

Title	RE-CYCLE: redefining our landscape with resilience and hope	03/20/2024 id. 45968624
	by Tara Pilbrow in 2024 Cultural Arts and Arts Programming RFP 1453 Webster Street Alameda, California 94501 United States 415 309 8565 tarapilbrow@gmail.com	

Original Submission	03/20/2024
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Score	n/a
Enter the name of your public art proposal	RE-CYCLE: redefining our landscape with resilience and hope
Are you a nonprofit organization or government agency?	Yes
Please provide the name of the nonprofit organization or public entity submitting this proposal	West End Arts District
Please provide the name of primary point of contact.	Tara Pilbrow
Provide the daytime phone number for the primary point of contact	+14153098565
Provide the email address for the primary point of contact	tara@westendartsdistrict.org
Please provide the name of secondary point of contact	Rachel Campos de Ivanov

Provide the daytime phone number of the secondary point of contact	+16504388780
Provide the email address for the secondary point of contact	rcampos@alumni.haas.org
Please provide the address for the organization or public entity submitting this proposal	1453 Webster Street Alameda CA 94501 US 37.77291 -122.27687
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).	<p>West End Arts District's mission is to provide a platform for artists to create vibrant art experiences on the West End of Alameda, bringing together local and regional audiences around the visual and performing arts. Our events and programs offer new perspectives, spark conversation, and engage with the landscape we live in.</p> <p>With ReCycle, we are thrilled to bring in an internationally-renowned dance company to create an Alameda-specific artwork. Based in Oakland, BANDALOOOP is an awe-inspiring and unique vertical dance company who have enthralled audiences the world over, performing for millions of people in over 300 cities. They have created perspective-bending dances on skyscrapers, natural cliffs, urban billboards and UNESCO World heritage sites.</p> <p>The initial creative spark for ReCycle came from West End Arts District Executive Director and local choreographer Tara Pilbrow's concept that the metal girders of Building 25 would make an ideal vertical stage for BANDALOOOP's work; "The scale of the structure, combined with the opportunities and challenges that a three dimensional wall space offer set my creative brain to work, but it was several years before the right opportunity came up to engage with BANDALOOOP."</p> <p>Tara learned that the land around Building 25 was the site of an ambitious proposal by the City of Alameda to create De-Pave Park, transforming paved tarmac into a thriving ecological park which adapts to future sea level rise by accepting rising tides to create restored wetlands. This</p>

Climate Positive park will be a new model for resilient landscapes, offsetting its carbon footprint in four years and mitigating the carbon footprint of its original construction in less than 25 years, not the additional 220 years the site would require to become Climate Positive without these efforts.

BANDALOO artistic director, Melecio Estrella describes his work as “focusing on human/land relationships in our time of co-arising climate and social crises.” He has created site-specific outdoor performances with climate scientists, young climate activists, hydrologists, landscape architects and other artists in interdisciplinary inquiry asking “How can knowledge and a physically-felt sense of ecological connectedness change the way we imagine and create livable futures?”

In 2023, Tara approached Amy Wooldridge at the City of Alameda (lead instigator of the De-Pave Park project) and BANDALOO to propose her concept for a multimedia dance performance inspired by the narrative and goals of De-Pave Park, performed on the walls of Building 25, a building which will eventually be demolished to make way for the new park. This is by far the largest and most ambitious project that West End Arts District has ever taken on, and aligns perfectly with our mission to bring vibrant art to local and regional audiences, empowering artists to transform the public space.

We respectfully request that the Alameda Public Arts Commission help make this long-standing dream a reality this September.

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

Re-Cycle is a multimedia performance created on Building 25 with BANDALOO, the perspective-bending, vertical dance company, envisaging the re-wilding of the Alameda Naval Air Base.

Combining dance surfaces both vertical and horizontal, with music composed for the project by Ben Juodvalkis and lighting created by renowned lighting designer Jim French, this Alameda site-specific art work explores the cycle from shoreline to military base to commercial space and back to wetlands, imagining how nature and art might reappropriate this heavy industrial landscape. Dancers shift from being ‘grounded’ on the structure and on custom platforms within the girders to the freedom of flight, suspended within the massive spaces on harnesses hanging from the girders.

Thanks to generous support from Radium Presents and the City of Alameda, we were able to conduct a one-week research and development session at Building 25 in September 2023. Tara Pilbrow worked with the BANDALOO team to assess the rigging needs, develop staging and lighting ideas and work on initial choreographic ideas for the piece. That week culminated in two open rehearsals when over 300 people came to observe the creative process and learn about our long-term vision for the piece. This was also a vital opportunity for company members to interact with city staff and members from the design team at CMG Landscape to better understand the vision and key objectives for De-Pave Park.

Please provide a

In summer 2024, the artists will continue to create and prepare the work at

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 BANDALOOOP studios in Oakland. Rehearsals begin on-site at Building 25 on September 22, with public performances on September 26, 27, and 28, preceded by a short presentation about De-Pave Park.

