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THE CITY OF ALAMEDA  
CULTURAL ARTS PROPOSALS

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# CULTURAL ARTS AWARD \$5,000

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FRANK BETTE CENTER FOR THE ARTS  
AWARD \$5,000

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The second component of the program would foster gathering places for special interest groups. Currently three groups use FBCA for meetings. The Alameda Island Poets meet the first Wednesday of each month for featured poets and open-mic readings from 7-9pm. This group is led by President Cathy Dana and host Nanette Deetz. The Alameda Poetry Writers Workshop gatherson the 2nd Thursday of each month to teach writing and provide materials designed to facilitate the writing process. Mary Loughran and Marilyn Flower facilitate this group. Lastly, Jeanne Lupton facilitates the 2nd Saturday Poetry and Prose monthly meeting that showcases local talent, mostly poets and writers but also singer-songwriters, dancers, storytellers, stand-up comedians, and other creative types. There are two rooms downstairs and 3 upstairs that could easily accommodate many more evening gatherings for additional community special interest groups linked to crafts as well as arts (e.g., jewelry making, book binding, framing, mat cutting, quilting, music). For this initiative, a call of interest would be executed by word of mouth, through our website, newsletter and social media channels. We would evaluate interested parties, and if applicable extend an invitation. A calendar of events would be published and publicized broadly.

Goals

A statement of the program's goals and indication of the steps to be taken to achieve those goals. An indication of how progress toward goals would be evaluated or monitored. (2000 characters maximum, including spaces)

The goals of the proposed cultural arts educations program at the FBCA are to:

1. Introduce the FBCA to a wider audience of artists who are not familiar with gallery activities by offering free art-related talks or demonstrations.
2. Continue to serve as a gathering place for artists in the community interested in painting, drawing, photography, literary arts such as poetry reading, and writing, and crafts such as paper-making and wood working and expand special interest groups utilizing the FBCA.
3. Inspire participants through broader exposure to different forms of artistic expression.

We will advertise this through our website, newsletter, email, facebook and meetup pages. We will easily be able to monitor our success by the number of participants that attend, the number of new "likes" on our facebook page, the number o unique visitors that visit our website and the number of unique mailing personal contact information collected at each event.

Proposed Program Budget

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. This would also show how any other funding sources would be leveraged to implement the program. (2 page maximum)

BudgetFINAL.docx (download)

Organizational Ability

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

Organizational Ability .docx (download)

Supporting Documentation - Board of Directors

(for non-profit organizations only)

A list of the organization's board of directors, including their professional and/or community affiliations.

BOD bios.docx (download)

Supporting Documentation - IRS Determination Status

(for non-profit organizations only)

IRS Determination Letter for 501(c)(3) status.

IRS FBCA 501.pdf (download)

Supporting Documentation - IRS Form 990

(for non-profits organizations only)

Most recently filed IRS Form 990 and financial statement.

f990ez822016...pdf (download)

Supporting Documentation - Organization Budget

(for non-profit organizations only)

The organization's budget for the current year.

2017 Budget.docx (download)

Supporting Documentation - Major Funders

(for non-profit organizations only)

A list of the organization's major funders and grant amounts.

Major funders and Grants.docx (download)

Contact Information

Contact information for the organization including name, address/location, phone, and email.

PAYMENTS

Transactions ID# 571055 (1) \$0.00 Request for Proposals for Cultural Arts & Art Programming using a Visa or Mastercard

COMMUNICATION

Emails

ART

Budget: Our total expenses for this program with a 10% contingency fee is \$5800. This includes funds required for speaker honorariums, rental space, and upgraded facility and network connectivity enhancements. We anticipate an \$800 offset from individual donors, yielding a request for a \$5000 grant from the City. The detailed budget is attached. Awarded monies would be used directly for: speaker honorariums, facility and network upgrades and marketing and advertising costs.

**Table 1. City of Alameda Project Budget-Frank Bette Center for the Arts- " Cultural Arts Education "**

	Projected	Comments
<b>Income</b>		
Individual cash donations	\$ 800	
Grants		
Alameda CityArtFund Grant	<b>\$ 5,000</b>	
<b>Total Project Income</b>	<b>\$ 5,800</b>	
<b>Expenses</b>		
Speaker Honorariums	\$ 1,200	assume one speaker/month
Signature Gallery Room rental	\$ 600	assume \$50/event
Facility upgrade		
Additional Seating	\$ 400	24 chairs and tables
Wireless upgrade	\$ 1,523	
Screen Projector	\$ 150	
Wireless projector	\$ 1,200	
Marketing and advertising		
Meetup costs	\$ 200	
<b>Total Expense</b>	<b>\$ 5,273</b>	
10% Contingency fee	\$ 527	
<b>Adjusted Total Expense</b>	<b>\$ 5,800</b>	

Organizational Ability: When our benefactor Frank Bette passed away at age 96 in 1999, he willed his 1898 Victorian building along with a very modest estate to become a new art center. It took until 2002 to settle the will and begin work on converting Frank's workshop and his artist live/work space into a gallery and artist meeting place. The FBCA was created and became fully operational by 2005. When, in 2010 funds were insufficient to pay a full time director, the many enthusiastic members and volunteers took on running the center as an all-volunteer community art center on a shoe string of a budget. Led by a competent and dedicated Board, the FBCA thrives and runs on a financially responsible and creative basis. As the longest standing art center in an emerging art and cultural scene in Alameda, and as the recipient of the Best Art Gallery 2017 Award, the FBCA stands out as a special unique space with gallery exhibits for emerging artists to share their works, small sized classes offering a wide variety of art related subjects, intimate meeting space for poetry and prose readings, and open microphone music jams all in an atmosphere where artists can socialize and exchange ideas in a cauldron of warm creativity.

## **Frank Bette Center for the Arts Board of Directors-2017**

**Margaret Fago, Board President and Executive Director.** Ms. Fago is a full-time watercolor artist, focusing on water scenes and moods: quiet reflections, the boats and sailing, people, birds and animals hanging out around water. Previously, she was a sailmaker and boat canvas designer. She teaches watercolor painting and drawing at the Center and volunteers at a local yacht club teaching sailing and on the race committee.

**Mark Schwabl, Finance and Administrative Director:** Now retired, Mark's career was spent in For Profit and Non Profit companies in CEO and CFO positions. My appreciation for the Arts, and Frank Bette Center's active Arts Mission in the community, is a good match of Mission and available Volunteer time. Other time is spent in reading American Presidential biographies and English Political History with Emphasis on the 20th Century.

**Maryanne Mock Membership Director:** Maryanne is a retired psychiatric social worker. During the last 22 years of her career, she was the Program Director for a Child and Family Therapy Center in San Francisco's Public Health. She now pursues drawing, watercolor painting and jewelry making, and enjoys yoga, bike riding, reading, and traveling. Maryanne is happy to be part of the FBCA community and hopes many others will join.

**Amy Patick, Development Director:** A scientist by training, Amy is an accomplished executive with 25+ years of Research and Development experience within the biotechnology and pharmaceutical industries. Amy is widely recognized as a leader in scientific and academic communities and is currently working with various biotechnology companies as a pharmaceutical and scientific consultant. As the former President for the nonprofit International Society for Antiviral Research, Amy has founded the Women in Science initiative where she currently chairs a committee, organizes an annual roundtable and manages a scholarship fund for women scientists. As a former wood carver and custom wood furniture maker, Amy has also dabbled in stain glass and is currently focusing on Iphonography. Amy is very excited to become part of the Frank Bette Center for the Arts and is eager to help build upon his legacy.

**Kris Warrenburg, Communications Director.** Kris Warrenburg has been drawing and painting since childhood, so it's not surprising she is a graphic designer by trade. She has worked with magazines, book publishers and ad agencies throughout her career. A native Californian, she has exhibited on both coasts. After having resided in East Hampton for 15 years, where she served on the board of the Artists Alliance of East Hampton, she recently returned to California. Primarily a watercolorist who has branched out into acrylics, photography and mixed media "heARTwork." Kris is inspired by the landscapes, water and light of the Hamptons and Alameda. Her artwork reflects a desire to find peace and evoke it in her audience.

**Ros Harper, Gallery Director.** After two years as Gallery Minder, Ros now serves as Gallery Director. Formerly a registered nurse, Ros worked in critical care, education, hospital administration, and education. She set up and managed the Clinical Quality program for the Northern California Kaiser Permanente Appointment and Advice Call Centers. An avid wood carver and woodturner, Ros teaches at the Mt.Diablo Woodturning Center in Pleasant Hill. She is a past president of the Bay Area Woodturners."I see the gallery through the eyes and I want to hear your views and ideas - particularly about how to create and maintain a vibrant environment focused on the best interests of our artists."

**Yvonne Estrada Programs Director.** Coordinates all the Frank Bette Center's Outreach to public that includes Programs and Workshops, deal with coordinating all classes, workshops and programs and recruiting artist instructors. Coordinates with Gallery Director on calendaring and aligning Outreach efforts with the Gallery work.

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

**AUG 7 2005**

Employer Identification Number:

DLN:

17053176758095

Contact Person:

DEL TRIMBLE

ID# 31309

Contact Telephone Number:

(877) 829-5500

Public Charity Status:

509(a)(2)

FRANK BETTE CENTER FOR THE ARTS INC  
1601 PARU ST  
ALAMEDA, CA 94501-2527

Dear Applicant:

Our letter dated JANUARY 2002, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

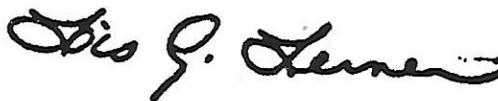
Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:30 a.m. - 5:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1050 (DO/CG)

**FORM 990 INCLUDED BUT HAS BEEN REDACTED**

<b>Frank Bette Center for the Arts</b>		
<b>Budget 2017</b>		
<b>Cash Basis</b>		
		<b>2017</b>
<b>4006</b>	<b>Income</b>	
4007	Individual Donations	10,800
4011	Dues	7,800
4021	Education Income	19,200
5021	Teacher's Payments	(11,520)
4031	Entry Fees	5,930
4401	Art Sales	27,200
	Rental Income	0
5000	Artist's Payments	(16,320)
		0
	<b>Adjusted Total Income</b>	<b>43,090</b>
	<b>Expenses</b>	<b>0</b>
5500	<b>Direct Program Exp</b>	<b>0</b>
5540	Awards/Prizes	6,000
5577	Program Promotion	2,160
<b>5500</b>	<b>Subtotal</b>	<b>8,160</b>
<b>5600</b>	<b>Promotion</b>	<b>0</b>
5601	Advertising	2,400
	Postage and Delivery	0
5605	Printing	2,300
<b>5600</b>	<b>Subtotal</b>	<b>4,700</b>
<b>5710</b>	<b>Facility expense</b>	<b>0</b>

5711	Property Taxes	1,000
5712	Telephone	1,560
5713	Utilities	3,500
5732	Sales Tax	2,620
5732	Property/Liability insurance Inc D and O	1,945
<b>5710</b>	<b>Subtotal</b>	<b>10,625</b>
<b>5740</b>	<b>Professional services</b>	<b>0</b>
5743	Bookkeeping	7,200
5740	Professional services - Other	1,500
<b>5740</b>	<b>Subtotal</b>	<b>8,700</b>
<b>5800</b>	<b>Office</b>	<b>0</b>
58xx	Dues/Subscriptions/Licenses/Permits	140
5810	Bank/Credit Card/Paypal fees	928
5760	Building Repairs	1,800
58xx	Misc	240
5880	Supplies	960
<b>5800</b>	<b>Subtotal</b>	<b>4,068</b>
		<b>0</b>
	<b>Total Expenses</b>	<b>36,253</b>
		<b>0</b>
	<b>Net Ordinary Income</b>	<b>6,837</b>
		<b>0</b>
8100	Interest & dividend income	240
	<b>Subtotal</b>	<b>240</b>
	<b>Mortgage</b>	<b>0</b>
8200	Interest	8,514
8200	Principal	4,952
	<b>Subtotal</b>	<b>13,466</b>

		<b>0</b>
	<b>Net Cash Income ( Loss )</b>	<b>(6,389)</b>

Major funders and Grants (2016/7)

Benefactor (>\$2500):

AEC Living

Sustainers: (\$1000-2499)

Davis Charitable Trust  
Perforce  
OMM, Inc. Mason Management

Patrons (\$300-999)

Anonymous  
Joen & Edward Barbera  
Hearing Zone  
BBPoker  
Scott Harper  
Kitty Muntzel  
Gavin Scott  
Chevron

Donors (\$10-300) (> 100 donors)

Grants (2016/7)

Alameda Municipal Power (\$500)  
Alameda Community Fund (\$2725)  
Bank of Marin (\$250)  
City of Alameda Façade improvement (\$1195)







SPEED  
LIMIT  
25

EXHIBITS

WRITING  
PROSE & ARTS

Frank Bette  
CENTER FOR THE ARTS

Frank Bette  
CENTER FOR THE ARTS

# CULTURAL ARTS AWARD \$7,500

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FRANK BETTE CENTER FOR THE ARTS  
AWARD \$7,500

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APPLICATION AND JURY ADMINISTRATION  
LOGGED IN AS Amanda Gehrke

LOGOUT    EVENTS    JURY    REPORTS    TICKET    HELP

Communication    Management    Jurors    Coupons

## CaFE Event Artist Citation

### City of Alameda Request for Proposals for Cultural Art and Arts Programming Artist Citation

Amy Patick

<b>CONTACT</b>	
<b>Contact via</b>	Home Phone
<b>Email</b>	Phone
<b>EVENT SPECIFIC DATA</b>	
<b>Status</b>	Received
<b>Booth #</b>	0
<b>Wait List #</b>	0
<b>CUSTOM ANSWERS</b>	
<p><b>Letter of Interest</b>  <b>Describe the organization's interest in the project, initial vision for the work, and relevant experience or background. (2000 characters maximum, including spaces)</b></p> <p>Our mission at the FBCA is to fulfill and build upon our Benefactor Frank Bette's dream to create and maintain "a place for meetings, readings, showings, and other creative doings." We are proud to be able to serve, on an annual basis, the artistic needs of greater than 6000 individuals from Alameda and the surrounding Bay Area community through our group or solo art exhibits, classroom instruction in a variety of media, and regularly scheduled events in music, poetry, storytelling, and speakers.</p> <p>Frank Bette was a painter, sculptor, master furniture restorer, and humanitarian. When Frank passed away at age 96 in 1999, he willed his 1898 Victorian building along with a very modest estate to become a new art center. The FBCA was created and became fully operational by 2005 and is run today on a sound financial and creative basis by an all-volunteer board and staff. Located in the heart of Alameda, the FBCA is within easy walking distance from public transportation and surrounding residential neighborhoods.</p> <p>Annually, the FBCA hosts two nationally recognized, juried events: the Plein Air Paintout (PAPO; 13th year in 2018) is the largest Art Show in Alameda and Alameda on Camera (AOC; 12th year in 2018). We seek a city art grant to financially bolster and expand these events. A city art grant would permit FBCA to continue to serve our programmatic mission, to more broadly advertise and attract renown artists and photographers and broadly impact the wider Alameda community.</p>	
<p><b>Concept of Proposed Program</b>  <b>A summary of the overall program being proposed. (1000 characters maximum, including spaces)</b></p> <p>Annually, the FBCA hosts two nationally recognized, juried events: the Plein Air Paintout (PAPO; 13th year in 2018) is the largest Art Show in Alameda and Alameda on Camera (AOC; 12th year in 2018). Both events are advertised broadly to attract local and national artists and photographers. These events allowing emerging and mid career Plein Air Artists and Photographers the opportunity to develop and expand their creative abilities, and to compete for monetary awards. Our target audience is economically diverse and reflects that of Alameda and the surrounding Bay Area. While we estimate that up to 1000 individuals attend each event, the entire population of Alameda and surrounding Bay Area benefit from this event as they enjoy the free public exhibits and watch the artists and photographers during their days of outdoor painting or photography. A City Art Grant would be used for: 1) increased award money to our artists and photographers and 2) funds for marketing and advertisement.</p>	
<p><b>Program Description and Work Plan</b>  <b>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. (3000 characters maximum, including spaces)</b></p> <p>For PAPO, we select 40 artists through a juried process from as far away as North Carolina and Colorado to as close as home as Alameda. Working in a variety of media, the artists come and paint outside for a week in our beautiful city of Alameda during the month of August, 2018. The event increases the appreciation of Alamedans and others for our lovely island city and the images of it. The painting week also features an outdoor "quick draw" event midweek in a specified section of the city and finishes with a one day display and sale at the South Shore Shopping Center on a Saturday. Several awards including Best of Show, Alameda, Island, Quick Draw, etc., are awarded during a public ceremony at the conclusion of the one day sale at South Shore Shopping Center. It is followed by a two-month exhibit at the FBCA, August through the end of September, 2018.</p> <p>For AOC, 48 emerging (amateur and semi professional) photographers are selected from a pool of applicants through a juried process based on their submitted portfolios. In 2017, the majority of our artists were from Alameda, Oakland, Berkeley and San Francisco. In 2016, we created a new category comprised of middle to high-school aged youths; all 12 young photographers that applied were accepted into the competition. For AOC, each photographer is assigned one of 48 sections of Alameda and has a specific 48 hour time period (February 23 to 25, 2018) to take photos from. In parallel, each photographer in the youth category is assigned one of 20 sections of Alameda. Some participants take photos of traditional landmarks like the Alameda Theater and Crown Memorial Beach, while others focus on individual homes, garages, patio furniture, sidewalks and gardens. Creativity is</p>	

encouraged and we accept a wide variety of submissions including traditional photography, multimedia, collage, craft, textile, jigsaw puzzle, etc. Participants in the AOC show only have a few weeks to get their art ready for display. Several awards including e.g. Best of Show, Mixed Media, Nature, After Dark, Historic Alameda, Youth Best of Show, are awarded during a public ceremony at the opening reception on April, 2018. The juror for award selection is a single person with significant credentials in the art world. The opening reception is followed by a two-month exhibit through June, 2018 at the FBCA. This grant will have direct impact on the mission of the organization by allowing individual artists and photographers the ability to pursue their creative energies and by stimulating creative spirit and interest across the entire Island(s) of Alameda and the surrounding Bay Area community. While we estimate over 500-1000 individuals attend these events, the entire population of Alameda and surrounding Bay Area will benefit from this program as they enjoy the free 2-month exhibits and are able to interact with the artists and photographers as they sit outdoors and paint or photograph many of the lovely images of Alameda.

**Goals**  
**A statement of the program's goals and indication of the steps to be taken to achieve those goals. An indication of how progress toward goals would be evaluated or monitored. (2000 characters maximum, including spaces)**

The goals of Juried, Signature Event programs (AOC and PAPo) at the Frank Bette Center for the Arts are to:

1. Highlight the FBCA as a gathering place for artists and photographers in the community.
2. Increase the appreciation of Alamedans and the surrounding Bay Community for the Island City by showcasing plein air painting and photography.
3. Introduce the FBCA to a wider audience of artists who are not familiar with gallery activities by increasing our marketing and advertising efforts.
4. Inspire participants through broader exposure to different forms of artistic expression by offering free 2 month exhibits of the completed works.

With a cumulative total of 25 years expertise running both artistic programs, the FBCA is poised to successfully implement both programs in 2018. We will advertise this through our website, newsletter, email, facebook and meetup pages and broadly advertise at the national level in a variety of magazines. We will easily be able to monitor our success by the number of prior and new participants that apply, the number of participants that attend, the number of new "likes" on our facebook page, the number of unique visitors that visit our website, the number of unique personal contact information collected at each event and the sales generated from sold paintings and photographic art.

**Proposed Program Budget**  
**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. This would also show how any other funding sources would be leveraged to implement the program. (2 page maximum)**

Budget.docx (download)

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

Organizational Ability.docx (download)

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f990ez822016...pdf (download)

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**Supporting Documentation - Major Funders**  
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**A list of the organization's major funders and grant amounts.**

Major funders and Grants.docx (download)

**Contact Information**  
**Contact information for the organization including name, address/location, phone, and email.**

**PAYMENTS**

Transactions ID# 571059 (1) \$0.00 Request for Proposals for Cultural Arts & Art Programming using a Visa or Mastercard

**COMMUNICATION**

Budget: Our total expenses for this program with a 10% contingency fee is \$31757. This includes funds required for awards, launch events, exhibit receptions and marketing and advertising. We anticipate an estimated offset (based on past financials) of \$24,195 from event application fees, art sales, individual cash and in-kind donations, yielding a request for a \$7500 grant from the City. The detailed budget is attached. Awarded monies would be used directly for: 1) award money to our artists and 2) funds for marketing and advertisement.

**City of Alameda Project Budget-Frank Bette Center for the Arts- " AOC and PAPO-2018"**

	<b>Projected</b>	<b>Comments</b>
<b>Income</b>		
Event Application Fees	\$ 3,845	estimated 54 adults and 20 youth (application range from \$5-45/fee) for AOC and 50 adults (PAPO)
Art Sales	\$ 10,750	# Net to FB Center (corrected for 60% commission paid to artist)
Individual cash donations	\$ 6,000	
In-Kind Donations	\$ 3,600	
Grants		
Alameda CityArtFund Grant	<b>\$ 7,500</b>	
<b>Total Project Income</b>	<b><u>\$ 31,695</u></b>	
<b>Expenses</b>		
Awards		
Cash	\$ 13,000	
In Kind	\$ 2,675	
Sub-total awards	<u>\$ 15,675</u>	
Launch event(s)		
Room rental	\$ 300	
Artist packages (PAPO)	\$ 250	
Event maps (AOC)	\$ 125	
Name badges	<u>\$ 140</u>	
Sub-total launch	\$ 815	
Exhibit receptions		
Rental expenses (Gallery)	\$ 3,600	
Marketing and advertising		
Postcards	\$ 220	
Posters	\$ 585	

Ad in newspaper (s) and magazine (s)	\$	4,950	
Printing	\$	1,100	includes displays, signage and banners
Sub-total marketing	\$	6,855	
Admin/front of house			
maintain display units	\$	800	
Credit card fees	\$	<u>1,125</u>	
Sub-total admin	\$	1,925	
<b>Sub-Total Expense</b>	<b>\$</b>	<b><u>28,870</u></b>	
10% Contingency Expense	\$	2,887	
<b>Total Expense</b>	<b>\$</b>	<b><u>31,757</u></b>	

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**Mark Schwabl, Finance and Administrative Director:** Now retired, Mark's career was spent in For Profit and Non Profit companies in CEO and CFO positions. My appreciation for the Arts, and Frank Bette Center's active Arts Mission in the community, is a good match of Mission and available Volunteer time. Other time is spent in reading American Presidential biographies and English Political History with Emphasis on the 20th Century.

