions represent.

Circus Bella delivers a modern twist on the classic one-ring circus format, overflowing with heart and soul. The vivaciously colorful Circus Bella Company, comprising a diverse troupe of acrobats, aerialists, jugglers, and clowns from the Bay Area and beyond, performs to the lively tunes of Rob Reich and the 6-piece Circus Bella All-Star Band. With gusto and daring, humanity and heart, they connect with audiences through thrilling feats, engaging camaraderie, and the heartbeat of live music.

Our project vision centers on accessibility and community engagement—offering two free performances that welcome everyone to experience the wonder of live circus arts. This project serves as both a standalone celebration and a preview of Radium's plans to feature expanded circus programming in the near future.

Circus Bella performances provide joyful, magical entertainment for people of all ages. Beyond that, however, Circus, a powerful kind of folk art, has historically been known as the “Great Unifier” because it is unhindered by language or cultural barriers and thereby helps create a multi-ethnic, inclusive community. The company is in the unique position of coexisting among the categories of performance art, community development, and intergenerational tradition. Celebrated as a highly professional troupe of performers who pride themselves on transmitting knowledge, culture, and wonder, Circus Bella connects people of all ages and characteristics through the shared excitement of witnessing thrilling performances by an exceptionally diverse company.

The goals of this project are threefold:

- 1) To provide the Alameda and East Bay communities with an accessible, joyful event that brings people together across generations
- 2) To introduce audiences to Circus as an art form that transcends ages, languages, and backgrounds
- 3) To activate the Radium Runway space with programming that reinforces our commitment to diverse performing arts experiences

We've chosen this moment to present Circus Bella as part of our strategic effort to broaden our programming palette while building community connections at Alameda Point. As we work toward our vision of a permanent performing arts center, events like this demonstrate the potential of the space while creating lasting memories for our community.

Please describe the planning process, marketing and/or outreach for this project or recent

Planning Process, Marketing, and Outreach

Planning Process:

- April 2025: Contract finalization with Circus Bella, including technical requirements and performance schedule
- April 2025: High Impact Special Event Permit application submission



projects you have completed:

- April-May 2025: Logistics planning, including site layout, audience flow, and accessibility considerations
- June 2025: Production team assembly and volunteer recruitment
- Early July 2025: Final technical production meetings and site preparation plans
- July 26, 2025: Site setup and event production

#### Marketing & Outreach Timeline

April 2025:

- Develop a comprehensive marketing strategy and materials
- Secure media partnerships with local outlets (Alameda Sun, East Bay Express)
- Design promotional graphics for print and digital distribution

May 2025:

- Launch event webpage with performance details and registration options
- Inclusion within Circus Bella season announcement press release to Bay Area media outlets
- Initiate outreach to Alameda community & senior centers, family and youth organizations

June 2025:

- Begin social media campaign across Facebook and Instagram platforms
- Install street banners and posters throughout Alameda and neighboring communities
- Implement targeted digital advertising campaign on platforms like SF Fun Cheap and 510 Families
- Send dedicated email announcements to Radium & Circus Bella subscriber list and partner organizations

July 2025:

- Intensify social media presence with behind-the-scenes content and performer spotlights
- Secure local media coverage (interviews, feature stories) in the two weeks leading to the event
- Coordinate with City of Alameda channels for additional promotion
- Distribute day-of event information to registered attendees

#### Community Partnerships

We will leverage our established relationships with local organizations, including:

- Alameda Point Neighborhood Newsletter
- Alameda Point Collaborative
- Alameda Recreation & Parks Department
- Bike/Walk Alameda
- West Alameda Business Association
- West End Arts District
- Mastick Senior Center

These partnerships will help us reach diverse audiences across Alameda and neighboring communities, ensuring strong attendance and community engagement for this free, family-friendly event.

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Who are the main artistic collaborators or project partners (artists, organizations, technicians, administrators)? How will they contribute to the project? Provide brief biographical Information, as appropriate.

RACHEL CAMPOS DE IVANOV (Program Manager, Radium Presents) Rachel will serve as the primary site contact, coordinating logistics, marketing, and community engagement for the event.

With a background in sales and marketing, Rachel shifted her professional focus in 2014 toward placemaking and business development at Alameda Point. She previously led a successful three-year community-building initiative for Alameda Point's first redevelopment project, bringing valuable experience in activating this unique space for public events. Rachel currently oversees the development and management of Radium Runway programming, ensuring the success of diverse arts experiences at the site.

ABIGAIL MUNN (Executive Director, Circus Bella) Abigail will serve as the artistic director for the project, overseeing all performance elements.

Since founding Circus Bella, she has directed, created, and produced new work for the company while also handling many behind-the-scenes roles. An accomplished dancer, choreographer, and aerialist with a BFA in Modern Dance from UC Santa Barbara, Munn's circus roots run deep—she appeared with the Pickle Family Circus as a child. Her professional credits include performances with Zoppe Italian Family Circus, Lone Star Circus, the New Pickle Circus, and numerous other renowned companies. The New York Times has commended her work, and she co-directed the three-time "Best of the Bay" winning nouveau-vaudeville troupe Kitty Bang. In recent years, Abigail has become increasingly involved in advocacy work for the circus arts.

ROB REICH (Music Director, Circus Bella All-Star Band) Rob will lead the 6-piece Circus Bella All-Star Band, providing live musical accompaniment that is integral to the performance.