The key components are these:
 Vertical dance performance
 Music and Lighting design
 Project management

BANDALOOOP team members will manage the creative production: Thomas Cavanagh, Executive Director, joined the company in 1998. Past and current collaborators include multiple UNESCO World Heritage Sites, Lionsgate Entertainment, Walt Disney Entertainment, American Express Foundation, US State Department, and European Capital of Culture. Thomas is on the Boards of Directors for Oil Change International, and Visit Oakland, and former advisor for the nonprofit Amazon Watch.

Melecio Estrella joined BANDALOOOP as a dancer in 2003, and became Artistic Director in 2020. He co-directs the dance theater company Fog Beast and is a longtime member of Joe Goode Performance Group. He has been commissioned by Yerba Buena Center, San Francisco Opera Center, Dancers' Group, Headlands Center for the Arts and numerous universities. He has received the Gerbode Special Award in the Arts, and was a Leadership Fellow with the Association for Performing Arts Professionals.

The BANDALOOOP team includes six dancers, musical director, technical director, two riggers, stage manager and wardrobe supervisor.

Lighting Designer Jim French regularly works with San Francisco Ballet. His list of previous collaborators reads like a who's-who of the world of dance. He has a longtime working collaboration with BANDALOOOP and understands the challenges of working in non-theater environments. Ben Juodvalkis is a Bay Area composer and musician who has created music and soundscapes for Bay Area dance companies including Joe Goode Performance Group, Robert Moses Kin, ODC, Lines Ballet, Axis Dance and Aleta Hayes. He developed his own electronic instrument to marry the dizzying flexibility and power of computers with the expressiveness of traditional musical instruments.

PROJECT MANAGEMENT PARTNERS

Re-Cycle is part of RISING TIDES, a one year Climate Arts Initiative instigated by the city of Alameda. The initiative is a collaborative effort between the City of Alameda, Rhythmix Cultural Works, West End Arts District and Radium Presents.

Tara Pilbrow, Project Director, worked internationally before coming to Alameda in 2017. As a dancer and educator, she creates pathways for the community of Alameda to experience dance performance, and for dance students in Alameda to perform alongside and learn from Bay Area professionals. All of her performances since 2017 have been site-specific explorations of ideas and places in Alameda. As Executive Director of West End Arts District, she is a community organizer empowering artists in Alameda.

Rachel Campos de Ivanov, Program Manager for Radium Presents, launched her career in sales and marketing. In 2014, with a desire to see Alameda Point thrive, she shifted her professional focus towards placemaking and business development, leading a successful three-year community-building initiative for Alameda Point’s first redevelopment project. She has applied her experience to large-scale commercial projects and business districts throughout Northern California.

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).

WEAD has three primary goals for ReCycle:

Create a visually stunning, emotionally engaging piece of art which will remain etched on the memories of all those who come to experience it.

Animate support for climate sustainability goals and DePave Park. The performance will be preceded by a short video made by Argentinian video artist Cecilia Diaz Cortez in collaboration with designers at CMG Landscape and city staff. The video will tell the narrative of De-Pave Park in an artistic way providing audiences with more specific context for the performance that follows.

Raise the profile of Alameda Point as an arts destination, our ongoing goal. For this event, we anticipate a total audience of 1500, many of whom will come from outside of Alameda. This event will increase attendees’ awareness of the arts in Alameda, and bring business to the breweries, restaurants and wineries of Alameda Point and the West End.

We will monitor progress with these metrics:
 Inquiries and activity on the WEAD website
 Ticket reservations
 Press coverage

The larger context of the RISING TIDES initiative will provide other tools for evaluation, such as the public’s continued engagement with photographs and video recording of ReCycle on the RISING TIDES website, and an community outreach effort with schools and other organizations which will culminate in a participatory artwork.

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).

[Re-Cycle_project_budget.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)).

[Project_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).

West End Arts District was founded in 2015 by local business owner Sandra Russell. When the vast Alameda Naval Air Station was decommissioned in 1997, it left a massive hole in the economy of the West End. Sandra Russell understood that the best way to build community spirit, and revitalize this area was through the arts. She launched the street festival Blues, Brews and BBQ, which continues to be our flagship event and brings between 4000-5000 music lovers to the West End every September. Under the leadership of our current Executive Director, Tara Pilbrow, the non-profit has grown, expanding its programming to include dance, visual arts, and cultural celebrations, and deepening its relationship with the city and local arts leaders. West End Arts District also provides fiscal sponsorship, financial, and logistical support to artists and arts organizations working in our community. Since 2020, WEAD has brought a string of successful initiatives to the West End including the Webster Gateway Mural, the Healing Garden Summer Series, the Taxiway Mural Project, and Fiesta Alameda. In April 2022, WEAD collaborated with Rhythmix Cultural works to host the opening celebrations for the City of Alameda's new Waterfront Park, including performances by Axis Dance Company, Fog Beast, 13th Floor theater and a community performance directed by Tara Pilbrow Dance. Our work contributed to the economic resilience of the West End during the pandemic and continues to grow the cultural vibrancy and diversity of the area today.