**Maryanne Mock Membership Director:** Maryanne is a retired psychiatric social worker. During the last 22 years of her career, she was the Program Director for a Child and Family Therapy Center in San Francisco's Public Health. She now pursues drawing, watercolor painting and jewelry making, and enjoys yoga, bike riding, reading, and traveling. Maryanne is happy to be part of the FBCA community and hopes many others will join.

**Amy Patick, Development Director:** A scientist by training, Amy is an accomplished executive with 25+ years of Research and Development experience within the biotechnology and pharmaceutical industries. Amy is widely recognized as a leader in scientific and academic communities and is currently working with various biotechnology companies as a pharmaceutical and scientific consultant. As the former President for the nonprofit International Society for Antiviral Research, Amy has founded the Women in Science initiative where she currently chairs a committee, organizes an annual roundtable and manages a scholarship fund for women scientists. As a former wood carver and custom wood furniture maker, Amy has also dabbled in stain glass and is currently focusing on Iphonography. Amy is very excited to become part of the Frank Bette Center for the Arts and is eager to help build upon his legacy.

**Kris Warrenburg, Communications Director.** Kris Warrenburg has been drawing and painting since childhood, so it's not surprising she is a graphic designer by trade. She has worked with magazines, book publishers and ad agencies throughout her career. A native Californian, she has exhibited on both coasts. After having resided in East Hampton for 15 years, where she served on the board of the Artists Alliance of East Hampton, she recently returned to California. Primarily a watercolorist who has branched out into acrylics, photography and mixed media "heARTwork." Kris is inspired by the landscapes, water and light of the Hamptons and Alameda. Her artwork reflects a desire to find peace and evoke it in her audience.

**Ros Harper, Gallery Director.** After two years as Gallery Minder, Ros now serves as Gallery Director. Formerly a registered nurse, Ros worked in critical care, education, hospital administration, and education. She set up and managed the Clinical Quality program for the Northern California Kaiser Permanente Appointment and Advice Call Centers. An avid wood carver and woodturner, Ros teaches at the Mt.Diablo Woodturning Center in Pleasant Hill. She is a past president of the Bay Area Woodturners."I see the gallery through the eyes and I want to hear your views and ideas - particularly about how to create and maintain a vibrant environment focused on the best interests of our artists."

**Yvonne Estrada Programs Director.** Coordinates all the Frank Bette Center's Outreach to public that includes Programs and Workshops, deal with coordinating all classes, workshops and programs and recruiting artist instructors. Coordinates with Gallery Director on calendaring and aligning Outreach efforts with the Gallery work.

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

**AUG 7 2005**

Employer Identification Number:

DLN:

17053176758095

Contact Person:

DEL TRIMBLE

ID# 31309

Contact Telephone Number:

(877) 829-5500

Public Charity Status:

509(a)(2)

FRANK BETTE CENTER FOR THE ARTS INC  
1601 PARU ST  
ALAMEDA, CA 94501-2527

Dear Applicant:

Our letter dated JANUARY 2002, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

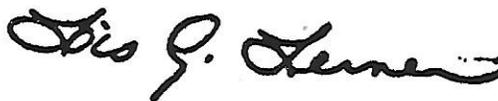
Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:30 a.m. - 5:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1050 (DO/CG)

**FORM 990 INCLUDED BUT HAS BEEN REDACTED**

<b>Frank Bette Center for the Arts</b>		
<b>Budget 2017</b>		
<b>Cash Basis</b>		
		<b>2017</b>
<b>4006</b>	<b>Income</b>	
4007	Individual Donations	10,800
4011	Dues	7,800
4021	Education Income	19,200
5021	Teacher's Payments	(11,520)
4031	Entry Fees	5,930
4401	Art Sales	27,200
	Rental Income	0
5000	Artist's Payments	(16,320)
		0
	<b>Adjusted Total Income</b>	<b>43,090</b>
	<b>Expenses</b>	<b>0</b>
5500	<b>Direct Program Exp</b>	<b>0</b>
5540	Awards/Prizes	6,000
5577	Program Promotion	2,160
<b>5500</b>	<b>Subtotal</b>	<b>8,160</b>
<b>5600</b>	<b>Promotion</b>	<b>0</b>
5601	Advertising	2,400
	Postage and Delivery	0
5605	Printing	2,300
<b>5600</b>	<b>Subtotal</b>	<b>4,700</b>
<b>5710</b>	<b>Facility expense</b>	<b>0</b>

5711	Property Taxes	1,000
5712	Telephone	1,560
5713	Utilities	3,500
5732	Sales Tax	2,620
5732	Property/Liability insurance Inc D and O	1,945
<b>5710</b>	<b>Subtotal</b>	<b>10,625</b>
<b>5740</b>	<b>Professional services</b>	<b>0</b>
5743	Bookkeeping	7,200
5740	Professional services - Other	1,500
<b>5740</b>	<b>Subtotal</b>	<b>8,700</b>
<b>5800</b>	<b>Office</b>	<b>0</b>
58xx	Dues/Subscriptions/Licenses/Permits	140
5810	Bank/Credit Card/Paypal fees	928
5760	Building Repairs	1,800
58xx	Misc	240
5880	Supplies	960
<b>5800</b>	<b>Subtotal</b>	<b>4,068</b>
		<b>0</b>
	<b>Total Expenses</b>	<b>36,253</b>
		<b>0</b>
	<b>Net Ordinary Income</b>	<b>6,837</b>
		<b>0</b>
8100	Interest & dividend income	240
	<b>Subtotal</b>	<b>240</b>
	<b>Mortgage</b>	<b>0</b>
8200	Interest	8,514
8200	Principal	4,952
	<b>Subtotal</b>	<b>13,466</b>

		<b>0</b>
	<b>Net Cash Income ( Loss )</b>	<b>(6,389)</b>

Major funders and Grants (2016/7)

Benefactor (>\$2500):

AEC Living

Sustainers: (\$1000-2499)

Davis Charitable Trust

Perforce

OMM, Inc. Mason Management

Patrons (\$300-999)

Anonymous

Joen & Edward Barbera

Hearing Zone

BBPoker

Scott Harper

Kitty Muntzel

Gavin Scott

Chevron

Donors (\$10-300) (> 100 donors)

Grants (2016/7)

Alameda Municipal Power (\$500)

Alameda Community Fund (\$2725)

Bank of Marin (\$250)

City of Alameda Façade improvement (\$1195)











SPEED  
LIMIT  
25

EXHIBITS

WRITING  
PRODUCTION ARTS

Frank Bette  
CENTER FOR THE ARTS

Frank Bette  
CENTER FOR THE ARTS

---

SACRED & PROFANE  
AWARD \$7,500

---



APPLICATION AND JURY ADMINISTRATION  
LOGGED IN AS Amanda Gehrke

LOGOUT   EVENTS   JURY   REPORTS   TICKET   HELP

Communication   Management   Jurors   Coupons

## CaFE Event Artist Citation

### City of Alameda Request for Proposals for Cultural Art and Arts Programming Artist Citation

Sacred Profane

<b>CONTACT</b>						
<table border="0"> <tr> <td><b>Contact via</b></td> <td>Home Phone</td> </tr> <tr> <td><b>Email</b></td> <td>Phone</td> </tr> </table>	<b>Contact via</b>	Home Phone	<b>Email</b>	Phone		
<b>Contact via</b>	Home Phone					
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<b>EVENT SPECIFIC DATA</b>						
<table border="0"> <tr> <td><b>Status</b></td> <td>Received</td> </tr> <tr> <td><b>Booth #</b></td> <td>0</td> </tr> <tr> <td><b>Wait List #</b></td> <td>0</td> </tr> </table>	<b>Status</b>	Received	<b>Booth #</b>	0	<b>Wait List #</b>	0
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<b>CUSTOM ANSWERS</b>						
<table border="1"> <tr> <td> <p><b>Letter of Interest</b> <b>Describe the organization's interest in the project, initial vision for the work, and relevant experience or background. (2000 characters maximum, including spaces)</b></p> <p>Sacred &amp; Profane Chamber Chorus would like to express interest to present our project, "The American Landscape" with help from the City of Alameda Cultural Arts Programming in March 2019. This project will be a multidisciplinary event, bringing together both visual and performing arts on the theme of the American Landscape, showcasing the musical and visual talents of our members, while also engaging a larger audience by including local artists to present work related to our program. This free choral concert accompanied by visual art showing will celebrate the diverse traditions, landscapes, and points-of-view of American culture, history, and geography.</p> <p>In addition to our repertoire, Sacred and Profane also strives for diversity and representation in our membership and the audiences we reach. As a local community chorus with a 40-year history, our members have a wide range of backgrounds and professional talents, some residing in Alameda. We typically perform in Alameda once per season, but would like to expand our presence in Alameda. We plan to feature artwork by some of our own members as well as Alameda residents selected through a curatorial process, intersecting communities of artists that have previously been separate, strengthening our local arts communities and opening doors to future collaborative efforts. Not only will this provide professional and financial opportunities to the individuals involved, but also a broader community benefit by enhancing the city's sense of place, by contributing to economic and cultural vitality through connection.</p> <p>To produce this interdisciplinary celebration of American culture, we are requesting \$7,500 in funding from the City's Cultural Arts Program to help cover the artistic and administrative costs of this program, stipend for artists' work, as well as balance the loss income normally recouped through ticket sales, for an exciting event free-of-charge and open to the public.</p> <p><b>Concept of Proposed Program</b> <b>A summary of the overall program being proposed. 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These new works will embody the American experience through diverse methods, creating an immersive and collaborative event for a broad range of audiences.</p> <p><b>Program Description and Work Plan</b> <b>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. (3000 characters maximum, including spaces)</b></p> <p>This project has three main facets to a successful production: the musical preparations, visual artist curation, and administrative production tasks. Under the supervision of Sacred &amp; Profane's Board of Directors, these tasks will be carried out by the Artistic Director and Choral Administrator, in collaboration with a designated committee for curation and collaboration with any outside individuals or organizations.</p> <p>Musical The Artistic Director's role is to choose relevant repertoire to be approved by the Board in Jan 2018, and prepare the ensemble for the concert. This involves singer auditions, leading and organizing rehearsals, providing detailed program notes, ordering musical scores, hiring a rehearsal accompanist,</p> </td> </tr> </table>	<p><b>Letter of Interest</b> <b>Describe the organization's interest in the project, initial vision for the work, and relevant experience or background. 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and maintain membership to the highest possible level of musicianship. Most administrative tasks will be complete by the start of the 2018-2019 season when rehearsals begin September 2018, and musical cultivation will continue through the completion of the performance.

**Artistic**

The Board of Directors is to form a committee to oversee the curatorial process that will select the artists from which to commission new works on our American theme. The committee will research local artists and reach out to local galleries and organizations such as Alameda Coalition for the Arts to select a total of four artists whom they believe will produce work most cohesive with the theme and program laid out. The board will handle stipend payments as well as solidify a public place for these new works to be displayed for a period of time such as a gallery space or city office. The committee, headed by our Treasurer, has already selected two members of the ensemble to participate in the show: a fiber artist and a glassblower. The remaining two will be chosen from the Alameda Arts community by Summer 2018 to complete a diverse and well-rounded group of artists they feel able to best convey the rich traditions, landscapes, and histories of America, complimenting the music selected.

**Administrative Production**

The final facet of the project is the event production, to be managed by the Choral Administrator. These duties include organizing venue rental for rehearsal space and performances, program reproduction, documentation and recording services. Administrator will oversee production of promotional materials and advertising, including graphic design, brochure and poster printing and distribution, and a variety of local and web-based advertising such as sponsored content, website maintenance, and management of social media to create a marketing plan for the event, to be completed in various stages throughout the season. The front-of-house duties are also managed by the Administrator: organizing volunteer ushers, ticket/merchandise sales, and compiling and reporting various data reports measuring the event's success.

**Goals**

**A statement of the program's goals and indication of the steps to be taken to achieve those goals. An indication of how progress toward goals would be evaluated or monitored. (2000 characters maximum, including spaces)**

In addition to producing a meaningful and professional choral concert, the aims of "The American Landscape" are to strengthen local arts communities and audiences in ways that benefit all parties involved. It aims to celebrate the diverse talents within our own ensemble and communities at large. By intersecting communities of artists that have previously been separate, it invigorates our local arts communities across genres and opens doors to future collaborative efforts, such as future projects or cross-promotions. These new networks of visual and performing artists will gain exposure to new and bigger audiences.

Sacred & Profane's expanded presence in Alameda is another goal that is easily measured in concert attendance and customer engagement. The success of this added concert will be an indicator of whether or not the regular increase of Alameda performances is financially and logistically viable. This could also be evident in an increase of membership from Alameda residents drawn by the event.

Not only will this project provide opportunities for professional development and financial support to the Sacred & Profane, but to the individuals artists involved. The diversity of the participants and theme are also beneficial to the broader community by enhancing the city's sense of place, by contributing to economic and cultural vitality through connection. We believe Alameda the ideal location for a project that explores the American tradition and history because of the island's own uniquely American identity. By supporting the interdisciplinary nature of its art scene, we encourage its evolution and reinforce its significance.

**Proposed Program Budget**

**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. This would also show how any other funding sources would be leveraged to implement the program. (2 page maximum)**

Est budget March 2019-City of Alameda grant app.pdf (download)

**Organizational Ability**

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

S&P Organizational Ability.docx (download)

**Supporting Documentation - Board of Directors**

*(for non-profit organizations only)*

**A list of the organization's board of directors, including their professional and/or community affiliations.**

Board of Directors.docx (download)

**Supporting Documentation - IRS Determination Status**

*(for non-profit organizations only)*

**IRS Determination Letter for 501(c)(3) status.**

S&P\_501C.pdf (download)

**Supporting Documentation - IRS Form 990**

*(for non-profits organizations only)*

**Most recently filed IRS Form 900 and financial statement.**

No files uploaded

**Supporting Documentation - Organization Budget**

*(for non-profit organizations only)*

**The organization's budget for the current year.**

Annual budget F\_Y 2017-18\_City of Alameda grant app.xlsx (download)

**Supporting Documentation - Major Funders**

*(for non-profit organizations only)*

A list of the organization's major funders and grant amounts.

S&P Major Funders 17-18.docx (download)

**Contact Information**

**Contact information for the organization including name, address/location, phone, and email.**

<b>PAYMENTS</b>	
<b>Transactions</b>	ID# 575559 (1) \$0.00 Request for Proposals for Cultural Arts & Art Programming using a Visa or Mastercard
<b>COMMUNICATION</b>	
<b>Emails</b>	
<b>ART</b>	
<b>Category</b>	Award level: \$7,500
<b>Statement</b>	
<hr/>	
Create tag: <input type="text"/> (limit 12 characters) <input type="button" value="Save"/>	
Change status to: <input type="text" value="Received"/> <input type="button" value="Save"/>	
<b>BROWSER DATA: 303257: MOZILLA/5.0 (MACINTOSH; INTEL MAC OS X 10_9_5) APPLEWEBKIT/537.36 (KHTML, LIKE GECKO) CHROME/63.0.3239.84 SAFARI/537.36</b>	

SACRED & PROFANE A CHAMBER CHORUS				
Estimated budget for March 2019 "American Landscapes" concert in Alameda (1/3 of concert set totals):				
Income:				
Grants				
City of Berkeley	\$888.00	Estimated from current F/Y grant amount, pro-rated		
Alameda County Artsfund	\$200.00	Est. per previous grant amounts/pro-rated over F/Y		
Concert tickets	0	(free admission as specified for grant)		
Membership dues	\$1,280.00			
Membership dues-scholarship	-\$180.00			
Individual donations	\$2,500.00	estimated		
<b>TOTAL INCOME</b>	<b>\$4,688.00</b>			
Expenses:				
Personnel				
Artistic Director	\$2,000.00			
Chorus Manager	\$367.00			
Artist honoraria	\$6,000.00	\$1500/artist		
Administrative				
Insurance	\$100.00			
Marketing/PR				
Postering service	\$110.00			
Graphic design services	\$90.00			
Postcard mailer printing	\$150.00			
Bulk mailing	\$150.00			
Radio spots/advertising	\$60.00			
Video services	\$200.00			
Program expense				
Concert recording	\$575.00			
CD production	\$100.00			
Music scores	\$1,180.00			
Rehearsal space rental	\$200.00			
Performance/display space rental	\$600.00			
Program reproduction	\$100.00			
Misc. expense				
Professional memberships	\$50.00			
Licensing	\$25.00			
Postage, copying, etc.	\$100.00			
Misc bank/PayPal fees	\$50.00			
Unforeseen costs	\$1,200.00			
<b>TOTAL EXPENSE</b>	<b>\$13,407.00</b>			
Income	\$4,688.00			
Expenses	\$13,407.00			
<b>Net deficit</b>	<b>-\$8,719.00</b>			

Funds from the Cultural Arts Program will be used to produce this concert series, including venue rental for rehearsal space and performances, music fees, program reproduction, documentation and recording services, hiring a rehearsal accompanist, and artistic and administrative payroll. It will also aid in the production of promotional materials and advertising, including graphic design, brochure and poster printing and distribution, and a variety of local and web-based advertising such as sponsored content and social media. This funding will offset the loss of income usually generated by ticket sales. All figures are pro-rated to reflect costs only used to produce the unique concert in Alameda, and not any other BayArea performances of the music that would not include the art.

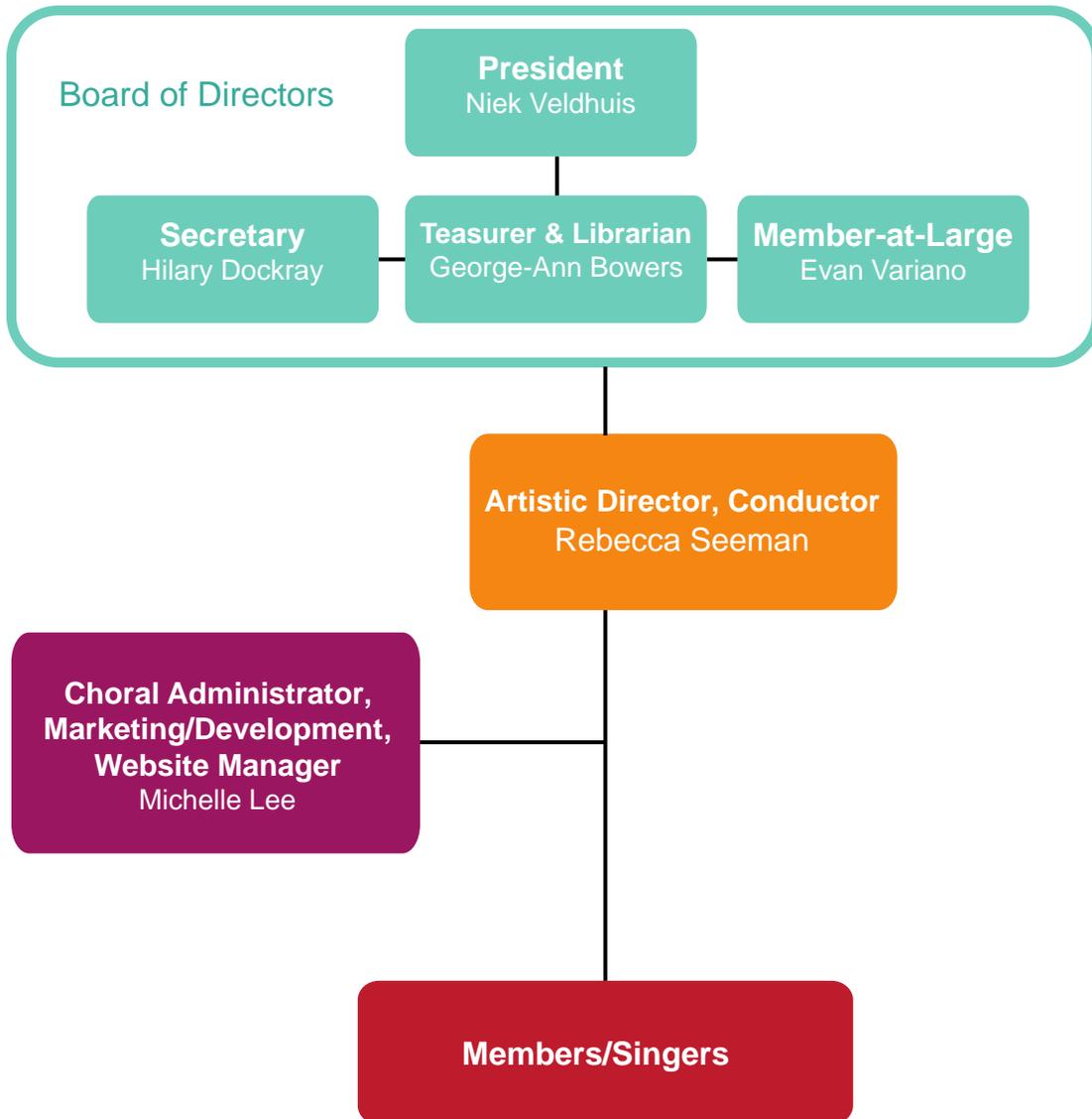
## **Sacred & Profane, A Chamber Chorus Organizational Ability**

Sacred and Profane, A Chamber Chorus, is a 28-32- singer a cappella choir that is celebrating its 40<sup>th</sup> year of polished and expressive performances in the San Francisco Bay Area this season. We aim to provide an inspiring and educational experience for both audiences and chorus members through innovative programming, intensive musical preparation, and high quality concert performance. Sacred and Profane also strives for diversity, from the ethnic, musical, and professional backgrounds of its singers, to the languages in which they sing, to the styles of music performed. Concerts combine seriousness and humor, the early and the modern, and yes, the sacred and the profane; but each program is united by theme and focus. Our concerts feature challenging works from the choral tradition, works by local and living composers, music from around the world, as well as frequent premieres and commissions. Though primarily an a cappella ensemble, Sacred and Profane collaborates on occasion with guest instrumentalists and chamber orchestras, as well as with other ensembles. Singers bring superior musicianship, vocal skill, and dedication to the ensemble, achieving professional-level performances. As a result, the ensemble is capable of superior execution of challenging repertoire from across the musical canon, including contemporary and highly demanding works.