His versatile career includes performances in concert halls, circus tents, dance clubs, and chapels across the country. A graduate of Oberlin Conservatory of Music where he studied with John Luther Adams and Pauline Oliveros, Reich discovered the accordion after moving to the Bay Area in 2000. His music defies genre, combining strong melodic ideas, rhythmic drive, and a spirit of irreverence and experimentation. Reich has served as the long-time musical director for Circus Bella and is also known for his work with Tin Hat & Gaucho.

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Is there an intended audience for this project? If yes, how will you engage them?

This project welcomes a diverse audience by leveraging circus arts' ability to transcend age, language, and cultural barriers. We expect to attract families, arts enthusiasts, local residents, and visitors curious about Alameda Point's developing arts district. Circus is an accessible art form with mass appeal, ideal for our mission of bringing performing arts to all. Free performances remove economic barriers, ensuring accessibility for everyone. Circus Bella's established Bay Area following will help draw visitors experiencing Radium Runway for the first time. Our engagement strategy extends beyond Alameda to reach the greater East Bay. By partnering with Circus Bella, we leverage their regional reputation throughout Northern California, amplifying our audience development efforts. Our engagement plan includes: - Press outreach to Alameda Post and East Bay Express - Social media campaigns across Alameda and adjacent communities - Digital advertising targeting families in the East Bay - Cross-promotion with libraries and ARPD Outreach to the Alameda Point Collaborative, GirlsInc, Boys & Girls Club and other youth community organizations - Outreach to senior centers, communities and organizations (experiencing joy is timeless and has no age barriers) Through these efforts, we'll create a vibrant community event introducing new audiences to both circus arts and the Radium Runway venue.

You may provide up to 3 work samples totaling 5 minutes of material to review. Work samples can be provided by using online links (video or audio), or uploading JPGs (images), and PDFs (documents).

[Circus\\_Bella\\_Previews.pdf](#)

Describe how your work samples relate to the proposed project. If submitting videos, please indicate necessary user/password info and cueing instructions.

Photos from Circus Bella at Radium Runway 2022 and two, short preview videos from their 2024 season

Budget and Financial Details

Please upload your own project 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:

[RadiumRunway\\_CircusBella\\_Budget\\_1.xlsx](#)

If you do not have a budget template, you can download the example template below.

Budget Template

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

[Radium\\_Org.\\_Chart.pdf](#)

# Project Budget: Circus Bella at Radium Runway

## INCOME

Amount	
<b>Contributed Income</b>	
City of Alameda Cultural Arts Grant	\$10,000
Concessions/Food Trucks	\$1,750
Corporate Contributions	\$5,000
Radium Presents contribution	\$7,500
Volunteer Hours	\$900
<b>Subtotal</b>	<b>\$25,150</b>
<b>Earned Income</b>	
Event is free to the public	\$0

## EXPENSES

Category	Item	Amount
	Circus Bella Artist Fees	\$10,000
	Circus Bella Technical Crew	\$2,000
	Site manager	\$720
	Front of house staff (2 people)	\$300
	Custodial	\$320
	<b>Subtotal</b>	<b>\$13,340</b>
<b>Production Expenses</b>	Site preparation and setup	\$1,200
	Equipment rental (seating, pop-ups)	\$900
	Portable restrooms	\$1,200
	Performer hospitality	\$200
	<b>Subtotal</b>	<b>\$3,500</b>

<b>Marketing and Outreach</b>	Graphic design	\$800
	Printing (posters, programs, signage)	\$1,000
	Digital advertising	\$1,000
	Social Media Management	\$1,000
	Photography/videography	\$750
	<b>Subtotal</b>	<b>\$4,550</b>
<b>Administrative Expenses</b>	Permits & Insurance	\$250
	Project management	\$2,000
	Contingency (10%)	\$1,475
	<b>Subtotal</b>	<b>\$3,725</b>
<b>TOTAL EXPENSES</b>		<b>\$25,115</b>

# RADIUM

P R E S E N T S

## Org. Chart

### Staff

**Rachel Campos de Ivanov**

Manager, Operations &  
Community Engagement

### Executive Board

**Christopher Seiwald**

Founding Director

**Tara Pilbrow**

Vice President

**Bob Boyd**

Secretary

**Joel Plaisance**

Treasurer

### Board Members at Large

**Allison Bliss**

**Ken Carvalho**

**Kumi Hodge**

**Eileen Merideth**

**Ben Mickus**

**Ruby Peckford**

**Julie Pond**

**Lauren Rosi**

**Sabrina Svendsen**

**Frederica Von Stade**



Department of the Treasury  
Internal Revenue Service  
Tax Exempt and Government Entities  
P.O. Box 2508  
Cincinnati, OH 45201

RADIUM PRESENTS INC  
1201 SHERMAN STREET  
ALAMEDA, CA 94501

Date:  
11/25/2024  
Employer ID number:  
99-0390093  
Person to contact:  
Name: Suzanne Richey  
ID number: 4025838  
Telephone: 877-829-5500  
Accounting period ending:  
December 31  
Public charity status:  
170(b)(1)(A)(vi)  
Form 990 / 990-EZ / 990-N required:  
Yes  
Effective date of exemption:  
December 18, 2023  
Contribution deductibility:  
Yes  
Addendum applies:  
No  
DLN:  
26053482006504

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements



# CIRCUS BELLA

at  
Radium Runway







# 2024 Previews



<https://www.youtube.com/watch?v=ls2c3il6lmo>

<https://www.youtube.com/watch?v=IVpOX2z4gls>