
Title	Alameda - Here is Anywhere, A Cinematic Celebration!	02/12/2024
	by Patricia Cary in 2024 Cultural Arts and Arts Programming RFP	id. 45543292
	1816 Alameda Avenue Alameda, California 94501 United States 5104079174 pc@funameda.com	

Original Submission 02/12/2024

Score	n/a
Enter the name of your public art proposal	Alameda - Here is Anywhere, A Cinematic Celebration!
Are you a nonprofit organization or government agency?	Yes
Please provide the name of the nonprofit organization or public entity submitting this proposal	FunAmeda Productions LLC
Please provide the name of primary point of contact.	Patricia Cary
Provide the daytime phone number for the primary point of contact	+15104079174
Provide the email address for the primary point of contact	pc@funameda.com
Please provide the name of secondary point of contact	

Provide the daytime phone number of the secondary point of contact	+15104079174
Provide the email address for the secondary point of contact	pacary13@gmail.com
Please provide the address for the organization or public entity submitting this proposal	1816 Alameda Avenue Alameda California 94501 US
Which level of grant are you requesting?	\$5,000
Where will the proposed cultural arts or arts programming be held?	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>Dear Public Art Commission and City of Alameda staff:</p> <p>It is with great interest I submit to your Request for Proposal for a Cultural Arts and Arts Programming grant to facilitate two public screenings of our 2023 indie feature film, Alameda – Here is Anywhere.</p> <p>We share a mission! FunAmeda Productions is a recreational, not-for-profit, multi-media production company dedicated to adding a little extra spice and fun to the city where I was born and raised, Alameda. Since 2006, FunAmeda has been working to create, showcase and produce art and entertainment events with a goal of engaging a diverse group of locals and to inspire folks to get out and celebrate our life on the Island...and beyond.</p> <p>I am very familiar with the important work of the Public Art Commission, having attended several PAC meetings over the years in connection with my work with the Island City Opera and FunAmeda Productions. In fact, in 2020 I was fortunate to receive a \$1500 grant for our sixth, city-wide Halloween house decorating contest, Alameda-Haunt Your House. Thanks to that crucial support from PAC, I'm proud to say our event was a huge success and raised \$5.5K in support of the Alameda Food Bank during the difficult months of the Covid pandemic. Other local businesses that have received monetary contributions from FunAmeda include Alameda Meals on Wheels, Boys and Girls Club of Alameda and Friends of Alameda Animal Shelter.</p> <p>FunAmeda's latest venture, Alameda – Here is Anywhere, is a cinematic</p>

love letter to my hometown with a supernatural twist. Not only was the film shot entirely on location all over the city of Alameda during the summer of 2022, our project also features a an entirely local, diverse, home-grown cast and crew.

Between the Alameda grapevine and articles in our local online news source, The Alameda Post, we’ve had an enthusiastic response from Alamedans hoping to see our film. I’m also excited to say our film has been well-received by a host of film festivals far and wide - Culver City Film Festival (US), London Lift-Off (UK) and the Melbourne Indie Film Fest (AUS), just to name a few.

At this point in our first-time, feature filmmaking journey, we are now able to share our movie with the people who make this city great – the citizens of Alameda!

A \$5,000 CAAP grant would enable us to hold a unique, Alameda-centric event and offer two local screenings, free of charge. We hope you’ll find our proposal a good fit and enable us to continue our mission of bringing quality entertainment to the place we call home. Let’s make it possible for folks to come out and celebrate our quirky, beautiful city through the art of cinema.

Thank you for your consideration and for all you do to enhance and facilitate art in Alameda.

Patti Cary
Writer/Director/Producer

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

FunAmeda Productions seeks to host a mid-week, 5-hour event at the Alameda Comedy Club to showcase and screen our recently produced film, Alameda – Here is Anywhere (PG-13) free of charge to a wide, diverse local audience.

The Alameda Comedy Club is an accessible venue, seats approximately 120 guests and features state of the art sound and projection. The venue serves food and drink and requires a two-item minimum purchase per guest, paid to the Club directly by the guest.

We propose screening the film twice, with seatings at 6:45 and 8:30 pm.

In addition to the Alameda Comedy Club staff, FunAmeda will have two paid staff members on-site working the event.

The event will also feature a hired special guest emcee to provide entertaining commentary before, during and after the screenings – including a Q & A with members of the film’s cast and crew and a fun Alameda quiz game – with prizes!

We will also invite a few Alameda notables to join us to be on hand to offer insights and some history of the City of Alameda.

All guests will receive a free movie poster as they exit the Club.

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). See Attachment 1

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). See Attachment 1

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).

[Attachment_1_.pdf](#)

[Attachment_2.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)).

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). See Attachment 2

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.