Conductor and Artistic Director Rebecca Petra Naomi Seeman has directed Sacred and Profane since 2004. She is also a member of the faculty at University of San Francisco, where she conducts the Classical Choral Ensembles, and teaches applied voice, music theory, and music history. Dr. Seeman received her D.M.A. in Choral Conducting and Pedagogy in 2003 from the University of Iowa and her M.A. in Choral Conducting and Performance Practice from the University of California, Santa Cruz in 2008. Her teachers have included Eric Ericson, Nicole Paiement, William Hatcher, and Timothy Stalter.

The ensemble was originally founded in 1977 by a group of singers from the California Bach Society chorus, and incorporated in 1981. Since it's formation, the chorus has performed consistently for 40 years in San Francisco and Alameda counties, and collaborated with such distinguished musicians and performing arts organizations as the San Francisco Opera, American Conservatory Theater, Other Minds, Shotgun Players, Nicole Paiement, William Winant, Westwind International Folk Ensemble, and a number of other Bay Area community ensembles. The past few seasons have seen record concert attendance, as well as an increased diversity in our audiences, supporting our belief that diverse programming and artistic excellence actively engage our communities. This also shows our organization's ability to successfully produce increasingly complex and professional projects.

## Sacred & Profane, A Chamber Chorus Chart of Personnel





**Sacred and Profane, A Chamber Chorus  
Board of Directors**

Niek Veldhuis, President

Prof of Assyriology, UC Berkeley

Senior Fellow, Berkeley Institute of Data Science

Member of the Board of the Hearst Museum of Anthropology and Archaeology

George-Ann Bowers, Treasurer and Librarian

Founding member of Sacred & Profane

Independent Artist

Member of Surface Design Association, Berkeley Art Center

Hilary Dockray, Secretary

Policy Analyst at Social Interest Solutions

Evan Variano, Member-at-Large

Associate Professor, Environmental Engineering, UC Berkeley

*Ex officio:* Rebecca Petra Naomi Seeman, DMA, Artistic Director

Performing Arts and Social Justice Department, University of San Francisco



Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248156166

Aug. 20, 2012 LTR 4168C E0

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00026386

BODC: TE

SACRED & PROFANE A CHAMBER CHORUS  
% GEORGE ANN BOWERS  
1199 CORNELL AVE  
BERKELEY CA 94706-2305



58603

Employer Identification Number: [REDACTED]  
Person to Contact: MR. GALLUPPI  
Toll Free Telephone Number: 1-877-829-5500

Dear TAXPAYER:

This is in response to your Aug. 09, 2012, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in OCTOBER 1981.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

0248156166  
Aug. 20, 2012 LTR 4168C E0  
██████████ 000000 00  
00026387

SACRED & PROFANE A CHAMBER CHORUS  
% GEORGE ANN BOWERS  
1199 CORNELL AVE  
BERKELEY CA 94706-2305

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

*Doris P. Kenwright*

Doris Kenwright, Operation Mgr.  
Accounts Management Operations 1

**IRS 990 FORM NOT INCLUDED**

SACRED & PROFANE A CHAMBER CHORUS			
Annual budget for F/Y 2017-2018			
Income:			
Grants			
City of Berkeley	\$8,000.00		
ProSuecia Foundation	\$10,000.00		
Concert tickets	\$17,712.00		
Membership dues	\$11,520.00		
Membership dues-scholarship	-\$360.00		
Individual donations	\$4,000.00	estimated	
Drawing/merchandise sales	\$2,038.00		
Misc income (Amazon Smile, scrip)	\$100.00		
<b>TOTAL INCOME</b>	<b>\$53,010.00</b>		
Expenses:			
Personnel			
Artistic Director	\$18,000.00		
Chorus Manager	\$3,950.00		
Guest artist	\$5,990.00	\$5000 commission	
Administrative			
Insurance	\$555.00		
Marketing/PR			
Postering service	\$990.00		
Graphic design services	\$750.00		
Brochure/postcard mailer printing	\$1,200.00		
Bulk mailing	\$1,300.00		
Radio spots/advertising	\$855.00		
Website rebuild	\$950.00		
PR materials, supplies	\$750.00		
Program expense			
Concert recording	\$1,800.00		
CD production	\$750.00		
Music scores, props	\$3,642.00		
Rehearsal space rental	\$1,700.00		
Performance/display space rental	\$3,600.00		
Program reproduction	\$1,086.00		
Misc. expense			
Prof. memberships/conference	\$750.00		
Licensing	\$250.00		
Postage, copying, etc.	\$590.00		
Misc bank/PayPal fees	\$75.00		
<b>TOTAL EXPENSE</b>	<b>\$49,533.00</b>		
Income	\$53,010.00		
Expenses	\$49,533.00		
<b>Net income</b>	<b>\$3,477.00</b>		

**SACRED & PROFANE, A CHAMBER CHORUS  
LIST OF MAJOR FUNDERS 2017-2018**

City of Berkeley	\$8,000
Barboro Osher Pro Suecia Foundation	\$10,000
Individual Gifts	\$4,000 (estimated)

# CULTURAL ARTS AWARD \$15,000

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ISLAND ALLIANCE OF THE ARTS  
AWARD \$15,000

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APPLICATION AND JURY ADMINISTRATION  
LOGGED IN AS Amanda Gehrke

LOGOUT    EVENTS    JURY    REPORTS    TICKET    HELP

Communication    Management    Jurors    Coupons

### CaFE Event Artist Citation

#### City of Alameda Request for Proposals for Cultural Art and Arts Programming Artist Citation

Jessica Warren

<b>CONTACT</b>	
<b>Contact via</b>	Home Phone
<b>Email</b>	<b>Phone</b>
<b>EVENT SPECIFIC DATA</b>	
<b>Status</b>	Received
<b>Booth #</b>	0
<b>Wait List #</b>	0
<b>CUSTOM ANSWERS</b>	
<p><b>Letter of Interest</b>  <b>Describe the organization's interest in the project, initial vision for the work, and relevant experience or background. (2000 characters maximum, including spaces)</b></p> <p>SFAW has been instrumental in bringing art to the community. It is a broad campaign to make the public more aware of the local art scene, with exhibits, performances and events, many free to the public but financed by the artists and galleries.</p> <p>SFAW aligns perfectly with the key objective of the RFP:</p> <p>Objective: The objective of the City of Alameda, in issuing this RFP, is to identify qualified artists and/or artist teams that have the ability to provide art in public places in Alameda. Public art should result in broad community benefit by enhancing the city's image and sense of place, contributing to economic vitality, and improving the community's exposure to arts.</p> <p>SFAW is driven by a team of artists that "provide art in public places in Alameda". This includes enhancing the city's image, contributing to economic vitality, and improving the community's exposure to art. These objectives could have been lifted directly from the SFAW mission statement!</p> <p>The past 4 years, SFAW has been funded completely by a small group of artists and gallery owners in Alameda with some support from local business associations DABA and WABA. SFAW has made great progress, but is far from reaching full potential. For this reason, SFAW has been formally taken over by the IAA (Island Alliance of the Arts) a non-profit artists group in Alameda formed to promote the arts in Alameda in 1982.</p> <p>For the past four years, SFAW has been spearheaded by Wes and Jess Warren owners of Studio 23 and board members IAA. The group also consists of several other members of the local art community. Working with all of Alameda, IAA will continue to make this a successful venture for everyone.</p> <p>This is the perfect opportunity for the City of Alameda bring SFAW to the next level. All SFAW members are currently volunteer, without a budget, the program will not continue, and certainly not flourish. The program has reached a critical point and without support it will evaporate.</p> <p><b>Concept of Proposed Program</b>  <b>A summary of the overall program being proposed. (1000 characters maximum, including spaces)</b></p> <p>We propose to achieve the objectives in the RFP using the existing framework of the Second Friday Art Walk for 2018. This would provide funding to promote Alameda as an art destination and support existing local artists, studios, and galleries. It will also create an ongoing flow of public art each month for the entire year.</p> <p>It's important to clarify that while the SFAW only happens one day a month, the majority of the shows, galleries and installations are open to the public throughout the month. SFAW is just a focused way to generate interest in the community and get them out to connect with artists and art spaces.</p> <p>The concept in general is to work with the art and business community to promote arts in Alameda.</p>	

<p><b>Program Description and Work Plan</b>  <b>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. (3000 characters maximum, including spaces)</b></p>
<p>There are three aspects to the plan that are needed for it to succeed.</p> <p>Support Local Artists: Assist and subsidize the existing art community in Alameda. Enable artists to get their work in front of the public. This is done by promoting the events the artists participate in, as well as commissioning work and paying artists for performing and creating art. We have outlined a marketing plan and monthly budget for artist grants. We will distribute grants monthly to artists, performers and galleries to provide public art for SFAW and throughout the month.</p> <p>Get Local Businesses Involved: We need the support of the business community. An outreach program will make it easy for businesses to support and benefit from SFAW. The overall response to has been very positive and the local business community has been very supportive. However, they are often unsure how exactly to participate. Our proposal includes creating Small Business Kits that will make it easy for them to get involved.</p> <p>Promote Alameda: First we need to raise awareness and promote SFAW to local residents. Next we need to broaden our reach beyond the island. With the support of the city and the community, Alameda could become an arts destination in the bay area.</p>
<p><b>Goals</b>  <b>A statement of the program's goals and indication of the steps to be taken to achieve those goals. An indication of how progress toward goals would be evaluated or monitored. (2000 characters maximum, including spaces)</b></p>
<p>The goal is to create a vibrant growing art scene in Alameda. The success of the program will determined by the amount of participation and attendance of art events. We will document the events online through the website and on social media.</p>
<p><b>Proposed Program Budget</b>  <b>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. This would also show how any other funding sources would be leveraged to implement the program. (2 page maximum)</b></p>
<p>SFAW Budget 2018.pdf (download)</p>
<p><b>Organizational Ability</b>  <b>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. Please also provide an organizational chart showing personnel. (2 page maximum)</b></p>
<p>iaa Background.pdf (download)</p>
<p><b>Supporting Documentation - Board of Directors</b>  <i>(for non-profit organizations only)</i>  <b>A list of the organization's board of directors, including their professional and/or community affiliations.</b></p>
<p>IAA Officers.pdf (download)</p>
<p><b>Supporting Documentation - IRS Determination Status</b>  <i>(for non-profit organizations only)</i>  <b>IRS Determination Letter for 501(c)(3) status.</b></p>
<p>No files uploaded</p>
<p><b>Supporting Documentation - IRS Form 990</b>  <i>(for non-profits organizations only)</i>  <b>Most recently filed IRS Form 900 and financial statement.</b></p>
<p>No files uploaded</p>
<p><b>Supporting Documentation - Organization Budget</b>  <i>(for non-profit organizations only)</i>  <b>The organization's budget for the current year.</b></p>
<p>No files uploaded</p>
<p><b>Supporting Documentation - Major Funders</b>  <i>(for non-profit organizations only)</i>                  A list of the organization's major funders and grant amounts.</p>
<p>No files uploaded</p>
<p><b>Contact Information</b>  <b>Contact information for the organization including name, address/location, phone, and email.</b></p>

## SFAW Budget

### **Monthly Public Art Budget**

A monthly budget used to support local public art in various forms.

Sponsorship of a local gallery to make a show available to the public, rotating monthly or in multiple locations depending on the event and level of sponsorship.

Hire musicians, artists, and performing artists to perform and create installations and temporary art in public spaces.

Some ideal locations are: In front of City Hall, public spaces around Park Street (with coordination from DABA), and various public locations around Webster (with coordination from WABA).

The monthly grants would be open for any local artists to apply for each month.

Monthly budget breakout: (Example)

Small Group Performance: \$100 x 2 (Solo, Duo, or trio) - Total \$200

Medium Group Performance: \$200 x 2 (band) - Total \$400

Artist installation: \$100 to the gallery, \$300 to the artists creating the work. Total \$400

### **2nd Friday Participation Kits**

SFAW will only succeed and grow with the support of the local business community. A key piece that has been missing from SFAW is a simple but comprehensive kit to make it easy for a business to participate. We need to create steps that any business can follow to support and benefit from SFAW. It needs to be embraced by the business community and many local businesses simply do not know how to participate.

Participation kits need to be created and distributed. This will include meeting with key members of SFAW and the local business community to draft steps and create content for the packet. The packet will need to be made available online, and in printed format. Delivering the packets will include helping individual businesses implement the plans.

### **2nd Friday Art Walk Business Participation Kit**

1. 2nd Friday mission & how to participate.
2. Step by step instructions on how to list your location and events on the online map and website.
3. Instructions (general). How to prepare your location, how to market 2nd Friday to your patrons.
4. Participation in 2nd Friday group events and fundraisers. Example: 2nd Friday Art Walk For Animals.
5. Freebies! 2nd Friday gear such as stickers, buttons, t-shirts, magnets, etc.
6. Marketing and branding materials: Posters, flyers, stands, street stands, flags, window clings, business cards, etc.
7. Optional monthly theme participation and other ways to bring artists to their location for SFAW.

### **Printed Material: Posters, Postcards and Banners**

12x18" Color posters to promote SFAW.

5x7" Color postcards to promote SFAW. Printed Bi-annually.

These posters are for businesses to hang in their window to support SFAW. The posters can also be distributed outside Alameda in nearby shopping districts in Oakland and Berkeley.

Banners: One 22'x3' banner to hang over Park Street/Webster/Central as available through the City of Alameda. Two 10'x3' Event banners to use at special events like the Blues & BBQ on Webster, The Art and Wine Fair on Park, and any other special events happening in the city.

Cost estimate covers graphic design, administration, distribution and printing fees.

## **SFAW Website Development**

FridayArtwalk.com is the official website of SFAW. It is currently setup to allow businesses to participate in SFAW. It was created and designed by local artists voluntarily and, thus, is somewhat limited. This proposal would enable significant improvement to content and user experience, management, maintenance and hosting.

There are several items under consideration:

1. Convert the calendar to a printable document visitors can easily distribute.
2. Enable galleries to note an opening reception in the calendar and highlight it.
3. Enable locations to add a location profile and link to the artists that will be showing.
4. Email out subscribers each month with the calendar.
5. Add updates each month that show pictures and highlights from the previous month.

## **Social Media Advertising and Marketing**

Social media promotion has been an effective tool in promoting SFAW, but requires time and dedication. We are proposing to have a dedicated team focused on using social media to promote SFAW each month. This would benefit all participating locations and the city of Alameda as a whole.

Hourly Fee for Social Media Expert: (\$30/hour )

Manual social media promotion:

Social Media Paid Advertising. Create online campaigns.

Promoting events on Facebook, Instagram and Twitter.

Sharing highlights and pictures from previous events.

Coordinating and sharing social media methods with participating businesses. Including hashtags, links, photos, etc.

Marketing Events Online:

Listing events with online event websites and calendars such as East Bay Express, Alameda Sun, Eventbright, etc. There are hundreds of websites that will list your event for free as well as paid advertising.

## **Digifli Alameda Digital Bulletin Boards**

Digifli electronic kiosks will run an ongoing daily campaign featuring different visual art from over 40 different local artists. Digifli video kiosks are distributed around Alameda in various public locations. The SFAW will

promote a campaign that features local artists along with their information and where you can see more of their work.

This will keep local art in public view everyday, all day, in numerous places throughout Alameda while at the same time promoting SFAW.

### Local Media Advertising

Regular campaigns in local media.

Display ads in East Bay Express, Alameda Sun.

Item	Monthly	Qty	Total Cost
Posters		1000	\$500
Event Banners		2	\$400
Website Upgrades	100	12	\$1,200
Digifli Art Kiosk	500	12	\$6,000
Small Business Kits		100	\$3,000
Monthly Special budget.	300	12	\$3,600
		<b>Total</b>	<b>\$14,700</b>



## **Island Alliance of the Arts**

3239 Briggs Avenue  
Alameda, CA 94501  
(510) 865-0541

**Non-Profit [REDACTED] - 501(c)3 - [REDACTED]**

IAA is a Public Benefit Nonprofit Organization in the City of Alameda, CA. IAA provides networking, exhibitions & other resources for artists of all disciplines while promoting an awareness of global issues.

### Recent Changes

In 2016 the IAA added three new members to it's board of directors.

Wes and Jess Warren, and Cheryl Harawitz. Wes and Jess have been very active in the Bay Area art community over the past five years. They started the Alameda Artists meetup group, Studio 23 Gallery, and revived the Second Friday Art Walk. They also founded and coordinate the Alameda Summer Art and Maker Fair which is coming up on it's 4th year.

They have worked with several local galleries and members of the business community and helped unite the East and West end business associations. They are both active artists and have been creating and showing art for over two decades.

Cheryl Harawitz is also an active member of the arts community, she ran the Backstreet Studio and coordinated openings for SFAW. She also hosts artists events and brings over 40 years of experience with community organizations to the IAA.

### Background and History

Island Alliance of the Arts has provided art events in Alameda for over 25 years. Shirley Johnson and friends formed IAA as a non-profit corporation in 1982. They provided many services for Alameda, including a Directory of the Arts & Artists.

In 1997, after a project in vacant Alameda retail windows called "Windows on Art", Bonnie Boller, Bonnie McKean and Peter Sanderson had a vision of creating an Art Center for the City of Alameda, as a non-profit organization. A business plan was established and office space was used in the Veteran's Building owned by the City of Alameda.

In 2004, Alameda Art Center was opened at 1701 Webster Street in Alameda, CA. AAC offered Fine Art Exhibitions, Art Classes & Workshops, Studio Space, Special Events and a Fine Art Gift Shop. The art center was sponsored by the Alameda Art Association and Island Alliance of the Arts was incorporated as the

non-profit organization that was needed. The Center closed in 2006, due to lack of funding.

In 2007, Bonnie Randall Boller, Peter Sanderson & Melissa Harmon formed a new Board of Directors for Island Alliance of the Arts and once again update the non-profit status. The first event was an art exhibit at the Alameda Museum in October 2008. This successful exhibit was called CROSS CURRENTS, Artists of Alameda.

IAA has also received an Alameda County ARTSFUND Grant that was used to sponsor some IAA CROSS CURRENTS, Artists of Alameda County. The 2008 Countywide Exhibit, was held in August 2008, at the new Rhythmix Cultural Works K Gallery in Alameda, CA. IAA CROSS CURRENTS, Season of Awareness, County-Wide Exhibit was held at Alameda Free Library in August 2009. In 2010 through 2015, IAA CROSS CURRENTS has held annual Exhibitions of California Artists at the Alameda Museum. The event was expanded to include artists from throughout California. Some participants give Artist Talks about their artwork during the exhibits, The Opening Receptions are widely attended with live music and refreshments.



**Island Alliance of the Arts**  
Non-Profit [REDACTED] - 501(c)3 - [REDACTED]

**LIST OF ELECTED OFFICERS:**

**President: Bonnie Randall Boller**

Bachelor of Arts in Art and California Teaching Credential, CA State East Bay 1966  
Founder and Vice President of Alameda Women Artists, 25 years  
President of Island Alliance of the Arts, 501©3 since 2006  
Ceramics Art Teacher at Mastick Senior Center, Alameda, CA; 30 students  
Experienced in Hanging and Organizing Art Exhibits  
Artist in many mediums for over 30 years

**Vice President: Wesley Warren**

Co-Owner/Founder of Studio 23 Art Gallery and Alameda Summer Art and Maker Fair  
Co-Coordinate The 2nd Friday Artwalk  
Co-Founder of Alameda Artists  
Vice President of Island Alliance of the Arts, 501©3 since 2016  
Experienced in Hanging and Organizing Art Exhibits and Special Events  
Artist in many mediums for over 25 years  
Web Developer and Programmer  
Specializing in Marketing, Advertising and Promotions

**Treasurer: Charles Lucke**

Artist/Photographer  
Experienced in Hanging and Organizing Art Exhibits

**Recording Secretary: Cheryl Harawitz**

Artist Self Taught Water Color and Multi Media  
40 Years: Worked with governments and community organizations at the municipal, regional and national levels developing and implementing local innovative programs in the arts and social services. Volunteer in various arts organizations in Canada and the US

**Corresponding Secretary: Jessica Warren**

Artist in many mediums for over 20 years  
Co-Founder and Co-Owner of Studio 23 Art Gallery and Alameda Artists Group  
Director of SFAW Second Friday Art Walk and Alameda Summer Art and Maker Fair  
Corresponding Secretary of Island Alliance of the Arts, 501©3 since 2016  
Member of DABA Downtown Alameda Business Association Promotions Committee  
Experienced in Curating, Hanging and Organizing Art Exhibits  
Graphic Artist, Designer and Illustrator  
Specializing in Marketing, Advertising and Promotions

**IRS DETERMINATION NOT INCLUDED**

**FORM 990 INCLUDED BUT HAS BEEN REDACTED**

CERTIFICATE OF AMENDMENT OF  
ARTICLES OF INCORPORATION

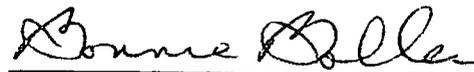
Island Alliance of the Arts

The undersigned certify that:

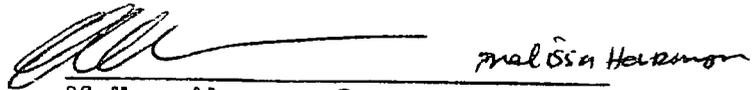
1. They are the president and the secretary, respectively, of Alameda Art Center [REDACTED], a California corporation.
2. Article I of the Articles of Incorporation of this corporation is amend to  
To read as follows:  
The name of this Corporation shall be Island Alliance of the Arts  
[REDACTED]
3. The foregoing amendment of Articles of Incorporations has been duly approved by the board of directors.
4. The corporation has no members.