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.

[Re-Cycle_project_open_rehearsals.mp4](#)

[2017_Budapest_Adamson_James-5412.jpg](#)

[2012_Rochester_group_bow-photo_kelli_marsh_1.jpg](#)

[Recycle_Bandaloop_2023_WEAD.jpg](#)

[2014sundial_bridge16-photo_Basil-Tsimoyianis_2.jpg](#)

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

[2024_WEAD_team.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 Tara Pilbrow

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

RE-CYCLE: redefining our landscape with resilience and hope



Project Schedule

Performance Dates

September 26/27/28 at 7pm

On Site Rehearsal Schedule:

Rigging:

Sunday, September 22, 2024

Rehearsals

Mon, Sep 23, 10am to 4pm

Rehearsals

Tues, Sep 24, 10am to 4pm

Rehearsals

Wed, Sep 25, 12pm - 4pm & 6pm - 9pm

Final Dress & Media

Thurs, Sept 26 12pm - 4pm & 6pm - 9pm

Development & Planning

R&D week - on site discovery

Sept 11-16 2023

prep meetings artistic team

April - May 2024

(lighting/music/dance)

off-site rehearsals BANDALOOP studios

July - August 2024

Sponsorship/Community Partners

April - May 2024

Marketing and Publicity

Creation of Rising Tides website

May 2024

Creation of Rising Tides branding Package

May 2024

Rising Tides initial PR campaign

June - July 2024

Community Outreach (schools/local orgs)

June - July 2024

Re-Cycle marketing campaign

July - Sept 2024

Permitting

City Permit submitted

March 18 2024

Alameda Point License

March 2024

ABC license

August 2024

Re-Cycle Project Budget

INCOME	Notes		Status (confirmed/ projected)
Grants/ Foundations		85920	
	Bloomberg Philanthropies	20000	confirmed
	California Arts Council	21250	confirmed
	City of Alameda PAC	10000	projected
	Zellerbach Family Foundation	15000	projected
	Fleishhacker Foundation	5000	projected
	City of Alameda Special Events Grant	14670	projected
Sponsorship/ Donations		30000	
Corporate Sponsorship	in discussion with St George Spirits, Brookfield Residential, Urban Cellars, CMG Landscape Architects	15000	projected
Individual Donations	Donations to West End Arts District programming	15000	confirmed
Earned Income		4500	
Ticket sales	VIP seats \$50 (50 per performance)	2500	projected
Merch Sales	drinks and snacks (volunteer staff)	2000	projected
TOTAL		120420	
EXPENSES			
Artist Fees		58800	
Artist Fees		31000	
Composer		10000	
Sound technicians		6000	
Lighting Design		5000	
Costume design		1800	
Incidentals and equipment (rigging not sound)		5000	
Logistics		61620	
Audio & lighting equipment		15000	
Heavy equipment rental		750	
Crew		14000	
security	included in Special Event Grant Application	6094	
Equipment rental (portapotties/ chairs/ traffic etc)	partially included in Special Event Grant Application	10000	
Permitting		1000	
Marketing & PR		2500	
Contingency		12,276	
TOTAL		120420	



West End Arts District

2024 Board of Directors

Tara Pilbrow, Executive Director, Treasurer
Board Vice President, Radium Presents
Choreographer and Dance Artist
Artistic Director of Tara Pilbrow Dance

Sandra Russell
Owner, The Fireside Lounge
Board Member, Rhythmix Cultural Works
Board Treasurer, West Alameda Business Association

Rachel Campos De Ivanov, Board President
Manager, Operations & Community Engagement, Radium Presents

Michael Towne, Board Secretary
Manager of Child Life Services, UCSF Benioff Children's Hospital.

Jessica Xiomara Garcia
Co-owner, Learning For Action
Social sector evaluation, research, and strategy consultant

Nick Winkworth
Retired from a career in Product Management
Photographer (absoluteblank.com), Musician.

STAFF

Jody Colley, Marketing Consultant

Joanna Lau, Accountant

2023 Community Advisory Board

Sarah Jo Neubauer
Senior Customer Success Manager, LinkedIn Learning

Aisha Barbeau
Deputy General Counsel, Grocery Outlet

Marie T Riccobene
Business Consultant, Michaan's Auctions. Licensed Real Estate Agent and Historic Property Specialist.

Yakaira Nuñez

Research & Insights Vice President for Platform, AI + Data Services & Tools | Product, Research, and UX Executive | Responsible Tech, ESG & DEIB Advocate, Salesforce

Jasper Lim

Formerly at Faire, DocuSign • Product Designer • Design Mentor

Linnea Landgren

DCR Design, Graphic Designer and Project Coordinator

Lori Billela

Ava Community Energy, Director, Clean Energy Services