[AlamedaMoviePoster.jpg](#)

[Trailer.mp4](#)

[IMG_6105.jpg](#)

[SJBEST.JPG](#)

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

[Attachment_2.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 Patricia Cary

Title of signatory (e.g. Executive Director) Founder/Director/Producer

FunAmeda Productions Proposed Film Screening Event - Spring 2024

3. Program Description and Work Plan

<u>Component</u>	<u>Due Date</u>	<u>Personnel/Organization</u>	<u>Hours</u>
Confirm event date (tent) May 22	March 31	Patti - FunAmeda Productions Lori - Alameda Comedy Club	.5
Hire Staff	April 8	Patti - FunAmeda Productions	3.0
Hire Emcee	April 8	Patti - FunAmeda Productions	4.0
Design promo materials	April 15	Patti - FunAmeda Productions Bridget - Half City Design (Alameda)	6.0
Print promo materials	April 17	Fast Imaging (Alameda)	
Social Media Campaign Instagram, Facebook, Nextdoor	April 22 thru Event date	Patti - FunAmeda Productions Lori - Alameda Comedy Club	10.0
Mass postcard mailing	April 22	Patti + 1 - FunAmeda Productions	3.0
Reservations available online Eventbrite	3 weeks before Event	Patti - FunAmeda Productions	1.0
Reservation administration	3 weeks before Event	Patti + 1 - FunAmeda Productions	7.0
Mailing list email blasts	3 weeks before event	Patti - FunAmeda Productions Lori – Alameda Comedy Club	2.0
Press release	2 weeks before event	Patti – FunAmeda Productions	3.0
Confirm cast/crew/emcee	1 week before Event	Patti – FunAmeda Productions	1.0
Meeting with venue	2 days before Event	Patti – FunAmeda Productions Lori – Alameda Comedy Club	1.0
Décor/prize shopping	2 days before Event	Patti – FunAmeda Productions	2.0
Venue set-up/AV check	2 hours before Event	Patti +1 – FunAmeda Productions	2.0
Event begins/ends	6:15/10:15pm	All hands	4.0
Venue break-down	10:15	Patti + 1 – FunAmeda Productions	1.0
			50.5

FunAmeda Productions Proposed Film Screening Event - Spring 2024

4. Goals

- 1) Spread a positive message of hope and understanding to the community by screening our narrative indie feature film, *Alameda – Here is Anywhere*.
- 2) Enhance our community by showcasing local talent and promoting the city as artistic inspiration.
- 3) Reach a wider, diverse, inclusive audience by procuring a grant in order to offer the screenings free of charge at an easily accessible venue – the Alameda Comedy Club.
- 4) Monitor and promote ticket reservations through Eventbrite and the Alameda Comedy Club.
- 5) Engage the Anchor Alameda organization for additional support.
- 6) Fill the house/venue 200 seats through a dedicated promotional/advertising campaign via social media (Instagram, Nextdoor, etc.) mass postcard mailing to list of 300, and promo posters throughout the city.

5. Proposed Budget

It is the business practice of FunAmeda Productions to leverage all programs and events with soft assets, whenever possible, including vendor discounts and donated services.

Item	Estimated Cost	Notes
Event Venue Rental	500.00	For our event, the owners of Alameda Comedy Club have graciously discounted the cost of a nightly rental by 95%
Additional Event Insurance	375.00	
Media/advertising: graphic design	400.00	@ \$75/hr. (\$50 discount)
production	400.00	Working w vendor on discounts
Administration: lead @ 50.5 hrs	1,515.00	Services discounted 40%
1 staff @ 9.0 hrs	180.00	Rate = \$20/hr
Talent	800.00	Special guest emcee + in-state travel
Mass postcard mailing	200.00	Bulk rate
Décor/supplies/prizes	100.00	
10% Contingency	500.00	Required by RFP
TOTAL	\$4,970.00	

FunAmeda Productions Proposed Film Screening Event - Spring 2024

6. Organizational Capacity

Since 2006, FunAmeda Productions LLC has had a successful track record of creating, organizing, and producing unique and exciting arts and entertainment events for the city of Alameda. In keeping with the mission of the organization, 80% of any profits from these events has been given back to the community to businesses and organizations such as Alameda Meals on Wheels, Friends of Alameda Animal Shelter, Frank Bette Arts Center, Boys and Girls Club of Alameda, Feathered Outlaw, and Thrifty Kitty. In addition, over the years FunAmeda has proudly donated nearly \$11K in cash and canned goods to the Alameda Food Bank.

Previous noteworthy events include:

Alameda – Haunt Your House! (2006 – 2021) Popular city-wide Halloween house decorating contest in support of the Alameda Food Bank. Event has been featured in local newspapers and tv news programs.

The AlaManiacs (2014-2016) Improvisational theatre troupe played to sold out crowds at the High Street Station and Rhythmix Cultural Works.

Alameda – Haunt Your Ride! (2015) With the help of APD, for two nights FunAmeda took over the parking lot at Webster/Taylor (way before it was the Healing Garden) with over 30 vehicles parked to show off their amazing Halloween creations. We also projected the classic film, *Creature from the Black Lagoon*, on the side of Calafia Taqueria. Entry “fee” for visitors was two canned goods per person in support of the Alameda Food Bank. Gave away approximately 250 free maps of popular Halloween decorated homes to visitors.

Just Moves (2017) Community dance parties at Phoenix Alameda featuring refreshments by local bakeries.

Search for the Golden Crow (2021) – City-wide, week-long treasure hunt during the holiday season featuring gift card prizes from several Alameda retail businesses.

Porch of July (2021) FunAmeda Productions was contracted by the Alameda Recreation and Parks Department to assist with their city-wide decorating event in lieu of the annual 4th of July parade, cancelled due to Covid.

Staffing for these events has been on a seasonal basis and can vary from (in addition to myself) 1 – 15 people. Whenever possible, we also use volunteers to help with event execution.

7. Contact Information

Patti Cary
 Writer/Director/Producer
FunAmeda Productions LL
 1816 Alameda Avenue * Alameda, CA 94501
 510.407.9174
pc@funameda.com
funameda.com

Again, thank you for your consideration!