We further declare under penalty of perjury under the laws of the State of California that the matters set forth in this certificate are true and correct of our own knowledge.

DATE: March 2, 2007



Bonnie Boller, President



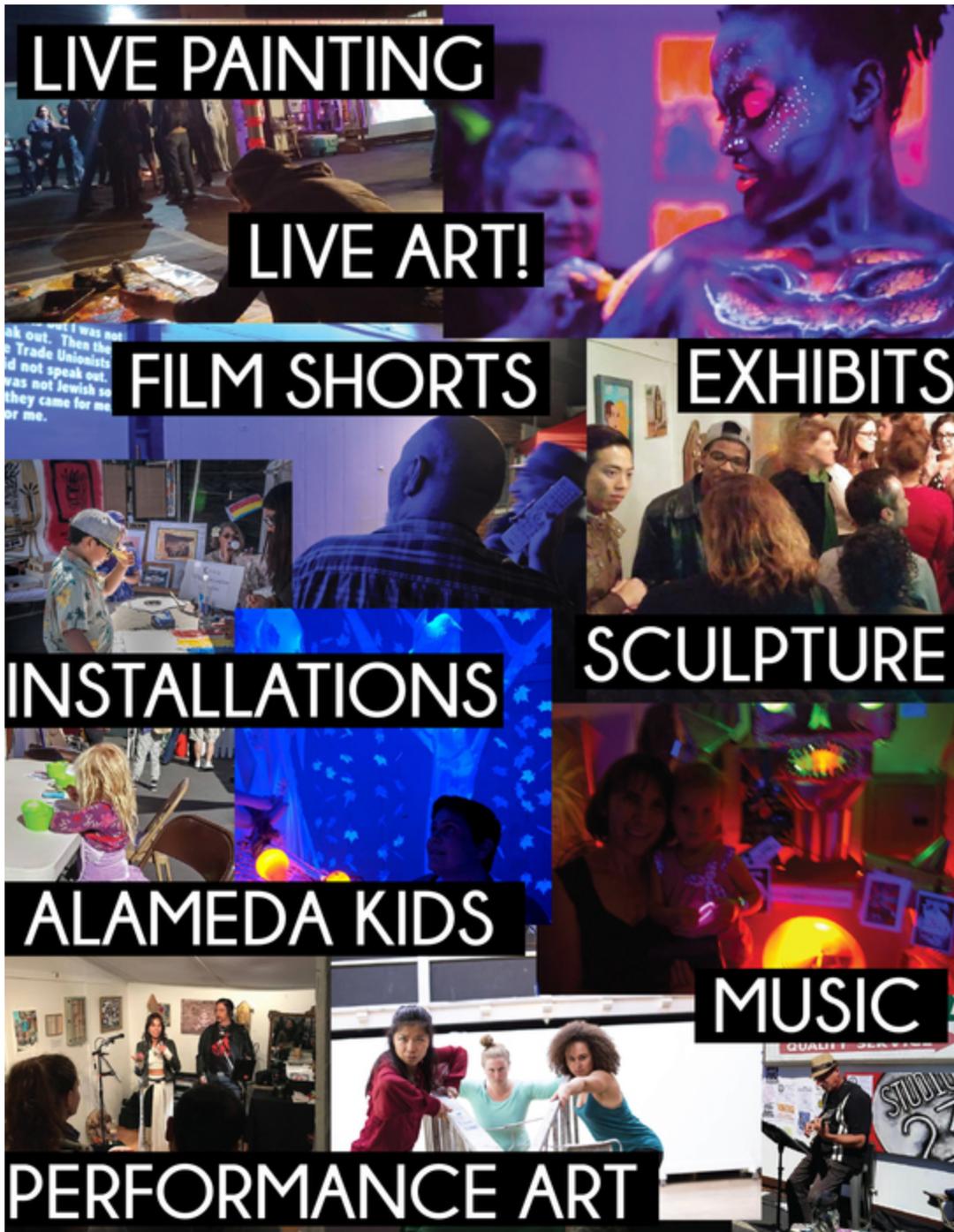
Melissa Harmon, Secretary

Drafted from.  
Secretary of State  
AMD-T-NONPROFIT (REV 03/2005)

Island Alliance of the Arts  
P.O. Box 1578, Alameda, CA 94501  
510-865-0541

**ORGANIZATION BUDGET NOT INCLUDED**

**MAJOR FUNDERS NOT INCLUDED**





2<sup>N</sup><sub>D</sub> FRIDAY

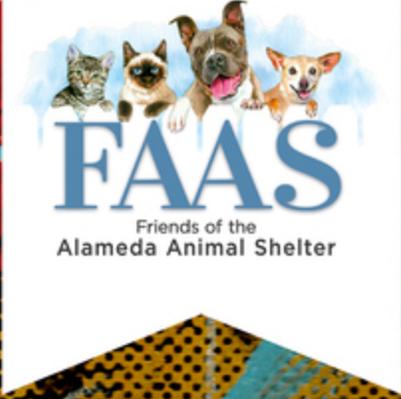
**A** **R** **T**  
**W** **A** **L** **K**  
**FRIDAYARTWALK.COM**





The poster features a collage of textures including brown paper, red fabric, and patterned paper. In the top left is the City of Alameda seal. The main text is arranged in a jagged, banner-like shape. The FAAS logo, featuring four animals, is centered in a white banner. A yellow bar contains the event time, and the bottom section has a dark background with large yellow and white text.

  
**2ND FRIDAY**  
**ALAMEDA & JINGLETOWN**  
**BUY ART \* SUPPORT FAAS**

  
**FAAS**  
Friends of the  
Alameda Animal Shelter

**6-9PM SEPTEMBER 9TH**

**ARTWALK**  
**FOR ANIMALS**

VISIT THE WEBSITE FOR PARTICIPATING 2ND FRIDAY LOCATIONS & EVENT DETAILS!  
**FRIDAYARTWALK.COM**











# CULTURAL ARTS AWARD \$25,000

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PACIFIC PINBALL MUSEUM  
AWARD \$25,000

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APPLICATION AND JURY ADMINISTRATION  
 LOGGED IN AS Amanda Gehrke

LOGOUT    EVENTS    JURY    REPORTS    TICKET    HELP

Communication    Management    Jurors    Coupons

### CaFE Event Artist Citation

#### City of Alameda Request for Proposals for Cultural Art and Arts Programming Artist Citation

d'Arci Bruno

<b>CONTACT</b>						
<table border="0"> <tr> <td><b>Contact via</b></td> <td>Cell Phone</td> </tr> <tr> <td><b>Email</b></td> <td>Phone</td> </tr> </table>	<b>Contact via</b>	Cell Phone	<b>Email</b>	Phone		
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<b>Status</b>	Received					
<b>Booth #</b>	0					
<b>Wait List #</b>	0					
<b>CUSTOM ANSWERS</b>						
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history through the lens of pinball history, and connecting our local history with broader events and trends of the 20th century. Another will be 45-minute hands-on activity/workshop expanding on the STEAM concepts covered in the main exhibits. Each activity will be open to the public free of charge, and suitable for a wide range of ages and abilities. The last event will be a public reception highlighting the art component of the exhibition. Guests will gather together as a community, meet our professional artists, and learn about the PPM mural arts program.

The timeline for the overall project is 8-10 months, broken down as follows:

- 8-12 weeks for initial program development, exhibit curation and design, and location selection.
- 8-10 weeks per pop-up (x3 locations), which includes 6-8 weeks of exhibition, 1 week of delivery and installation, and 1 week of de-installation and removal.

Our partnerships with the City of Alameda, GABA/WABA/DABA, and the commercial real estate community will play a key role in securing locations to host each temporary exhibit. We are cognizant that the availability of suitable locations is a large variable, and could add significant gaps between each pop-up without a close working relationship with each partner.

PPM staff and board members will perform a number of important roles in the project. Assistant Director d'Arci Bruno will oversee the project as a whole. Executive Director and PPM Founder Michael Scheiss will direct the exhibit design and selection process. Communications Director Lynn Gustafson will steer promotion and outreach for the project. Program Manager Chris Rummell will oversee the operations, planning, and logistics of each pop-up. Additionally, PPM will draw on the resources and connections of our board members and volunteer team to keep each site running smoothly.

#### Goals

**A statement of the program's goals and indication of the steps to be taken to achieve those goals. An indication of how progress toward goals would be evaluated or monitored. (2000 characters maximum, including spaces)**

The central goal of the project, and the PPM itself, is creating opportunities for STEAM education. Pinball machines are wonders of invention, and they make excellent tools for teaching STEAM through play.

Through STEAM we learn skills of observing, predicting, testing and drawing conclusions through play. Play is associated with creativity, and helps children develop the ability to be less literal and more flexible in their thinking. Fun and interactive activities like pinball play show the real-life implication of STEAM education by pulling together ideas of science, math, engineering, art, history and technology while showing how these concepts shape and benefit society as a whole. STEAM education creates critical thinkers, increases literacy, and excites and enables the next generation of innovators.

With these concepts in mind, PPM has 3 main goals for the project:

- 1) To offer a freely accessible opportunity for community members to learn about STEAM in a fun and engaging way; illustrating the deep connections between STEAM concepts and how they connect with everyday life.
- 2) To connect and highlight Alameda and the Bay Area with the history of the 20th century through the lens of pinball, science & innovation, and popular culture.
- 3) To energize vacant or underutilized properties and highlight neighborhoods with a valuable community project that encourages people to gather together.

We have numerous mechanisms in mind to measure and test the success of this project. Tracking standard metrics like attendance, number of hours of programming delivered, and engagement with partner organizations will contribute to a baseline measurement. Further, we aim to measure community engagement by connecting through social media channels, signing up new volunteers, and hosting an intern at each pop-up. We also intend to offer surveys and quizzes, short creative activities, and educational takeaways that will extend the reach of the program.

#### Proposed Program Budget

**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. This would also show how any other funding sources would be leveraged to implement the program. (2 page maximum)**

Proposed Program Budget.pdf (download)

#### Organizational Ability

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

Organizational Ability.pdf (download)

#### Supporting Documentation - Board of Directors

*(for non-profit organizations only)*

**A list of the organization's board of directors, including their professional and/or community affiliations.**

word PPM2017BoardList.docx (download)

#### Supporting Documentation - IRS Determination Status

*(for non-profit organizations only)*

**IRS Determination Letter for 501(c)(3) status.**

PPM IRS Letter.jpg (download)

#### Supporting Documentation - IRS Form 990

*(for non-profits organizations only)*

**Most recently filed IRS Form 900 and financial statement.**

No files uploaded

#### Supporting Documentation - Organization Budget

*(for non-profit organizations only)*

**The organization's budget for the current year.**

PPM Profit and Loss 2017.pdf (download)

#### Supporting Documentation - Major Funders

*(for non-profit organizations only)*

A list of the organization's major funders and grant amounts.

## Proposed Program Budget

Currently, the PPM is primarily funded through program service revenue, and supplemented with private contributions and grants. The PPM staff and board have extensive experience planning, delivering, and operating high-quality educational exhibitions. Combined with the PPM's large collection of rare and vintage pinball machines, the most necessary components of the project are already in place.

Our proposed budget focuses mainly on the costs of operating the pop-ups. We project roughly costs of \$6200 per pop-up, assuming a 6-8 week duration for each of 3 sites open to the public 20-25 hrs per week. As these sites are free to visit, the costs of staffing, exhibit maintenance, and site operation expenses are all covered by the proposed funding. This budget assumes the physical location of each pop-up will be rent-free, however the facility operation costs like utilities, insurance, and maintenance will be covered by the proposed funding.

Approximately 15% of the proposed funding is dedicated to designing and developing the programming specific to these pop-ups and associated public events. The PPM will leverage its experienced staff and their proven track records of producing engaging educational and cultural events throughout the Bay Area.

As per our proposed timeline, we anticipate the need for 8-12 weeks dedicated to initial program development, exhibit curation and design, and location selection. The budget for this phase breaks down as follows:

Phase 1: \$3850

Programming development (curation, research, content) \$2000 (100 @ \$20/hr)

Exhibit design & selection (construction, preparation) - \$1000

Location selection (securing contracts & leases) - \$850

Once the first phase is complete, the pop-ups can be budgeted separately as follows:

Phase 2: \$6200 (each pop-up)

Logistics & transport - \$800

Advertising and promotion - \$500

Staffing - \$3200

Overhead expenses (permits, facility operating costs, insurance) - \$1500

Supplies - \$200

10% Contingency - \$2500

Founded in 2004, the Pacific Pinball Museum is a STEAM-focused interactive museum offering a chronological and historical selection of rare bagatelles and early games, plus over 90 playable pinball machines from the 1940's to present day. Throughout the museum are large-scale hand-painted murals, jukeboxes and a gallery with rotating art exhibits. The museum regularly hosts parties, events, and field trips, as well as off-site exhibits and shows around California.

Starting quietly as an informal club, the PPM has grown into a major attraction and learning institution in Alameda. As the collection and popularity grow, the PPM seeks to become a premier venue and authority on the subject of pinball and its connections with popular culture and 20<sup>th</sup> century history.

Highlights of PPM events and exhibits over the past 12 months include:

Events at the PPM and Annex:

Shoot the Moon – Expo #7

Pinball and Pints

3 O'clock Rock

Tilt Comedy Shows

Starlog Gallery Show

New Year's Eve Party

Pinball League

Exhibitions Outside the Museum:

California Academy of Science – “Extraterrestrials and Pinball”

Chabot Space and Science Center – “The Art and Science of Pinball”

Pinterest – “Mad Science” Event

Macy's – “Carnival” for Fall Flower Show

Exhibitions Inside the Museum:

Art Stenholm Retrospective

Play Ball – Games about Games

Science Room

Marco Rossignoli Pinball Histogram

The PPM staff and board have a broad base of experience and knowledge to deliver first-rate programming. Key staff and volunteers include:

Michael Scheiss, Founder and Executive Director

Dan Fontes, Board Member and Professional Artist

David Volansky, Board Member and Fix-it Team Organizer

d'Arci Bruno, Assistant Director

Lynn Gustafson, Communications Director

Chris Rummell, Programming Manager

## **BOARD OF DIRECTORS, PACIFIC PINBALL MUSEUM 2017**

Michael Schiess, Director  
Exhibit Professional: Exploratorium  
1029 Central Ave.  
Alameda, CA 94501

Larry Zartarian, President and Treasurer  
Financial Advisor: VP, Rand & Assoc.  
#1 Abbott Dr.  
Oakland, CA 94608

Jim Strehlow, Secretary  
Information Technology: Data 911  
3122 Gibbons Dr.  
Alameda, CA 94501

Melissa Harmon  
Curator  
1029 Central Ave.  
Alameda, CA 94501

Dan Fontes  
Muralist  
#2A Dock Gate 6 Rd.  
Sausalito, CA 94965

Jem Gruber  
Artist and Musician  
539 Santa Clara Ave.  
Alameda, CA 94501

Ron Chan  
Public Relations, SF Bay Area  
2472 Carisbrooke Ct.  
Hayward, CA 94542

Brad Grant  
Collector, Club Owner  
372 Evergreen Dr.  
Vacaville, CA 95688

David Volansky  
Hewlett Packard, Retired  
175 Los Palms Dr.  
SF, CA 94127

Stephanie Kimball  
Seismic and Structural Analyst  
San Jose, CA

Kurt Doberenz  
Chevron Corp.  
San Ramon, CA



Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248564843  
May 22, 2009 LTR 4168C E0  
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00016026  
BODC: TE

PACIFIC PINBALL MUSEUM  
% MICHAEL SCHIESS  
1029 CENTRAL AVE  
ALAMEDA CA 94501-2305

2422 088 606

4209

Employer Identification Number: [REDACTED]  
Person to Contact: Ms. Osborne  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your request of May 13, 2009, regarding your tax-exempt status.

Our records indicate that a determination letter was issued in March 2006, that recognized you as exempt from Federal income tax, and discloses that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

*Michele M. Sullivan*

Michele M. Sullivan, Oper. Mgr.  
Accounts Management Operations I

**IRS 990 FORM NOT INCLUDED**

# Pacific Pinball Museum

## PROFIT AND LOSS BY MONTH

January 1 - November 1, 2017

	JAN 2017	FEB 2017	MAR 2017	APR 2017	MAY 2017	JUN 2017	JUL 2017	AUG 2017	SEP 2017	OCT 2017	NOV 1, 2017	TOTAL
<b>INCOME</b>												
Discounts/Refunds					72.00	-20.00						\$52.00
Donation - Cash	3,415.00	517.89	2,360.00	3,622.00	1,462.79	876.00	385.50	26,700.61	1,897.89	2,044.00		\$43,281.68
Fundraiser		13,304.10										\$13,304.10
Interest Income	0.78	0.73										\$1.51
Merchandise Income	1,637.70	5,539.51	1,979.55	2,733.01	1,801.08	6,974.31	4,101.94	4,176.28	1,356.75	1,914.00		\$32,214.13
Pinball Machine Sales					2,000.00			1,405.00				\$3,405.00
<b>Total Merchandise Income</b>	<b>1,637.70</b>	<b>5,539.51</b>	<b>1,979.55</b>	<b>2,733.01</b>	<b>3,801.08</b>	<b>6,974.31</b>	<b>4,101.94</b>	<b>5,581.28</b>	<b>1,356.75</b>	<b>1,914.00</b>		<b>\$35,619.13</b>
Program Income						10,000.00				368.70		\$10,368.70
Program Service Revenue	38,434.48	31,282.79	34,572.25	33,076.61	27,947.57	24,598.06	46,845.08	35,202.08	32,424.54	24,957.23		\$329,340.69
Refund			-620.79			1.80			-100.00			\$ -718.99
Temporary Credit Adjustment						-1.80		382.78				\$380.98
Uncategorized Income	28.83							261.79				\$290.62
<b>Total Income</b>	<b>\$43,516.79</b>	<b>\$50,645.02</b>	<b>\$38,291.01</b>	<b>\$39,431.62</b>	<b>\$33,283.44</b>	<b>\$42,428.37</b>	<b>\$51,332.52</b>	<b>\$68,128.54</b>	<b>\$35,579.18</b>	<b>\$29,283.93</b>	<b>\$0.00</b>	<b>\$431,920.42</b>
<b>COST OF GOODS SOLD</b>												
Merchandise Expense		2,997.51		1,409.41	314.80	382.00	1,086.00	1,199.98	153.45	150.00		\$7,693.15
Vending Expenses	91.35	202.11	38.50	25.34		84.07	10.27	21.93	301.87	683.60		\$1,459.04
<b>Total Cost of Goods Sold</b>	<b>\$91.35</b>	<b>\$3,199.62</b>	<b>\$38.50</b>	<b>\$1,434.75</b>	<b>\$314.80</b>	<b>\$466.07</b>	<b>\$1,096.27</b>	<b>\$1,221.91</b>	<b>\$455.32</b>	<b>\$833.60</b>	<b>\$0.00</b>	<b>\$9,152.19</b>
<b>GROSS PROFIT</b>	<b>\$43,425.44</b>	<b>\$47,445.40</b>	<b>\$38,252.51</b>	<b>\$37,996.87</b>	<b>\$32,968.64</b>	<b>\$41,962.30</b>	<b>\$50,236.25</b>	<b>\$66,906.63</b>	<b>\$35,123.86</b>	<b>\$28,450.33</b>	<b>\$0.00</b>	<b>\$422,768.23</b>
<b>EXPENSES</b>												
Advertising & Promotion	1,058.62	1,370.83	4,560.02	1,629.10	3,737.27	1,441.93	1,306.32	387.90	1,439.42	1,771.96		\$18,703.37
Bank Fees	789.43	649.70	557.85	583.42	645.04	434.11	625.42	866.65	1,003.86	427.61		\$6,583.09
Credit Card Processing					0.01							\$0.01
<b>Total Bank Fees</b>	<b>789.43</b>	<b>649.70</b>	<b>557.85</b>	<b>583.42</b>	<b>645.05</b>	<b>434.11</b>	<b>625.42</b>	<b>866.65</b>	<b>1,003.86</b>	<b>427.61</b>		<b>\$6,583.10</b>
Dues & Subscriptions	50.00						125.00		100.00			\$275.00
Equipment											771.00	\$771.00
Fundraising												\$0.00
Grant Writing Expenses			32.78									\$32.78
<b>Total Fundraising</b>			<b>32.78</b>									<b>\$32.78</b>
Gallery, Hospitality	1,154.25	1,255.08	766.70	585.28	913.23	394.04	452.30	719.72	558.45	155.42		\$6,954.47
Independent Contractors	6,939.50	3,711.00	8,673.81	3,825.00	5,840.00	3,335.33	4,821.25	5,962.50	4,662.50	4,343.75	1,367.00	\$53,481.64
Education						220.00						\$220.00
Media Production							2,010.00					\$2,010.00
<b>Total Independent Contractors</b>	<b>6,939.50</b>	<b>3,711.00</b>	<b>8,673.81</b>	<b>3,825.00</b>	<b>5,840.00</b>	<b>3,555.33</b>	<b>6,831.25</b>	<b>5,962.50</b>	<b>4,662.50</b>	<b>4,343.75</b>	<b>1,367.00</b>	<b>\$55,711.64</b>
Insurance	4,570.92	3,291.79			1,110.76					1,605.35		\$10,578.82
Medical Insurance	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00		\$7,500.00
Worker's Comp	329.17	658.34		329.17	329.13	1,291.98	2,657.47		725.75			\$6,321.01
<b>Total Insurance</b>	<b>5,650.09</b>	<b>4,700.13</b>	<b>750.00</b>	<b>1,079.17</b>	<b>2,189.89</b>	<b>2,041.98</b>	<b>3,407.47</b>	<b>750.00</b>	<b>1,475.75</b>	<b>2,355.35</b>		<b>\$24,399.83</b>
Parking & Tolls								23.00				\$23.00
Payroll Expenses	8,242.49	8,879.09	8,728.11	8,837.21	9,610.76	12,474.40	8,211.50	11,201.94	9,941.28	8,972.20		\$95,098.98
Payroll Service	772.78	920.66	650.87	614.87	654.56	909.65	575.18	575.18	570.18	579.18		\$6,823.11
Payroll Taxes	3,248.27	4,052.80	3,043.10	2,791.97	3,135.55	4,525.83	2,829.53	2,944.94	2,887.56	2,674.32		\$32,133.87
Permits & Licenses			270.00			1,639.16	98.00	90.00	90.00	90.00		\$2,277.16
PPM Collection Retention	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00		\$3,000.00
Professional Fees			638.34	2,234.53	137.50		667.50	1,184.25	127.25			\$4,989.37
Program Expenses	1,322.11	69.51	412.00			408.00						\$2,211.62
Rent Expense	15,659.41	16,230.32	15,578.75	15,578.75	26,417.50	4,740.00	15,578.75	15,578.75	15,578.75	15,578.75		\$156,519.73
Repair & Maintenance	130.06	217.76	1,832.13	420.64	406.89	258.35	40.38		519.12	1,421.40		\$5,246.73
Cleaning Service	51.70	103.34		51.79								\$206.83
Pinball Parts/Maintenance	489.62		319.16	1,225.36	1,032.58	1,567.04	577.82	1,240.46	313.46	739.02		\$7,504.52
Pinball Parts/Maintenances		24.01	113.42			26.94	154.85		885.00			\$1,204.22
<b>Total Repair &amp; Maintenance</b>	<b>671.38</b>	<b>345.11</b>	<b>2,264.71</b>	<b>1,697.79</b>	<b>1,439.47</b>	<b>1,852.33</b>	<b>773.05</b>	<b>1,240.46</b>	<b>1,717.58</b>	<b>2,160.42</b>		<b>\$14,162.30</b>
Sales Tax	1,932.00			553.00			836.00			911.00		\$4,232.00
Shipping & Postages	102.43	9.24	3,288.53		13.60	62.75	109.81	162.42	176.09	273.40	26.59	\$4,224.86
Supplies & Office Expense	824.85	394.36	255.62	335.86	229.21		80.59	11.83		39.30		\$2,171.62
Travel & Meetings	536.64	943.93	604.71	327.20	395.44	585.22	254.08	466.92	319.45	573.44	84.00	\$5,091.03
Travel and Meetings	441.54	164.97			36.43	30.88				76.45		\$750.27
Uncategorized Expense								382.78				\$382.78
Utilities	1,060.59	1,593.88	1,159.61	5,486.12	2,308.67	3,220.39	1,297.59	2,348.36	1,305.01	2,012.65		\$21,792.87
<b>Total Expenses</b>	<b>\$50,756.38</b>	<b>\$45,590.61</b>	<b>\$52,535.51</b>	<b>\$46,459.27</b>	<b>\$58,004.13</b>	<b>\$38,616.00</b>	<b>\$44,359.34</b>	<b>\$45,197.60</b>	<b>\$42,253.13</b>	<b>\$43,295.20</b>	<b>\$2,248.59</b>	<b>\$469,315.76</b>
<b>NET OPERATING INCOME</b>	<b>\$ -7,330.94</b>	<b>\$1,854.79</b>	<b>\$ -14,283.00</b>	<b>\$ -8,462.40</b>	<b>\$ -25,035.49</b>	<b>\$3,346.30</b>	<b>\$5,876.91</b>	<b>\$21,709.03</b>	<b>\$ -7,129.27</b>	<b>\$ -14,844.87</b>	<b>\$ -2,248.59</b>	<b>\$ -46,547.53</b>
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**Pacific Pinball Museum  
Major Donors and Grantors**

**East Bay Fund for Artists: East Bay Community Foundation  
Oakland, CA**

Grant for PPM Artists  
\$8000 Matching Grant, 2013

**Perforce Foundation  
Alameda, CA**

\$50,000, 2014

**Anonymous Donor  
Minnesota**

\$154,749, 2014

**Autodesk Corporation  
San Rafael, CA**

\$45,000: \$7500 per year to support 6 Pacific Pinball Expositions in San Rafael

**Richard Foos Collection**

Donation of pinball machine collection  
\$85,000 in-kind donation

**Larry Zartarian  
Oakland, CA**

Pinball Machines from the 1940', 50's and 60's  
\$60,000 in-kind and ongoing donations

**Awesome Foundation**

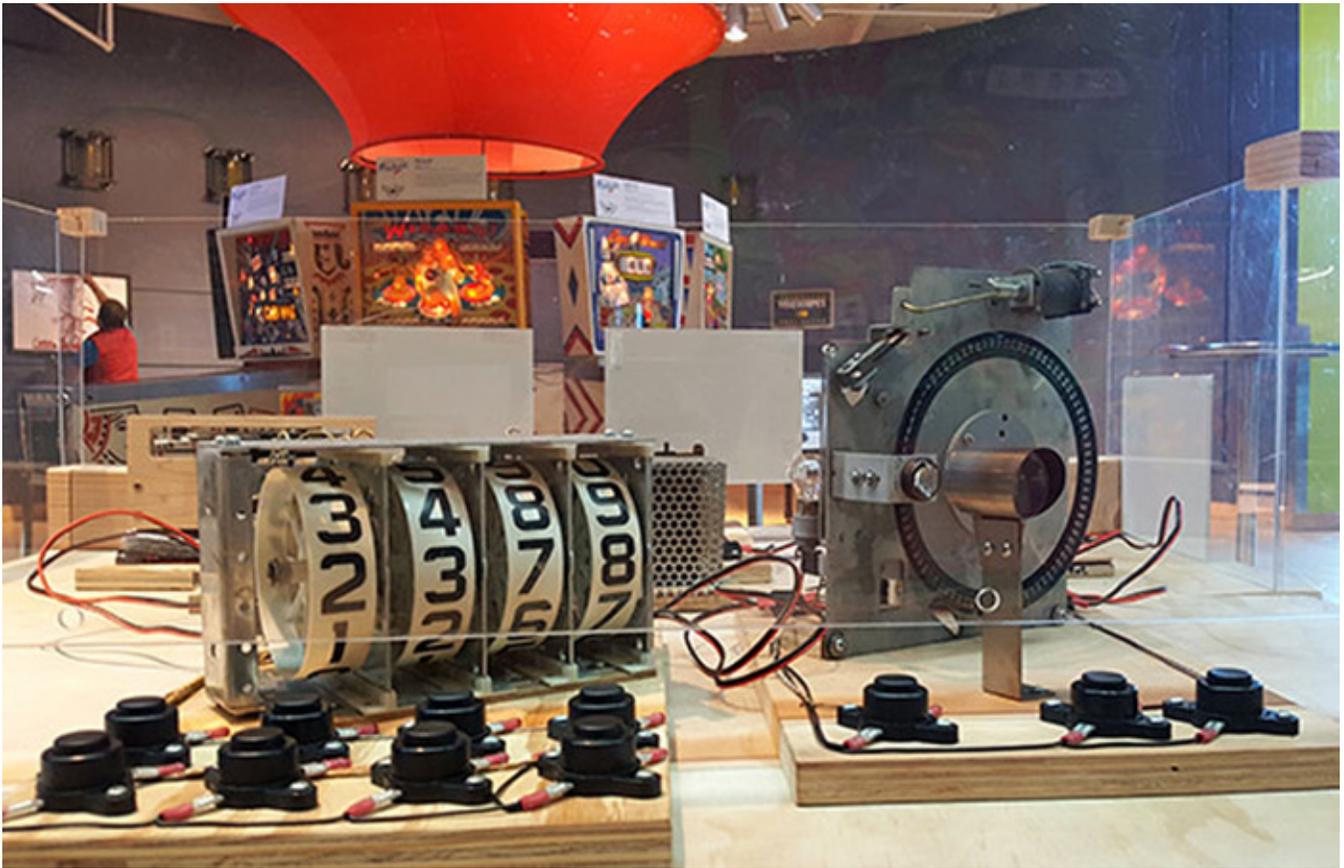
Grant for Educational project  
\$1000













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ALAMEDA CHAMBER OF COMMERCE  
AWARD \$25,000

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APPLICATION AND JURY ADMINISTRATION  
 LOGGED IN AS Amanda Gehrke

LOGOUT    EVENTS    JURY    REPORTS    TICKET    HELP

Communication    Management    Jurors    Coupons

### CaFE Event Artist Citation

#### City of Alameda Request for Proposals for Cultural Art and Arts Programming Artist Citation

Pat Colburn

<b>CONTACT</b>						
<table border="0"> <tr> <td>Contact via</td> <td>Cell Phone</td> </tr> <tr> <td>Email</td> <td>Phone</td> </tr> </table>	Contact via	Cell Phone	Email	Phone		
Contact via	Cell Phone					
Email	Phone					
<b>EVENT SPECIFIC DATA</b>						
<table border="0"> <tr> <td>Status</td> <td>Received</td> </tr> <tr> <td>Booth #</td> <td>0</td> </tr> <tr> <td>Wait List #</td> <td>0</td> </tr> </table>	Status	Received	Booth #	0	Wait List #	0
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<b>CUSTOM ANSWERS</b>						
<table border="1"> <tr> <td> <p><b>Letter of Interest</b>                      Describe the organization's interest in the project, initial vision for the work, and relevant experience or background. (2000 characters maximum, including spaces)</p> <p>The Art in the Park, an event that enjoyed a successful eight year run was cancelled by budget cuts in 2007. The Alameda Chamber of Commerce wants to resurrect this event to showcase the diverse artists who call Alameda home and whose works contribute to making Alameda such a desirable community.</p> <p>As the largest non-profit representing the business interests in Alameda, the Chamber of Commerce recognizes that the Arts add beauty and the creativity that empowers people to follow their dreams and which enhance the lives of everyone.</p> <p>The Chamber organizes annual events such as the Neptune Beach Fun Fair, the Island Jam and numerous other events throughout the year to promote a strong local economy; represent and advocate on behalf of business; provide opportunities to build relationships; and deliver programs to help business grow.</p> <p>The Chamber is excited to be able to recreate the Art in the Park exclusively for Alameda Visual Artists which will also include participatory dances, thereby adding to a festive affair.</p> </td> </tr> <tr> <td> <p><b>Concept of Proposed Program</b>                      A summary of the overall program being proposed. 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(PEERS) will provide the music, lessons and costumed dancers who will encourage visitors to dance and who will promenade throughout the event before and after the dances.  
 Readers of poetry and other literature readings will be held beneath the bandstand from 12:30 – 1:30 p.m. and will use a microphone which will be provided and operated by the Alameda Chamber of Commerce.

The Salsa dance lesson will begin at 1:45 with the taped music ending at 3:15 p.m. Dana DeSimone and Lisa Lee have provided Zydeco dance lessons at the Alameda Eagles Lodge for over 20 years. Their lesson will begin at 3:30, followed by an hour of taped dance music, ending at 5:00 p.m.

The Food Truck Mafia will provide four food trucks that will line up on the east side of Park Avenue nearest and crossing San Jose Avenue. The food ware provided by the food trucks will comply with Alameda's Take Out Ordinance. The section of San Jose between the Park Avenues will contain eight 6' tables and 48 plastic folding chairs. Twenty-five regular Portalets and three ADA Portalets will be placed on the Park Avenue west side. All city trash cans will be removed and replaced with ClearStream discard bins from Public Works. Interested participants will be instructed to serve as Trash Talkers and will deposit the discards in the appropriate dumpsters which will be located along the southernmost Park Avenue section of Jackson Park.

A team of two people will coordinate volunteers in the set-up/tear down of the equipment, sign-in of accepted visual artists, direct artists to their designated booths, oversee Trash Talkers and discard bins, sound system for dances and readers and clean-up.

**Goals**  
**A statement of the program's goals and indication of the steps to be taken to achieve those goals. An indication of how progress toward goals would be evaluated or monitored. (2000 characters maximum, including spaces)**

The goals of the Art in the Park are to provide acknowledgement and revenue to our local artists who enrich our lives through their expressions of beauty and truth and to create a classy, signature event that showcases Alameda.

Upon acceptance in May;  
 Begin recruiting volunteers  
 Each vendor (Portalets, Food Trucks, booths/tables, PEERS, etc.) will be notified and contracts for services will be signed  
 Announcements of the event will begin with postings every two to three weeks in all media  
 Frank Bette Art Center will write the call for artists and the show prospectus and will post this to local art galleries and media  
 Applications for permits with the Alameda County Health Department (food trucks) and City of Alameda Permit Department will be made  
 Request ClearStream discard bins from Alameda Public Works and request removal of city waste bins on day of event  
 Notify Park Avenue residents of this event. Repeat monthly to ensure neighbors are aware  
 Request and coordinate discard dumpsters from ACI.  
 Request waiver of fees for police presence  
 Design banner for Park Street and Webster Street  
 Design shuttle banner, onsite map & event schedule posters

June:  
 Notify and announce accepted visual and performance artists with instructions on set up in the Park. Encourage all artists to dress in period costume.

July:  
 Verify and re-confirm all commitments.

August:  
 Distribute flyers in business windows  
 Increase media announcements  
 Verify and re-confirm all commitments.

September:  
 Hang banners on Park and Webster Streets

The Chamber will monitor the check lists on a weekly basis to ensure that all timeframes and commitments are being met for an event date of September 16, 2018.

**Proposed Program Budget**  
**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. This would also show how any other funding sources would be leveraged to implement the program. (2 page maximum)**

Spread sheet of budget.xlsx (download)

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

Alameda Chamber Objectives.docx (download)

**Supporting Documentation - Board of Directors**  
*(for non-profit organizations only)*  
**A list of the organization's board of directors, including their professional and/or community affiliations.**

Board Members w Business Affiliations.pdf (download)

**Supporting Documentation - IRS Determination Status**  
*(for non-profit organizations only)*  
**IRS Determination Letter for 501(c)(3) status.**

IRS exempt status.pdf (download)

**Supporting Documentation - IRS Form 990**  
*(for non-profits organizations only)*  
**Most recently filed IRS Form 900 and financial statement.**

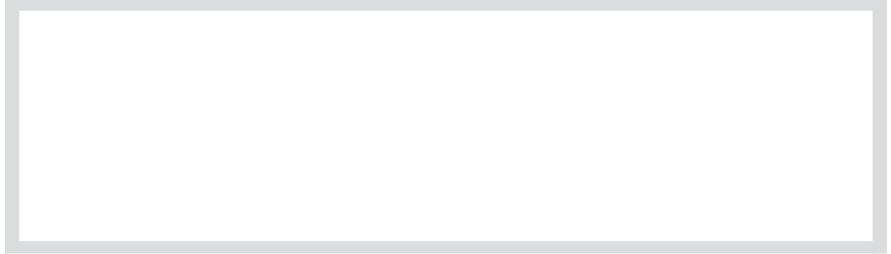
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**Supporting Documentation - Organization Budget**  
*(for non-profit organizations only)*  
**The organization's budget for the current year.**

Chamber Budget Overview 2017.pdf (download)



NARRATIVE OF PROPOSED BUDGET FOR ART IN THE PARK



<b>Loop Shuttle</b>	\$640.00	
<b>Identifying Magnetic banner on Shuttle (2 sides)</b>	\$480.00	\$1,120.00
<b>Event Magic</b>		
Pop up Tents w walls & weights (52)	\$5,085.00	
Dance Floor (20' x 20')	\$600.00	
Tables 6' banquet (8)	\$72.00	
Chairs-white plastic folding (48)	\$72.00	
Damage Waiver, Delivery, Set up Breakdown	\$1,791.90	\$7,620.90
<b>Budget Portalets</b>		
25 regular (\$175/ea)	\$4,375.00	
ADA x 3 (\$245/ea)	\$735.00	
wash stations x 3 (\$155/ea)	\$465.00	\$5,575.00
<b>Street Banners - Park and Webster Street</b>		
Flyers	\$800.00	
Posters with Schedule and Map of Events (4)	\$40.00	
	\$120.00	\$960.00
<b>ACI dumpsters - City sanctioned event</b>		
Permit fees - non-profit status	\$0.00	
	\$0.00	<b>Equipment Subtotal</b>
		<b>\$15,275.90</b>
<b>Period Events &amp; Entertainments Re-Creation Society, Inc. (PEERS)</b>		
Dance instructors (2)	\$400.00	
Honoraria for 10 costumed dancers (\$25/ea)	\$250.00	
<b>Dana DeSimone Zydeco lessons and music</b>		
Ruth Caspary Salsa lessons and music	\$200.00	
Eruh musician (Chinese fiddle player)	\$100.00	
<b>Poets (6 at \$50/ea)</b>	\$300.00	<b>Entertainment Subtotal</b>
		<b>\$1,450.00</b>
<b>Trash Talkers (6 at \$50/ea)</b>		
	\$300.00	
<b>Frank Bette Prospectus &amp; Jury</b>		
	\$600.00	
<b>Administration</b>	\$3,000.00	<b>Administration subtotal</b>
		<b>\$3,900.00</b>
<b>10% Contingency</b>	\$1,542.00	\$1,542.00
	\$22,167.90	\$22,167.90
Chamber Discount from Event Magic	(-\$1084.00)	
Artist booth payment (50 artists x \$60.00/ea)	(-\$3,000.00)	
<b>Total Costs</b>	<b>\$18,083.90</b>	

## Alameda Chamber Objectives

- Promote a Strong Local Economy
- Provide Opportunities to Build Relationships
- Deliver Programs to Help Business Grow
- Represent and Advocate on Behalf of Businesses

## What is the Chamber of Commerce?

First and foremost, the Alameda Chamber exists to unite the voice of our business community and provide a conduit for information flow between our members and the City of Alameda. We stand with businesses from Alameda Point to Harbor Bay Isle, from Park Street to Webster Street to be your advocate and to amplify the voice of our business community on City issues that affect your livelihood. You can't put a price on it and you can't see it, but our advocacy could someday be the difference between the profit and loss of your business.

The more tangible elements of your Chamber's value proposition are seen in our Business Education programs and our events which provide you with economic Growth Opportunities. These programs include our partnership with Argosy University's Alameda campus to provide Business Education events and Economic Growth Opportunities through visibility at events such as our Annual Business Expo, Neptune Beach Fun Fair, Successful Thinkers Networking Luncheons and, of course, our monthly mixers.

We are the voice of the business community and are here to represent and advocate on behalf of businesses in Alameda. Since its incorporation more than 85 years ago, the Alameda Chamber has played these roles and many others. To Alameda businesses, visitors and residents, it is a resource for information from maps and transportation schedules to business referrals and relocation packets. The Chamber lobby is the visitor information center and community resource for maps, schedules, information on regional and local attractions, amenities and activities.

The goal is to provide our members with business support and educational programs to help their business grow. We continuously promote and invest in Alameda's quality of life and economic vitality.

The Alameda Chamber of Commerce is an independent, non profit, volunteer organization of business people working to improve the city's economic and civic vitality. We rely exclusively on membership investment revenues and funds generated from our events. For over 85 years, the Alameda Chamber has been the proactive voice for business in Alameda. The Chamber, which currently has close to 400 members, is comprised of businesses and companies with a business interest in Alameda, which includes small businesses, retailers, restaurants, hotels, educational institutions, health organizations, professionals and numerous other types of businesses.

Note: The salaried personnel of the Chamber consists of Mark Sorensen, Executive Director



2017 Board Members

MICHAEL McDONOUGH  
President  
Principal Financial Group

ROBERT CULLMANN  
Vice President  
Eon Technologies

PHIL HOLT  
Sunbelt Business Sales &  
Acquisitions

STEPHEN ZIMMERMAN  
Secretary  
AEC Living

KARI THOMPSON  
Treasurer  
First Community Bank

ROBERT ARZT  
Polaris One

LESLIE CAMERON  
Bay Ship & Yacht Company

CHERI CORFEY  
Zap Payroll

JOE DALIPE  
Island Print Express

SUSAN DeLONG  
Grits Marketing Group

NATALIE GELMAN  
Ambassador Chair  
Natalie Gelman, Ph.D

HOLLY GUTKOVSKY  
Attorney at Large

JOHN HAN  
Peace of Mind Home Care

LOUISE NAKADA  
Alameda Hospital

SUSAN STRONG  
Advicoach

KATHLEEN WOUFFE  
BSA Alameda Council

CARRIE WRIGHT  
Alameda County Industries

DEBBIE POTTER  
Ex Officio  
City of Alameda

MARK SORENSEN  
Executive Director

LINDA SNIDER  
Marketing Director

December 15, 2017

To Whom It May Concern:

To the right is a list of Board Members for 2017/2018 for the Alameda Chamber of Commerce and their business affiliation.

If you have any questions, please feel free to contact me directly.

Sincerely,

Mark Sorensen  
Executive Director  
Alameda Chamber of Commerce  
510-522-0414  
mark@alamedachamber.com

**BUY LOCAL ~ EAT LOCAL ~ STAY LOCAL ~ THINK LOCAL**

P. O. Box 2508  
Cincinnati, OH 45201

Date: May 16, 2000

Alameda Chamber of Commerce  
2447 Santa Clara Avenue, Suite 302  
Alameda, CA 94501-4579

Person to Contact:  
Jocie Bradshaw 31-02167  
Customer Service Representative  
Toll Free Telephone Number:  
8:00 a.m. to 9:30 p.m. EST  
877-829-5500  
Fax Number:  
513-263-3756

[REDACTED] on [REDACTED]:  
[REDACTED]

Dear Sir or Madam:

This is in response to your request for affirmation of your organization's exempt status.

In December 1959, we issued a determination letter that recognized your organization as exempt from federal income tax under section 501(c)(6) of the Internal Revenue Code, for Business Leagues and Chambers of Commerce. That letter is still in effect.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$200 or more paid to each employee during a calendar year. Your organization is also liable for tax under the Federal Unemployment Tax Act for each employee to whom it pays \$50 or more during a calendar quarter if, during the current or preceding calendar year, it had one or more employees at any time in each of 20 calendar weeks or it paid wages of \$1,500 or more in any calendar quarter.

If your organization's character, method of operation, or purposes change, please let us know so we can consider the effect of the change on the organization's exempt status. Also, your organization should inform us of all changes in its name or address.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

Because your organization is not an organization described in section 170(c) of the Code, donors may not deduct contributions made to your organization. You should advise your contributors to that effect.

Alameda Chamber of Commerce

██████████

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Internal Revenue Code. If your organization is subject to this tax, it must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your organization's activities are unrelated trade or business as defined in Code section 513.

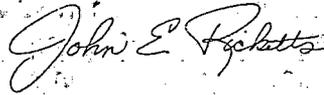
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

As this letter could help resolve any questions about your organization's exempt status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms the exempt status of your organization.

Sincerely,



John E. Ricketts  
Director, TE/GE CAS

**IRS 990 FORM NOT INCLUDED**

**Alameda Chamber of Commerce**  
**BUDGET OVERVIEW: 2017 BUDGET - FY17 P&L**  
 January - December 2017

	JAN 2017	FEB 2017	MAR 2017	APR 2017	MAY 2017	JUN 2017	JUL 2017	AUG 2017	SEP 2017	OCT 2017	NOV 2017	DEC 2017	TOTAL
<b>REVENUE</b>													
Business Directory	2,200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$2,200.00
Events													\$0.00
Business Expo	17,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$17,000.00
Chamber Explorations	3,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$3,500.00
City Manager's Annual Luncheon	10,700.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$10,700.00
Neptune Beach Event	60,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$60,000.00
Think Tank	600.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$600.00
<b>Total Events</b>	<b>91,800.00</b>	<b>0.00</b>	<b>\$91,800.00</b>										
Mixer													\$0.00
Non-Member	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$100.00
Raffle Sales	1,400.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$1,400.00
<b>Total Mixer</b>	<b>1,500.00</b>	<b>0.00</b>	<b>\$1,500.00</b>										
Program Income													\$0.00
Membership Dues													\$0.00
New Member	13,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$13,000.00
Renewals	77,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$77,000.00
<b>Total Membership Dues</b>	<b>90,000.00</b>	<b>0.00</b>	<b>\$90,000.00</b>										
<b>Total Program Income</b>	<b>90,000.00</b>	<b>0.00</b>	<b>\$90,000.00</b>										
<b>Total Revenue</b>	<b>\$185,500.00</b>	<b>\$0.00</b>	<b>\$185,500.00</b>										
<b>GROSS PROFIT</b>	<b>\$185,500.00</b>	<b>\$0.00</b>	<b>\$185,500.00</b>										
<b>EXPENDITURES</b>													
Business Expenses													\$0.00
Bank Fees	1,200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$1,200.00
PayPal Discount	600.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$600.00
<b>Total Business Expenses</b>	<b>1,800.00</b>	<b>0.00</b>	<b>\$1,800.00</b>										
Event Expenses													\$0.00
Business Expo	8,400.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$8,400.00
Mixer Expenses	130.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$130.00
State of the City Luncheon	5,800.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$5,800.00
The Island JAM	30,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$30,000.00
Think Tank	300.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$300.00
<b>Total Event Expenses</b>	<b>44,630.00</b>	<b>0.00</b>	<b>\$44,630.00</b>										
Facilities and Equipment													\$250.00
Equipment Lease	2,200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$2,200.00
Inspections	200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$200.00
Rent													\$0.00
Jamestown	10,200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$10,200.00
<b>Total Rent</b>	<b>10,200.00</b>	<b>0.00</b>	<b>\$10,200.00</b>										
<b>Total Facilities and Equipment</b>	<b>12,850.00</b>	<b>0.00</b>	<b>\$12,850.00</b>										
Insurance													\$0.00
Commercial Package	5,300.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$5,300.00
Health Insurance	3,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$3,000.00
Liability, D and O	1,400.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$1,400.00
Worker's Comp	700.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$700.00
<b>Total Insurance</b>	<b>10,400.00</b>	<b>0.00</b>	<b>\$10,400.00</b>										
Memberships and Dues Expenses													\$250.00
Operations													\$0.00
Books, Subscriptions, Reference	500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$500.00
Computer Services	500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$500.00
Marketing Expense	2,400.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$2,400.00
Mobile App	500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$500.00
Postage, Mailing Service	800.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$800.00
Printing and Copying	300.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$300.00
Repairs	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$100.00
Supplies	700.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$700.00
Telephone	1,700.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$1,700.00
Volunteer Appreciation	500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$500.00
<b>Total Operations</b>	<b>8,000.00</b>	<b>0.00</b>	<b>\$8,000.00</b>										
Payroll Expenses													\$74,000.00
Utilities													\$0.00
Electric	1,700.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$1,700.00
Water	35.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$35.00
<b>Total Utilities</b>	<b>1,735.00</b>	<b>0.00</b>	<b>\$1,735.00</b>										
<b>Total Expenditures</b>	<b>\$153,665.00</b>	<b>\$0.00</b>	<b>\$153,665.00</b>										
<b>NET OPERATING REVENUE</b>	<b>\$31,835.00</b>	<b>\$0.00</b>	<b>\$31,835.00</b>										
<b>NET REVENUE</b>	<b>\$31,835.00</b>	<b>\$0.00</b>	<b>\$31,835.00</b>										

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WEST END ARTS &  
ENTERTAINMENT DISTRICT  
AWARD \$25,000

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APPLICATION AND JURY ADMINISTRATION  
LOGGED IN AS Amanda Gehrke

LOGOUT   EVENTS   JURY   REPORTS   TICKET   HELP

Communication   Management   Jurors   Coupons

### CaFE Event Artist Citation

#### City of Alameda Request for Proposals for Cultural Art and Arts Programming Artist Citation

Tara Pilbrow

<b>CONTACT</b>	
<b>Contact via</b>	Cell Phone
<b>Email</b>	Phone
<b>EVENT SPECIFIC DATA</b>	
<b>Status</b>	Received
<b>Booth #</b>	0
<b>Wait List #</b>	0
<b>CUSTOM ANSWERS</b>	
<p><b>Letter of Interest</b>  <b>Describe the organization's interest in the project, initial vision for the work, and relevant experience or background. (2000 characters maximum, including spaces)</b></p> <p>Animate Dance Festival is a collaboration between Tara Pilbrow and the West End Arts and Entertainment district. Tara has over 20 years of experience as a dancer, choreographer and teacher. She arrived in the Bay Area in January 2017 and the seeds for the festival were sown on her first visit to Alameda Point.</p> <p>"I was immediately struck by the dramatic spaces of Alameda Point, it's vast buildings, the eerie feeling of a hub of activity suddenly emptied, it made me want to create, to dance, to animate this space and to allow people to explore it in a new way.</p> <p>Animate is largely inspired by outdoor performance festivals the I experienced in in the UK. There are however a number of popular local festivals in San Francisco: Trolley dances, Dancing in the Park, Choreofest, although none at present in the East Bay. With time Animate Dance Festival has the potential to develop into the major East Bay dance event."</p> <p>The festival will be a celebration of dance in all its forms, bringing together performances by professional dance companies and local youth groups, free trial classes in a variety of dance/ circus and martial art techniques, as well as a children's play area and food trucks located at the festival hub. The festival will allow Alamedans to experience world-class on their doorstep, and will also bring dance enthusiasts from around the Bay Area to Alameda.</p> <p>The event will be produced in collaboration with the West End Arts and Entertainment District, a 501(c)3 dedicated to promoting and supporting visual and performing art within West Alameda. The event provides the opportunity to support their mission, further establishes the emerging arts district, and provides another unique event not currently served by their activity calendar or membership. With experience producing street festivals including the local Blues, Brews &amp; BBQ the WEAED team will be a knowledge resource supporting the Animate team with the production and marketing.</p>	
<p><b>Concept of Proposed Program</b>  <b>A summary of the overall program being proposed. (1000 characters maximum, including spaces)</b></p> <p>Our goal is to create a festive atmosphere where dance enthusiasts and novices alike can observe, participate, or just wander round and soak up the atmosphere. Visitors can choose what they want to see/ do from the festival schedule (see example schedule). We have identified various suitable sites across the base, and will work with the Permit Department to select one which conforms to access and safety regulations. The site will be divided into 3 spaces, the central hub (dance fair, open studio, food trucks and children's area), and two performance spaces. The "open studio" (a dance floor, sound desk and microphones) will host a selection of trial classes by local performing arts teachers as well as performances by youth groups. The dance fair includes booths run by local performing arts schools, and festival sponsors. The children's area features dance-themed arts and crafts, and activities. The performance spaces will be used by professional companies to make/ perform work.</p>	
<p><b>Program Description and Work Plan</b>  <b>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. (3000 characters maximum, including spaces)</b></p> <p>The Animate Dance team consists of three directors, and five festival coordinators. Together the three directors will be responsible for the planning, marketing and logistics of the festival, while each of the festival coordinators takes charge of a specific element.</p>	

Artistic Director and Assistant Director  
 File permit application at the permit department and review site with Building Control Inspector  
 Commission logo and design (provisionally with Alamedan Jillian Saxty of First Flight Designs)  
 Marketing - flyers, social media, local press  
 Accounts monitoring  
 Contract food trucks  
 Transport, parking planning  
 Plan signage, and information guides for the festival site.

Artistic Director  
 Contract performers, assign space and times for their performances.  
 Draw up the Festival Schedule  
 website design and updating (coordinate with designer)

Technical Director  
 Obtain quotes for equipment - audio equipment, generator (if necessary), tents, tables, chairs, portaloos  
 - Coordinate get in on the morning of the festival  
 - contract and coordinate the technical team

Outreach/ Youth Participation - Alisa Rasera and Julie Crothers  
 Choreograph and coordinate the opening performance - to include up to 100 kids from local dance groups  
 Invite local schools to attend open rehearsals with the companies working on their site-specific pieces

Artist Coordinator - Carol Kueffer-Moore  
 - communication and assistance for the professional dance companies  
 - coordinate rehearsal times, approval with Riverrock /City Hall  
 - communicate questions about use of space/ audience management  
 - review technical needs with technical director

Volunteer Coordinator - Lisa Bush-Finn  
 - Call out for volunteers to assist with the festival  
 plan locations and schedules for the volunteers  
 - produce an introductory document and list of requirements to be presented to the volunteers  
 - Set up whats-apps group for direct communication between volunteers on the day of the festival

Dance Fair co-ordinator- Elizabeth Snider  
 - communicate with booth holders  
 - Assign spaces and oversee  
 - manage set up and striking of the fair.

**Goals**  
**A statement of the program's goals and indication of the steps to be taken to achieve those goals. An indication of how progress toward goals would be evaluated or monitored. (2000 characters maximum, including spaces)**

Our goals are to:  
 1.Support free access to the arts for everyone, irrespective of economic or social background  
 2.Provide opportunities for artists to create and perform in an inspiring, and supportive environment.  
 3.Enhance awareness of, and access to dance in Alameda, and the East Bay.  
 4.Engage and Unite the local dance community.

1.The festival will be free to all. We will focus on:  
 - Access and Transport, ample parking, designated disabled spaces, promoting lime bikes and providing bike parking. We have approached AXIS dance company to ask for assistance in brainstorming access issues.  
 - Providing a diverse dance program  
 - Broad publicity and marketing

2.Providing artists with rehearsal space and technical support. Working with artists, Riverrock and the City to ensure that artists have regular access to the performance spaces from Sept 1st.  
 Given a limited budget, the number of commissions for work, and the financial compensation for artists will be minimal, but this first edition will lay the groundwork for future commercial and private sponsorship which will enable us to provide more opportunities for artists in the future.

3.To encourage people to get involved, and to feel a sense of pride and ownership in the festival, we will launch a crowdfunding campaign in April (with every \$100 raised we will publish a video clip of one Alamedan doing a short dance sequence and saying why they value dance)  
 After the festival,we will collect feedback from participating teachers and arts institutions on how the festival has helped to promote dance,and how it might be improved in the future.

4.The opening ceremony will bring together students from different schools, ages,and dance genres in a celebration of Dance. The festival is run by a group of independent artists and doesn't represent the interests of any commercial entity. We hope to build the festival as an iconic dance event, bringing together and strengthening the Alameda and East Bay dance community.

**Proposed Program Budget**  
**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. This would also show how any other funding sources would be leveraged to implement the program. (2 page maximum)**

Budget for Animate Dance Festival.pdf (download)

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

Animate Team.pdf (download)

**Supporting Documentation - Board of Directors**  
*(for non-profit organizations only)*  
**A list of the organization's board of directors, including their professional and/or community affiliations.**

WEAED Board.pdf (download)

**Supporting Documentation - IRS Determination Status**  
*(for non-profit organizations only)*  
**IRS Determination Letter for 501(c)(3) status.**

Animate Dance Festival Budget

Animate Dance Festival Budget						
	<b>EXPENSES</b>					
	<b>MARKETING AND PUBLICITY</b>					
	Public Relations				1500	
	Design (Logo/website)				1000	
	Social Media and Facebook Advertising				1000	
	Flyers and Posters				500	
	videographer pre-event for publicity video				300	
	photographer and videographer for the day				700	
	<b>TOTAL</b>				<b>5000</b>	
	<b>LOGISTICS</b>					
	renting signage/ staff t-shirts				500	
	Permit COSTS				1300	
	Insurance				800	
	Security				1500	
	Traffic Control				400	
	Clean up fees				600	
	<b>TOTAL</b>				<b>5100</b>	
	<b>TECHNICAL COSTS</b>					
	4 sets audio output				800	
	1 generator				500	
	1 dance floors				600	
	Tables and chairs				200	
	Tent- changing area				700	
	Port-a-potties				1300	
	<b>TOTAL</b>				<b>4100</b>	
	<b>ARTISTIC COSTS</b>					
	Artist Stipend	5 companies would receive a \$500 stipend			2500	
	artistic expenses	props/ technical requirements			500	
	<b>TOTAL</b>				<b>3000</b>	
	<b>STAFF FEES</b>					
	Technical Director	Wally Holden			1500	
	Artistic Director	Tara Pilbrow			1500	
	Festival Manager	Rachel Campos			1500	
	Technicians				800	
	<b>TOTAL</b>				<b>5300</b>	
	<b>CONTINGENCY</b>	10% of total budget			<b>2500</b>	
	<b>TOTAL EXPENSES</b>				<b>25000</b>	



## **Animate Dance Festival Team**

### **ANIMATE DANCE FESTIVAL - DIRECTORS**

Artistic Director      Tara Pilbrow  
Assistant Director    Rachel Campos de Ivanov  
Technical Director    Walter Holden

### **COORDINATORS**

Community Outreach   Alisa Rasera  
   Julie Crothers  
Artist Coordinator     Carol Kueffer-Moore  
Volunteer Coordinator   Lisa Bush-Finn  
Fair Coordinator        Hilary Snider

### **WEST END ARTS AND ENTERTAINMENT DISTRICT**

Sandy Russel - Board President  
Rachel Campos de Ivanov - Board Vice President

### **Directors**

#### **Tara Pilbrow**

Since finishing her degree in Chinese Studies at Oxford University, Tara has dedicated herself entirely to dance. She has worked with a number of established choreographers in dance companies in the UK, and France, as well as working as choreographic assistant to Gilles Shamber, with his company Cie Gilschamber.

Her own choreographic work has toured nationally in the UK as well as being performed in France, Turkey and Argentina. Often theatrical, and emotive, her work has been hailed as “Wonderful, familiar, gently transfixing”, “beautifully choreographed and performed with consummate skill”, “Moving sensitive and profound.” (audience members during the 2016 national tour of 2+1).

In 2007 Tara started teaching and performing Argentine tango having spent more than a year in Buenos Aires studying and dancing with many of the great Argentine maestros. As a tango dancer she has performed in some of the United Kingdom’s most celebrated arenas: the Royal Opera House, the Royal Albert Hall, Opera North, the British Library, as well as performing in hit television series Mr Selfridge. She also co-choreographed the three day performance series “Transtango: dreaming cities” at Kings Place in London.

She has always been drawn to site-specific performance in striking locations. Her dance film “L’histoire coule du source” was filmed in and around a medieval chateau in Western France. She performed with the Caravan Project, a group of 9 artists invited by Transit Festival to perform outdoor performances in towns between Cappadocia in Turkey and Aleppo in Syria.

Since moving to the Bay Area in January 2017 she has been teaching at RoCo Dance in Marin County. Her latest piece 2+1, which toured the UK in 2017 will premiere in February with a new US cast. She has also created Sculpted Stories, a site specific performance based in the Sculpture Park in Alameda Point which will be presented in March 2018 as a preview and fundraiser for Animate Dance Festival.

#### **Rachel Campos de Ivanov**

Rachel knows Alameda Point intimately as she spent the last 2 years working for Alameda Point Partners as their program manager, organising events and building marketing initiatives in anticipation of their major redevelopment project. Her work required her to build relationships with key community stakeholders, city leaders, and local businesses, as well as working with city and county agencies to permit complex events and installations. She was in charge of designing and executing marketing strategies for all program events including advertising, social media, drafting press releases, and responding to media inquiries.

In 2016, Rachel organised Whimsy Fest street festival in Alameda Point, which featured the "world's shortest parade," and drew about 1,000 guests. The parade was led by a marching band, dancers and other entertainment brought together by Kulturehaus of Oakland. Performers included Fanfare Zambaleta, Mission Delirium and Blue Bone Express.

Rachel is a board member at the West Alameda Business Association as well as Board Vice President of the West End Arts and Entertainment District.

### **Walter Holden**

Walter is the founder of Lumenography a San Francisco Bay Area based lighting design company founded in 2000. He has been designing lighting and providing technical direction for large-scale events for over 20 years. As well as working on commercial events for major brands such as Sephora, Salesforce, Hartmann studios, he has worked with a number of Bay Area Dance companies as well as the renowned multi-disciplinary performance group Capacitor.

### **Coordinators**

**Julie Crothers** is a freelance dancer, choreographer, and educator based in Oakland, CA. She graduated from Elon University in North Carolina, earning a BFA in Dance Performance and Choreography and a BA in Arts Administration. Following graduation, Julie moved to the Bay Area to join AXIS Dance Company, where she worked for 3 years- performing, teaching, and touring nationally and internationally.

**Carol Kueffer-Moore** is a choreographer and dancer and teaches at Shawl Anderson Dance Center and New Highland Academy in the East Bay. She has an MFA in dance from New York University (Tisch School for the Arts) and a BA in Theater from UC Santa Cruz. Carol has taught dance as well as been a guest choreography at UC Santa Cruz, UC Davis, Sonoma State University, and Saint Mary's College. Her company, Carol Kueffer Company based in New York City performed at The National Festival of Dance in Bahia, Brazil.

**Alisa Rasera** began working as a dance artist, educator, choreographer and arts administrator career in the San Francisco Bay Area in 1996. She was a member of Oakland based AXIS Dance Company, working with dance community greats like Bill T. Jones, Stephen Petronio, Ann Carlson and Victoria Marks. She was a teaching artist with Luna Dance Institute for 7 years, has produced her own repertory of contemporary work in different venues around the bay and led numerous professional learning workshops for classroom teachers and artists.

**Hilary Snider** danced, choreographed, and interned with professional dance companies in New York City, Portland, Oregon, and in the San Francisco Bay Area. She completed my B.A. at Lewis & Clark College with honors in choreography and dance performance, and a major in the studio arts. After college, she worked as a special education teacher in Oakland, and has been a guest teacher in schools across the Bay Area. She currently teaches yoga and pilates in a number of gyms and studios in Alameda and is studying for an MFA in Dance at St Mary's College.

**Lisa Bush Finn** moved to the Bay Area in 1996 and has performed with several Bay Area choreographers, including Carol Kueffer, Dana Lee Lawton, Randee Paufve, Jill Randall, and Alisa Rasera. She is a founding member of Nina Haft & Company, with whom she was on-tour in the Middle East in April 2010. She has done choreography for Virago Theatre's productions of *Candide*, *The Threepenny Opera*, *The Death of Ayn Rand*, and *Mankind's Last Hope*, for Jasper Productions' *Anatomy*, as well as for Alameda Children's Musical Theater's productions of *Alice* and *High School Musical*.



## **BOARD OF DIRECTORS**

### **Sandra Russell**

The Fireside Lounge - Owner

\*West End Arts & Entertainment District - Board President

\*West Alameda Business Association - Vice President

\*Rythmix Community Advisory Board

**Rachel Campos De Ivanov** - WEAED Board Vice President

- WABA Board and RCDI Consulting

**Tanoa Stewart** - Board Member

- WABA and ATown Agency & Events

**Marie Ortega Haslam**- Board Member

- WABA Board and Feathered Outlaw Clothing.

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: FEB 18 2016

WEST END ARTS AND ENTERTAINMENT  
DISTRICT  
2145 PACIFIC AVE  
ALAMEDA, CA 94501-0000

Employer Identification Number:

DLN:

Contact Person:

CUSTOMER SERVICE

Contact Telephone Number:

(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:  
August 28, 2015

Contribution Deductibility:  
Yes

Addendum Applies:  
No

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.

Letter 5436

**FORM 990 INCLUDED BUT HAS BEEN REDACTED**

Unfortunately the West End Arts and Entertainment District could not provide an approved budget for 2017 at the time of filing the application.

In terms of Animate Dance Festival, WEAED is providing knowledge/resource support, no financial contribution.



## MAJOR FUNDERS

Major Funders:

WABA

Hawthorne Suites

Blues, Brews & BBQ Event

Alameda Municipal Power

Wes Cafe'

Alameda Victorians

Sierra Nevada Brewing Company





**ANIMATE Minds**  
Expanding the minds of young and old through inclusive and accessible performance art

**ANIMATE Bodies**  
Inspiring people to explore movement, dance and creativity through a series of one-off workshops and exhibitions by local teaching artists.

**ANIMATE Space**  
Breathing life into the incredible architectural heritage of Alameda Point. A series of site specific performances, commissioned from world-renowned choreographers, will allow people to rediscover the architecture of this unique historic site.



## City of Alameda • California

Public Art Commission Members,

I have met with Tara Pilbrow regarding her proposed dance festival at Alameda Point, and reviewed her suggested location. Due to the unique nature of this site, we cannot guarantee a special event permit for this location without inspection and evaluation by our Building Department. This would be completed through the City's permitting process to ensure that the site is accessible and safe for all participants and attendees.

If Ms. Pilbrow receives funding for this event, she has City support to move forward with obtaining the necessary permits for her event at the identified site. If the Building Department deems this site cannot be legally permitted, then staff will work with her to find alternative locations at Alameda Point that both suit her needs and can be safely and legally permitted.

Sincerely,

A handwritten signature in blue ink, appearing to read "Nanette Mocanu".

Nanette Mocanu  
Assistant Director  
Community Development Director  
City of Alameda  
2263 Santa Clara Avenue  
Alameda, CA 94501

Community Development Department  
2263 Santa Clara Avenue, Room 190  
Alameda, California 94501-4477  
510.747.6800 • Fax 510.865.4053 • TTY 510.522.7538

Printed on Recycled Paper

## SAMPLE PROGRAM



## FESTIVAL OPENING 11am

Performed by youth groups from Alameda Schools and Dance Institutions  
Choreography Alisa Rasera and Julie Crothers

## FESTIVAL HUB 11am - 5pm

Dance fair - Booths showcasing local performing arts schools/ sponsors

Food trucks including xxxx  
Local beer and wine from xxxx

Childrens Area  
play with hula hoops, skipping ropes,  
street chalk etc

Open-air studio

11-11.30 - Street Dance, ages 7-14  
11.45 - 12.15 - Beginners salsa  
12.30 - 1.00 - Introduction to Circus skills  
1.15 - 1.45 - Capoeira (ages 4-10)  
2.00 - 2.30 - Performance by students  
from xxx  
programming would continue until 4.30

SPACE 2  
11.30AM/1.30PM/3.30PM

Site Specific Dance presented by  
XXXX dance company  
12pm, 3pm

Performance lasts for 30 minutes and is suitable for all ages, seats can be provided where required, please ask the stewards for assistance.

## SPACE 3 12PM/2PM/4PM

Site Specific Dance presented by  
XXXX dance company

Performance lasts 20 minutes and the audience size is restricted, please arrive early in order to ensure a space, entry will be first come first served.

## FESTIVAL CLOSE 4.30pm

Parade led by a Dragon dance will process around the entire festival site 4.30pm

**See Video on Website**



THE POINT PRESENTS  
PRODUCED BY KULTUREHAUS

# WHIMSYFEST

FEATURING THE WORLD'S SMALLEST PARADE

APRIL 30TH  
1PM\_6PM

**FREE!**

ALL AGES EVENT!

ART CARS  
Street Performers  
FAMILY-FRIENDLY-CRAFTS-STATION

Live Brass Bands

Food Trucks  
LOCAL BEER AND WINE  
Craft vendors



Register: <http://whimsyfest.eventbrite.com> | Location: 350 W. Trident Ave. Alameda

   #ThePointAlameda

**See Video on Website**





photo: Ezgi Göç



# CULTURAL ARTS AWARD \$35,000

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DOWNTOWN  
ALAMEDA BUSINESS ASSOCIATION  
AWARD \$35,000

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APPLICATION AND JURY ADMINISTRATION  
 LOGGED IN AS Amanda Gehrke

LOGOUT    EVENTS    JURY    REPORTS    TICKET    HELP

Communication    Management    Jurors    Coupons

### CaFE Event Artist Citation

#### City of Alameda Request for Proposals for Cultural Art and Arts Programming Artist Citation

Janet Magleby

<b>CONTACT</b>				
<table border="0"> <tr> <td>Contact via</td> <td>Cell Phone</td> </tr> <tr> <td>Email</td> <td>Phone</td> </tr> </table>	Contact via	Cell Phone	Email	Phone
Contact via	Cell Phone			
Email	Phone			
<b>EVENT SPECIFIC DATA</b>				
Status    Received				
Booth #    0				
Wait List #    0				
<b>CUSTOM ANSWERS</b>				
<div style="border: 1px solid black; padding: 5px;"> <p><b>Letter of Interest</b>  <b>Describe the organization's interest in the project, initial vision for the work, and relevant experience or background. (2000 characters maximum, including spaces)</b></p> <p>As Alameda's largest and most populated art studios, as well as being ideally situated downtown, PHOENIX is passionate about playing a major role in arts &amp; culture in our community. Preserving our art studios was the initial inspiration of the project that is now PHOENIX as a whole. We want to do out part &amp; beyond in facilitating the deep well of local talent that deserves a stage. With this focus and the network of artists who call PHOENIX home, we are a natural hub for showcasing professional artists and to help vitalize other local business to do the same. Alamedans have a hard time finding each other because of our limited gathering places.</p> <p>The 2nd Friday Art Walk is an effort already in place which. We hope to help give it a real jump start. It has a buzz, but also a foggy presence in the community. To give it some traction, it needs some conscious initiatives. This initiative will help wrangle the changing demographic and facilitate the viable current one. We are partnering with DABA to request funds for one year of 2nd Friday gallery shows at PHOENIX and a selection of other venues.</p> <p>In our 9 months of business, PHOENIX has hosted 6 gallery openings by local artists. Simply opening the doors to the public is not enough. We need an focused body of work to build around. We have thousands of square feet of wall space and 3 rooms to hang and display work. The variation in these areas allows for a wide dynamic and chance for each show to be unique.</p> <p>Though there is no official commission, PHOENIX is a diligent piece of the monthly art walk efforts and community. We would work with a selection of other active downtown establishments to create a more cohesive event. When given a proper venue and compensated fairly, true artists are able to thrive and continue their craft. In a area becoming evermore difficult for creatives to live and work, we hope to not just shelter the arts, but put a spotlight on them and keep our community diverse and dynamic!</p> <p><b>Concept of Proposed Program</b>  <b>A summary of the overall program being proposed. (1000 characters maximum, including spaces)</b></p> <p>PHOENIX will open it's doors to the public 6-10pm each event date. We would hold an open call for art via our website and social media channels as well as approach select artists. Our picks would be programmed every 3 months for the next 24 calendar months. DABA and PHOENIX would work together on the list of venues eligible for the 6 stipends per event. This may include the commission of "live art". We recently had a popular muralist create a large mural in 3 hours while the public had a drink and watched. It was a great success and beta test for what works to catalyze the 2nd Friday Art Walk. With a two year commitment, the gallery shows will present the consistency to the public necessary to become relevant. At the end of the 2 years of subsidy, The Art Walk will ideally build the popularity and in-house 'know how' necessary to sustain their continuance. It can be the spark to give other sanctioned creatives a platform to build on i.e. street music &amp; video wall projections.</p> <p><b>Program Description and Work Plan</b>  <b>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. (3000 characters maximum, including spaces)</b></p> <p>DABA would allocate the stipends to be distributed to PHOENIX and other specified art galleries &amp; restaurants committed to a set criteria. If funds are available by then, the program would have a start date of April 13 and run the first 2nd Friday of each season (quarterly). In the interim, we would be organizing the list of venues, programming the featured artists and starting the advertising campaigns. Advertising channels include but are not limited to: mailing lists, Facebook, Instagram, Digifi &amp; traditional paper window flyers.</p> <p>3a: As the hub and the party responsible for then overseeing of this initiative, PHOENIX would be responsible for implementing production elements we believe to be successful based on our experience such as presentation of the art, floor plan, music, food, lighting &amp; overall ambiance &amp; function. The</p> </div>				

idea would be fir attendees to start their art walk at PHOENIX for food, drinks, art and information about the nightly participants (not limited to those receiving that months stipend).

3b: All events will be open to the public and family friendly, but for dynamic, one event would be Children's Art Month. Empowering children by giving them a professional platform for a night is great for their little spirits and amazing to see. The tendency is to have lots of painting, but we will concentrate on booking art of various mediums from month to month.

3c: We plan on inviting one local food vendor each month to sell their food and promote their business i.e have Speisekammer bring Bavarian pretzels & sausage.

3d: PHOENIX would also experiment with providing a guided tour of a selection of that nights venues & presentations.

3e: Each venue is responsible for choosing the artist/artists of their choosing and presentation. They will be required to be open each 2nd Friday event from 6-9 pm and present a "deliberate collection of artwork of reputable sources."

Perhaps the biggest obstacle that 2nd Fridays has faced is that decision making power does not lie with anyone or any party. We don't have a center. There is little leadership because its a job that takes a lot of time, so needs money. Thus, a portion of funds (outlined in question 6) will be designated to a monthly organizational & promotional budget. Promotion of involved venues would be the responsibility of PHOENIX staff.

We would like to clarify that this initiative does not speak for the comprehensive effort of the 2nd Friday Art Walk, but an element of it. Our goal is to infuse vitality to the art walk island-wide and influence cohesiveness. We will help promote any showings happening from West end to Jingle Town.

**Goals**

**A statement of the program's goals and indication of the steps to be taken to achieve those goals. An indication of how progress toward goals would be evaluated or monitored. (2000 characters maximum, including spaces)**

Our overall goal is to foster the creative dynamic of Alameda by nurturing an effort already in place (Art Walk). This will assist in the building of a solid creative foundation for Alameda. One of consistency and quality. Something people are proud to be a part of. Thousands of creatives live in Alameda but platforms are so limited that the vast majority take their talents to more 'happening' scenes. This money will give local artists the opportunity to proudly display on the island. Art is often not seen as a practical need in a community but an 'extra'. Those with the influence to do so should take the responsibility to not let this happen. Rather, keep the city's focus balanced. For this reason, We appreciate very much this grant being in place. By nurturing creative professionals in our community, we give the island soul and make it an much more enriching place to live.

On a practical side, initially our main goal is as simple as increasing public participation. We would monitor numbers every month and ask other venues to do the same. We already have monthly meetings and can add analysis to our meetings agenda. Also, our goal is to extend our network of artists and art programs. Alameda needs better understanding of its artistic self and ways to find each other. This synergy is the spark to get a fire going

**Proposed Program Budget**

**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. This would also show how any other funding sources would be leveraged to implement the program. (2 page maximum)**

RFP budget.pdf (download)

**Organizational Ability**

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

ORGANIZATIONAL ABILITY.pdf (download)

**Supporting Documentation - Board of Directors**

*(for non-profit organizations only)*

**A list of the organization's board of directors, including their professional and/or community affiliations.**

DABA Board of Directors for art grant.docx (download)

**Supporting Documentation - IRS Determination Status**

*(for non-profit organizations only)*

**IRS Determination Letter for 501(c)(3) status.**

Letter of Determination.pdf (download)

**Supporting Documentation - IRS Form 990**

*(for non-profits organizations only)*

**Most recently filed IRS Form 900 and financial statement.**

Park Street Business Association,In\_ArchiveTaxReturn\_990E.pdf (download)

**Supporting Documentation - Organization Budget**

*(for non-profit organizations only)*

**The organization's budget for the current year.**

ApprovedBudget BIA 17-18\_AprBOD.pdf (download)

**Supporting Documentation - Major Funders**

*(for non-profit organizations only)*

A list of the organization's major funders and grant amounts.

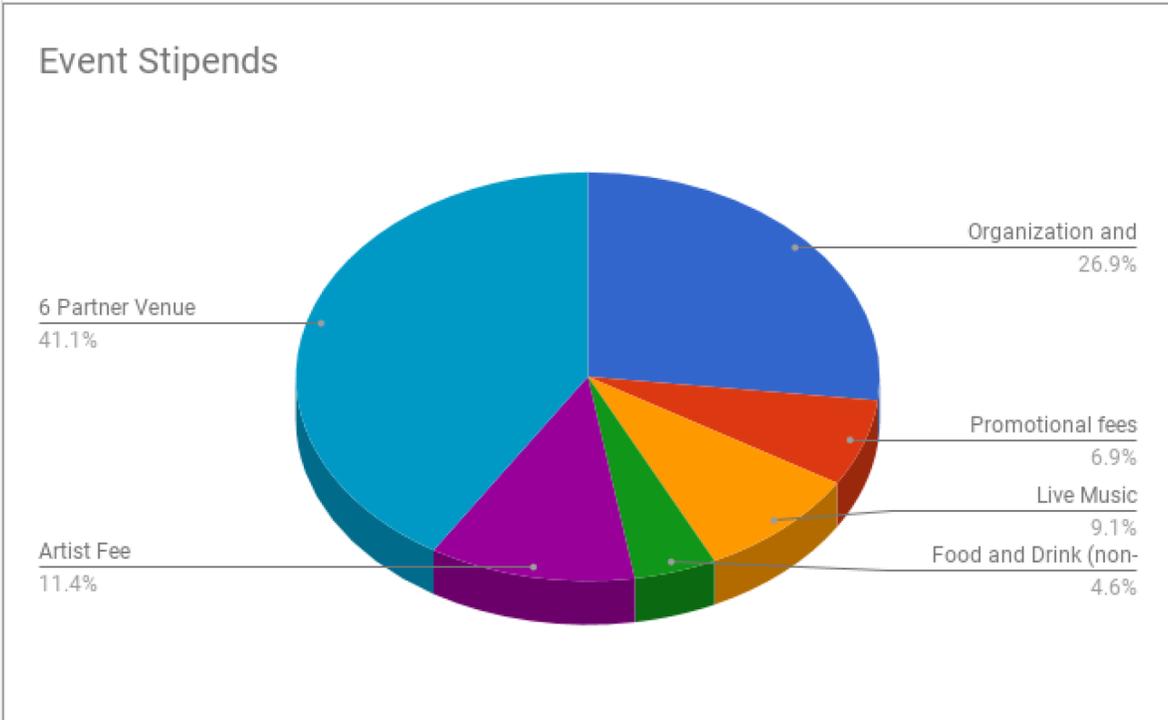
Major Funding.pdf (download)

**Contact Information**

**Contact information for the organization including name, address/location, phone, and email.**

**\$35,000 total fund would be divided equally over 8 events (\$4375/event). Event Stipends as follows:**

Organization and Production	\$1,175
Promotional fees	\$300
Live Music	\$400
Food and Drink (non-alcoholic)	\$200
Artist Fee	\$500
6 Partner Venue Stipends	\$1,800
<b>TOTAL</b>	<b>\$4,375</b>



## ORGANIZATIONAL ABILITY

Our team is ideally suited to curate, organize, promote, and execute this proposal. I am the owner of PHOENIX and have Bachelors in Art & Design & Minor in Art History. Our Manager, Mary has a Bachelors in Graphic Arts and background in professional online marketing. My wife and Co-Owner, Saskia has a Bachelors in Arts & Culture Management with an emphasis in production. PHOENIX was recently awarded *Best New Business or 2017* by Downtown Alameda Business Association. We are proud and energized to springboard from this notoriety.

As stated in our opening paragraph, we have held 6 gallery openings since PHOENIX's inception and learned much. More notably, for the past 5 years we have been tenant artists of the previous organization *Redux* and 2nd Friday Art Walks. We are home to 20 studio artist who are mostly tenants. This network of artists gives us camaraderie and a great network and promotional potential.

**DOWNTOWN ALAMEDA BUSINESS ASSOCIATION  
BOARD OF DIRECTORS  
2017 ROSTER**

**Officers**

President, Donna Layburn  
Owner Marketplace/Alameda Natural Grocery

Vice President, Steve Busse  
Owner, Alameda Park Center Animal Hospital

Treasurer, Ron Mooney  
Owner, Daisy's

Secretary, Deb Knowles  
Owner, Edward Jones

**Directors at Large**

Julie Baron  
Owner, Julie's Coffee & Tea Garden

Kyle Conner  
Owner, Alameda Theatre/Cinema Grill

Cindy Kahl  
Co-owner, Speisekammer

Jason Tsang  
Owner, Habanas Cuban Cuisine

Krizten Delossantos  
Owner, West Wind Bok Fu

**Board Committee Chairs**

Chair of Economic & Government Relations Committee, Rich Krinks  
Commercial Real Estate Broker, Berkshire Hathaway HS Drysdale Properties

Chair of Maintenance & Improvement Committee, Kate Pryor  
Owner, Tucker's Ice Cream

Chair of Membership Committee, Jennifer Serr  
Owner, The Sewing Room

Promotion Committee Chair: TBD

We are in the process of requesting the letter from the IRS. Please see IRS form 990 for proof of current Non-Profit Status

FORM 990 INCLUDED BUT HAS BEEN REDACTED

**Downtown Alameda Business Association  
2017/2018 DRAFT Budget**

**INCOME:**

<u>Restricted</u>	<u>17/18 Budget</u>	Adopted 16/17
BIA Payments	\$110,000	105,000
<b>Restricted Income Sub Total</b>	<b>\$110,000</b>	<b>\$ 105,000</b>

<u>Unrestricted</u>	<u>17/18 Budget</u>	
Misc. Income	\$14,000	11,100
Customer Appreciation Day	\$2,000	2,000
Art & Wine Faire (Net)	\$85,000	90,400
Car Show (Net)	\$3,000	5,000
Spring Festival (Net)	\$30,000	34,000
<b>Unrestricted Income Sub Total</b>	<b>\$134,000</b>	<b>\$ 142,500</b>
<b>Income Grand Total</b>	<b>\$244,000</b>	<b>\$ 247,500</b>

**EXPENSES:**

<u>Restricted</u>	<u>17/18 Budget</u>	Adopted 16/17
Liability/D&O Insurance	\$5,000	4,177
Audit/Accounting	\$5,000	6,500
Postage/Printing	\$1,900	1,200
Supplies	\$2,300	2,300
Office Rent	\$15,900	15,876
Workers Comp	\$2,000	2,000
Utilities	\$2,300	2,500
Membership Committee*	\$1,000	- 3650
Membership Manager	\$32,000	31,447
Employer Taxes	\$2,900	3,500
Other Office Costs	\$500	-
Customer Celebration Day*	\$1,700	1700
Promotions Committee	\$15,000	11,500
Marketing & Inter/Media Consultants	\$24,000	24,000
Reserve (Reduction)	(\$1,500)	-
<b>Restricted Expenses Sub Total</b>	<b>\$110,000</b>	<b>105,000</b>

<u>Unrestricted</u>	<u>17/18 Budget</u>	
Executive Director Salaries	\$80,000	99,300
Employer Taxes	\$6,800	9,300
Maintenance/Improvement	\$18,000	-
CAMSA Conference	\$1,500	1,000
Meetings/Trainings	\$2,500	1,500
Outside Services - Programs	\$20,000	
Board Authorized Reserve	\$5,200	21,550
Shopping Guide		4,500
Moved to Restricted (Membership & Customer Celebration Day)		5,350
<b>Unrestricted Expenses Sub Total</b>	<b>\$134,000</b>	<b>142,500</b>

<b>Expenses Grand Totals</b>	<b>\$244,000</b>	<b>\$ 247,500</b>
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## MAJOR FUNDING

All funding for Downtown Alameda Business Association comes from BIA assessments and special events such as Spring Festival and Art & Wine Faire.

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ISLAND ALLIANCE OF THE ARTS  
AWARD \$35,000

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APPLICATION AND JURY ADMINISTRATION  
 LOGGED IN AS Amanda Gehrke

LOGOUT    EVENTS    JURY    REPORTS    TICKET    HELP

Communication    Management    Jurors    Coupons

### CaFE Event Artist Citation

#### City of Alameda Request for Proposals for Cultural Art and Arts Programming Artist Citation

Jessica Warren

<b>CONTACT</b>	
<b>Contact via</b>	Home Phone
<b>Email</b>	<b>Phone</b>
<b>EVENT SPECIFIC DATA</b>	
<b>Status</b>	Received
<b>Booth #</b>	0
<b>Wait List #</b>	0
<b>CUSTOM ANSWERS</b>	
<p><b>Letter of Interest</b>  <b>Describe the organization's interest in the project, initial vision for the work, and relevant experience or background. (2000 characters maximum, including spaces)</b></p> <p>SFAW has been instrumental in bringing art to the community. It is a broad campaign to make the public more aware of the local art scene, with exhibits, performances and events, many free to the public but financed by the artists and galleries.</p> <p>SFAW aligns perfectly with the key objective of the RFP:</p> <p>Objective: The objective of the City of Alameda, in issuing this RFP, is to identify qualified artists and/or artist teams that have the ability to provide art in public places in Alameda. Public art should result in broad community benefit by enhancing the city's image and sense of place, contributing to economic vitality, and improving the community's exposure to arts.</p> <p>SFAW is driven by a team of artists that "provide art in public places in Alameda". This includes enhancing the city's image, contributing to economic vitality, and improving the community's exposure to art. These objectives could have been lifted directly from the SFAW mission statement!</p> <p>The past 4 years, SFAW has been funded completely by a small group of artists and gallery owners in Alameda with some support from local business associations DABA and WABA. SFAW has made great progress, but is far from reaching full potential. For this reason, SFAW has been formally taken over by the IAA (Island Alliance of the Arts) a non-profit artists group in Alameda formed to promote the arts in Alameda in 1982.</p> <p>For the past four years, SFAW has been spearheaded by Wes and Jess Warren owners of Studio 23 and board members IAA. The group also consists of several other members of the local art community. Working with all of Alameda, IAA will continue to make this a successful venture for everyone.</p> <p>This is the perfect opportunity for the City of Alameda bring SFAW to the next level. All SFAW members are currently volunteer, without a budget, the program will not continue, and certainly not flourish. The program has reached a critical point and without support it will evaporate.</p> <p><b>Concept of Proposed Program</b>  <b>A summary of the overall program being proposed. (1000 characters maximum, including spaces)</b></p> <p>We propose to achieve the objectives in the RFP using the existing framework of the Second Friday Art Walk for 2018. This would provide funding to promote Alameda as an art destination and support existing local artists, studios, and galleries. It will also create an ongoing flow of public art each month for the entire year.</p> <p>It's important to clarify that while the SFAW only happens one day a month, the majority of the shows, galleries and installations are open to the public throughout the month. SFAW is just a focused way to generate interest in the community and get them out to connect with artists and art spaces.</p> <p>The concept in general is to work with the art and business community to promote arts in Alameda.</p>	

<p><b>Program Description and Work Plan</b>  <b>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. (3000 characters maximum, including spaces)</b></p>
<p>There are three aspects to the plan that are needed for it to succeed.</p> <p>Support Local Artists: Assist and subsidize the existing art community in Alameda. Enable artists to get their work in front of the public. This is done by promoting the events the artists participate in, as well as commissioning work and paying artists for performing and creating art. We have outlined a marketing plan and monthly budget for artist grants. We will distribute grants monthly to artists, performers and galleries to provide public art for SFAW and throughout the month.</p> <p>Get Local Businesses Involved: We need the support of the business community. An outreach program will make it easy for businesses to support and benefit from SFAW. The overall response to has been very positive and the local business community has been very supportive. However, they are often unsure how exactly to participate. Our proposal includes creating Small Business Kits that will make it easy for them to get involved.</p> <p>Promote Alameda: First we need to raise awareness and promote SFAW to local residents. Next we need to broaden our reach beyond the island. With the support of the city and the community, Alameda could become an arts destination in the bay area.</p>
<p><b>Goals</b>  <b>A statement of the program's goals and indication of the steps to be taken to achieve those goals. An indication of how progress toward goals would be evaluated or monitored. (2000 characters maximum, including spaces)</b></p>
<p>The goal is to create a vibrant growing art scene in Alameda. The success of the program will determined by the amount of participation and attendance of art events. We will document the events online through the website and on social media.</p>
<p><b>Proposed Program Budget</b>  <b>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. This would also show how any other funding sources would be leveraged to implement the program. (2 page maximum)</b></p>
<p>SFAW Budget 2018.pdf (download)</p>
<p><b>Organizational Ability</b>  <b>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. Please also provide an organizational chart showing personnel. (2 page maximum)</b></p>
<p>iaa Background.pdf (download)</p>
<p><b>Supporting Documentation - Board of Directors</b>  <i>(for non-profit organizations only)</i>  <b>A list of the organization's board of directors, including their professional and/or community affiliations.</b></p>
<p>IAA Officers.pdf (download)</p>
<p><b>Supporting Documentation - IRS Determination Status</b>  <i>(for non-profit organizations only)</i>  <b>IRS Determination Letter for 501(c)(3) status.</b></p>
<p>9-16-09 IRS p.4.jpg (download)</p>
<p><b>Supporting Documentation - IRS Form 990</b>  <i>(for non-profits organizations only)</i>  <b>Most recently filed IRS Form 900 and financial statement.</b></p>
<p>6-2-08 IRS -OWE NONE!.jpg (download)</p>
<p><b>Supporting Documentation - Organization Budget</b>  <i>(for non-profit organizations only)</i>  <b>The organization's budget for the current year.</b></p>
<p>2017-18 Budget.pdf (download)</p>
<p><b>Supporting Documentation - Major Funders</b>  <i>(for non-profit organizations only)</i>                  A list of the organization's major funders and grant amounts.</p>
<p>IAA 2017-2018 Funding and Budget.pdf (download)</p>
<p><b>Contact Information</b>  <b>Contact information for the organization including name, address/location, phone, and email.</b></p>

### **Monthly Public Art Budget**

A monthly budget used to support local public art in various forms.

Sponsorship of a local gallery to make a show available to the public, rotating monthly or in multiple locations depending on the event and level of sponsorship.

Hire musicians, artists, and performing artists to perform and create installations and temporary art in public spaces.

Some ideal locations are: In front of City Hall, public spaces around Park Street (with coordination from DABA), and various public locations around Webster (with coordination from WABA).

The monthly grants would be open for any local artists to apply for each month.

Monthly budget breakout: (Example)

Small Group Performance: \$100 x 2 (Solo, Duo, or trio) - Total \$200

Medium Group Performance: \$200 x 2 (band) - Total \$400

Artist installation: \$100 to the gallery, \$300 to the artists creating the work. Total \$400

### **2nd Friday Participation Kits**

SFAW will only succeed and grow with the support of the local business community. A key piece that has been missing from SFAW is a simple but comprehensive kit to make it easy for a business to participate. We need to create steps that any business can follow to support and benefit from SFAW. It needs to be embraced by the business community and many local businesses simply do not know how to participate.

Participation kits need to be created and distributed. This will include meeting with key members of SFAW and the local business community to draft steps and create content for the packet. The packet will need to be made available online, and in printed format. Delivering the packets will include helping individual businesses implement the plans.

### **2nd Friday Art Walk Business Participation Kit**

1. 2nd Friday mission & how to participate.
2. Step by step instructions on how to list your location and events on the online map and website.
3. Instructions (general). How to prepare your location, how to market 2nd Friday to your patrons.
4. Participation in 2nd Friday group events and fundraisers. Example: 2nd Friday Art Walk For Animals.
5. Freebies! 2nd Friday gear such as stickers, buttons, t-shirts, magnets, etc.
6. Marketing and branding materials: Posters, flyers, stands, street stands, flags, window clings, business cards, etc.
7. Optional monthly theme participation and other ways to bring artists to their location for SFAW.

### **Printed Material: Posters, Postcards and Banners**

12x18" Color posters to promote SFAW.

5x7" Color postcards to promote SFAW. Printed Bi-annually.

These posters are for businesses to hang in their window to support SFAW. The posters can also be distributed outside Alameda in nearby shopping districts in Oakland and Berkeley.

Banners: One 22'x3' banner to hang over Park Street/Webster/Central as available through the City of Alameda. Two 10'x3' Event banners to use at special events like the Blues & BBQ on Webster, The Art and Wine Fair on Park, and any other special events happening in the city.

Cost estimate covers graphic design, administration, distribution and printing fees.

## **SFAW Website Development**

FridayArtwalk.com is the official website of SFAW. It is currently setup to allow businesses to participate in SFAW. It was created and designed by local artists voluntarily and, thus, is somewhat limited. This proposal would enable significant improvement to content and user experience, management, maintenance and hosting.

There are several items under consideration:

1. Convert the calendar to a printable document visitors can easily distribute.
2. Enable galleries to note an opening reception in the calendar and highlight it.
3. Enable locations to add a location profile and link to the artists that will be showing.
4. Email out subscribers each month with the calendar.
5. Add updates each month that show pictures and highlights from the previous month.

## **Social Media Advertising and Marketing**

Social media promotion has been an effective tool in promoting SFAW, but requires time and dedication. We are proposing to have a dedicated team focused on using social media to promote SFAW each month. This would benefit all participating locations and the city of Alameda as a whole.

Hourly Fee for Social Media Expert: (\$30/hour x 20 hours/month)

Manual social media promotion:

Social Media Paid Advertising. Create online campaigns.

Promoting events on Facebook, Instagram and Twitter.

Sharing highlights and pictures from previous events.

Coordinating and sharing social media methods with participating businesses. Including hashtags, links, photos, etc.

Marketing Events Online:

Listing events with online event websites and calendars such as East Bay Express, Alameda Sun, Eventbright, etc. There are hundreds of websites that will list your event for free as well as paid advertising.

\$7,200 (\$600/month)

## **Digifli Alameda Digital Bulletin Boards**

Digifli electronic kiosks will run an ongoing daily campaign featuring different visual art from over 40 different local artists. Digifli video kiosks are distributed around Alameda in various public locations. The SFAW will promote a campaign that features local artists along with their information and where you can see more of their work.

This will keep local art in public view everyday, all day, in numerous places throughout Alameda while at the same time promoting SFAW.

\$6000 (\$500/month for 3 simultaneous campaigns running daily.)

**Local Media Advertising**

Regular campaigns in local media.

Display ads in East Bay Express, Alameda Sun.

\$8400 (\$700/month)

Item	Monthly	Qty	Total Cost
Posters		1000	
Postcard Maps		10000	\$2,000
Street Banner		1	
Event Banners		2	\$1,050
Website Upgrades	200	12	\$2,400
Digifli Art Kiosk	500	12	\$6,000
Small Business Kits		100	\$4,000
Alameda Sun EBX	500		\$6,000
Monthly Special budget.	1000	12	\$12,000
		<b>Total</b>	<b>\$33,450</b>



## **Island Alliance of the Arts**

3239 Briggs Avenue  
Alameda, CA 94501  
(510) 865-0541

IAA is a Public Benefit Nonprofit Organization in the City of Alameda, CA. IAA provides networking, exhibitions & other resources for artists of all disciplines while promoting an awareness of global issues.

### Recent Changes

In 2016 the IAA added three new members to it's board of directors.

Wes and Jess Warren, and Cheryl Harawitz. Wes and Jess have been very active in the Bay Area art community over the past five years. They started the Alameda Artists meetup group, Studio 23 Gallery, and revived the Second Friday Art Walk. They also founded and coordinate the Alameda Summer Art and Maker Fair which is coming up on it's 4th year.

They have worked with several local galleries and members of the business community and helped unite the East and West end business associations. They are both active artists and have been creating and showing art for over two decades.

Cheryl Harawitz is also an active member of the arts community, she ran the Backstreet Studio and coordinated openings for SFAW. She also hosts artists events and brings over 40 years of experience with community organizations to the IAA.

### Background and History

Island Alliance of the Arts has provided art events in Alameda for over 25 years. Shirley Johnson and friends formed IAA as a non-profit corporation in 1982. They provided many services for Alameda, including a Directory of the Arts & Artists.

In 1997, after a project in vacant Alameda retail windows called "Windows on Art", Bonnie Boller, Bonnie McKean and Peter Sanderson had a vision of creating an Art Center for the City of Alameda, as a non-profit organization. A business plan was established and office space was used in the Veteran's Building owned by the City of Alameda.

In 2004, Alameda Art Center was opened at 1701 Webster Street in Alameda, CA. AAC offered Fine Art Exhibitions, Art Classes & Workshops, Studio Space, Special Events and a Fine Art Gift Shop. The art center was sponsored by the Alameda Art Association and Island Alliance of the Arts was incorporated as the

non-profit organization that was needed. The Center closed in 2006, due to lack of funding.

In 2007, Bonnie Randall Boller, Peter Sanderson & Melissa Harmon formed a new Board of Directors for Island Alliance of the Arts and once again update the non-profit status. The first event was an art exhibit at the Alameda Museum in October 2008. This successful exhibit was called CROSS CURRENTS, Artists of Alameda.

IAA has also received an Alameda County ARTSFUND Grant that was used to sponsor some IAA CROSS CURRENTS, Artists of Alameda County. The 2008 Countywide Exhibit, was held in August 2008, at the new Rhythmix Cultural Works K Gallery in Alameda, CA. IAA CROSS CURRENTS, Season of Awareness, County-Wide Exhibit was held at Alameda Free Library in August 2009. In 2010 through 2015, IAA CROSS CURRENTS has held annual Exhibitions of California Artists at the Alameda Museum. The event was expanded to include artists from throughout California. Some participants give Artist Talks about their artwork during the exhibits, The Opening Receptions are widely attended with live music and refreshments.

# iaa

## Island Alliance of the Arts

### LIST OF ELECTED OFFICERS:

**President: Bonnie Randall Boller**

Bachelor of Arts in Art and California Teaching Credential, CA State East Bay 1966  
Founder and Vice President of Alameda Women Artists, 25 years  
President of Island Alliance of the Arts, 501©3 since 2006  
Ceramics Art Teacher at Mastick Senior Center, Alameda, CA; 30 students  
Experienced in Hanging and Organizing Art Exhibits  
Artist in many mediums for over 30 years

**Vice President: Wesley Warren**

Co-Owner/Founder of Studio 23 Art Gallery and Alameda Summer Art and Maker Fair  
Co-Coordinate The 2nd Friday Artwalk  
Co-Founder of Alameda Artists  
Vice President of Island Alliance of the Arts, 501©3 since 2016  
Experienced in Hanging and Organizing Art Exhibits and Special Events  
Artist in many mediums for over 25 years  
Web Developer and Programmer  
Specializing in Marketing, Advertising and Promotions

**Treasurer: Charles Lucke**

Artist/Photographer  
Experienced in Hanging and Organizing Art Exhibits

**Recording Secretary: Cheryl Harawitz**

Artist Self Taught Water Color and Multi Media  
40 Years: Worked with governments and community organizations at the municipal, regional and national levels developing and implementing local innovative programs in the arts and social services. Volunteer in various arts organizations in Canada and the US

**Corresponding Secretary: Jessica Warren**

Artist in many mediums for over 20 years  
Co-Founder and Co-Owner of Studio 23 Art Gallery and Alameda Artists Group  
Director of SFAW Second Friday Art Walk and Alameda Summer Art and Maker Fair  
Corresponding Secretary of Island Alliance of the Arts, 501©3 since 2016  
Member of DABA Downtown Alameda Business Association Promotions Committee  
Experienced in Curating, Hanging and Organizing Art Exhibits  
Graphic Artist, Designer and Illustrator  
Specializing in Marketing, Advertising and Promotions

**FORM 990 INCLUDED BUT HAS BEEN REDACTED**

CERTIFICATE OF AMENDMENT OF  
ARTICLES OF INCORPORATION

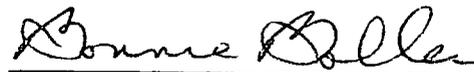
Island Alliance of the Arts

The undersigned certify that:

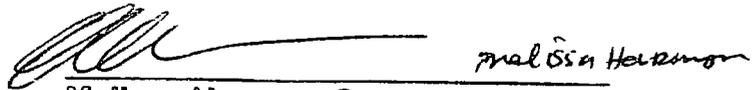
1. They are the president and the secretary, respectively, of Alameda Art Center [REDACTED], a California corporation.
2. Article I of the Articles of Incorporation of this corporation is amend to  
To read as follows:  
The name of this Corporation shall be Island Alliance of the Arts  
[REDACTED]
3. The foregoing amendment of Articles of Incorporations has been duly approved by the board of directors.
4. The corporation has no members.

We further declare under penalty of perjury under the laws of the State of California that the matters set forth in this certificate are true and correct of our own knowledge.

DATE: March 2, 2007



Bonnie Boller, President



Melissa Harmon, Secretary

Drafted from  
Secretary of State  
AMD-T-NONPROFIT (REV 03/2005)

Island Alliance of the Arts  
P.O. Box 1578, Alameda, CA 94501  
510-865-0541

As of November 5, 2017

**CROSS CURRENTS EXHIBIT TIMELINE 2017/2018** <http://islandallianceofthearts.org/>

**IAA ~ CROSS CURRENTS . 11<sup>th</sup> Annual Exhibition of California Artists . Dec. 1, 2017-Jan. 20, 2018**

**Host / Location:** Frank Bette Center for the Arts, 1801 Paru Street, Alameda, CA 94501  
**Exhibit Hours:** Thurs – Sun 12:00 – 5:00 PM in December along with FBCA Holiday Boutique  
 FBCA is open business hours in January 2018 if we provide gallery sitters.  
**Contact:** Roslyn Harper, Margaret Fago, Frank Bette Center – 510-523-6957  
**Committee:** Bonnie Randall Boller, Mi'Chelle Fredrick, Teddy Goldsworthy-hanner, Barbara James, Colene Leong, Charlie Lucke, Kathleen Schwab

Budget Summary:	Beginning Balance in Checking Account	\$ _____
	Artists' Exhibit Fees Collected	\$ 920.00
	Payments(s) made to FBCA	\$ 460.00 from entry fees
	Cost of Postcards @ 60% Off (Bonnie)	\$ 206.53
	Cost of Receptions	\$ _____
	Other (mailing, copying, etc.)	\$ _____
	Ending Balance in Checking Account	\$ _____

<u>DATE:</u>	<u>EVENT/TASK:</u>	
As needed	Timeline update	Mi'Chelle
As needed	Checklist update	Bonnie
Completed	Prospectus emailed & on Websites	Bonnie (& Kris W. at FB)
Ordered	Postcards – 1000, 8.25"x5.25" / NEED ARTWORK	Teddy
October 4	Deadline to apply (23 Applied with 43 images)	mail & email
October 5-20	Receive, download and create files for jury	Bonnie
October 6	Finished database of Applicants	Kathleen
October 22	Curate/Jury Images at Bonnie's house, 12 Noon, Potluck	All Committee
October 25-30	Choose artwork & design postcard	Teddy
October 28	Notify Artists of accepted work	Barbara
November 5	Send database to Artists in Show (Receive by Nov. 11)	Kathleen
November 12	Send final corrected database to Committee	Kathleen
November 1-10	Design Postcards & Send to PS Print by Nov. 13	Teddy/Bonnie
November 17	1 <sup>st</sup> Press Release (3 & 1 week prior) All Committee Review	-Charlie
November 20	Postcards back from Printer to Bonnie's studio	UPS
November 5-10	Update Database for Mailing from guest book & labels	???
November 26	Postcards to Artists at Intake-Committee at Bonnie's studio	-Charlie & _____
	Receive Artwork 12:00-2:00 at FBCA	
	Have Artists Sign & Collect Hold Harmless	
	Collect Artists Statements, Resumes, Business Cards	
November 26-29	INSTALLATION	Charlie & Barbara
	Install Silent Auction	Bonnie & (Mandar?)
	Wall Tags, Price Lists & Name Tags	Mi'Chelle
	Pedestals & 16" Plexicubes	Bonnie & HELP
	Resume Binder	Colene
	Guest Book – Add to old one	Bonnie has
	Business Card Holders & Donation Jar	Bonnie has
December 1 (Fri.)	Exhibit Opens to Public	
December 8 (Fri.)	Opening Reception – Second Friday – 6:00-9:00 PM	
	Greeter	Kathleen
	Refreshments: Barbara & Colene Drinks: Charlie	
January	<b>Wednesday-Sunday – Committee &amp; Artists Gallery Sit</b>	
January 12	Press Release on ARTIST TALKS (one + week prior)	Charlie
January 20 (Sat.)	Artist Talks & Closing Reception – 2:30-4:30 PM	Bonnie & Charlie
	Refreshments: Barbara & Colene Drinks: Charlie	
January 20 (Sat.)	Exhibit Closes to public, 4:30 PM	All Artists
	No artwork to be removed before 4:35 PM	All Artists



**Island Alliance of the Arts**

A solid black horizontal bar redacting information below the organization's name.

**IAA 2017-2018 Funding and Budget and Non-Profit Status 12/19/17**

RE: IRS Form 900 / Non-Profit status

To whom it may concern,

Our treasurer Charles Lucke is out of the country in China and he has all the IRS paperwork. He will be back next week and we can supply any official documentation needed. The IAA has been a non profit since 1982 and is current with all state and federal agencies. We did not have access to the IRS official letter or the most recent form 900 for the application. We can submit this upon request after December 25th 2017.

The IAA does not currently have any sponsors or contributors. Although we have received funding and grants in the past from the City of Alameda, Alameda county and other entities, the organization is currently in a reformation phase.

The organization currently produces shows with the support of our participating members through hanging fees and commission on sales through the Cross Currents show.

The new team has plans to move back into an active fundraising mode for 2018, although no funding has yet been secured. Currently the only funding being sought is the City of Alameda Public Arts Grant.

Kindest Regards,  
Wesley E. Warren  
VP of IAA  
(510) 239-9352  
[ww@wesleywarren.com](mailto:ww@wesleywarren.com)

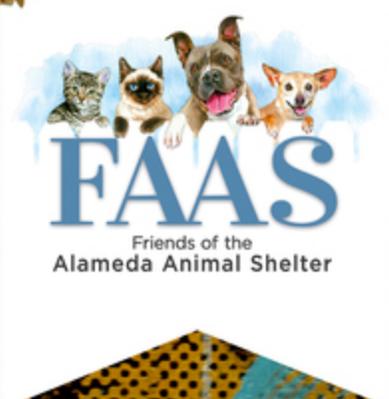




2<sup>N</sup><sub>D</sub> FRIDAY

**A** **R** **T**  
**W** **A** **L** **K**  
**FRIDAYARTWALK.COM**





**2ND FRIDAY**  
**ALAMEDA & JINGLETOWN**  
**BUY ART \* SUPPORT FAAS**

**FAAS**  
Friends of the  
Alameda Animal Shelter

**6-9PM SEPTEMBER 9TH**

**ARTWALK**  
**FOR ANIMALS**

VISIT THE WEBSITE FOR PARTICIPATING 2ND FRIDAY LOCATIONS & EVENT DETAILS!  
**FRIDAYARTWALK.COM**











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RHYTHMIX CULTURAL WORKS  
AWARD \$35,000

---



APPLICATION AND JURY ADMINISTRATION  
 LOGGED IN AS Amanda Gehrke

LOGOUT    EVENTS    JURY    REPORTS    TICKET    HELP

Communication    Management    Jurors    Coupons

### CaFE Event Artist Citation

City of Alameda Request for Proposals for Cultural Art and Arts Programming Artist Citation

Tina Blaine

<b>CONTACT</b>						
<table border="0"> <tr> <td>Contact via</td> <td>Alt Phone</td> </tr> <tr> <td>Email</td> <td>Phone</td> </tr> </table>	Contact via	Alt Phone	Email	Phone		
Contact via	Alt Phone					
Email	Phone					
<b>EVENT SPECIFIC DATA</b>						
<table border="0"> <tr> <td>Status</td> <td>Received</td> </tr> <tr> <td>Booth #</td> <td>0</td> </tr> <tr> <td>Wait List #</td> <td>0</td> </tr> </table>	Status	Received	Booth #	0	Wait List #	0
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Post-event survey feedback was encouraging:</p> <ul style="list-style-type: none"> <li>• "Bravo for bringing history to life and art to Alameda!"</li> <li>• "I felt proud to be an Alamedan!"</li> <li>• "My 9-year-old said, I will remember this for the rest of my life!"</li> <li>• "Even our out-of-town guests loved it! Thank you!"</li> <li>• "A tour de force for the arts in Alameda!"</li> <li>• "Can't wait for the next one!!"</li> </ul> <p>Media coverage included: KQED, Oakland Magazine, East Bay Express, East Bay Monthly, SF Arts Monthly, and the SF Chronicle. ICW 2016 built partnerships with community organizations and local business and attracted 1,500 participants. With a commitment to provide cultural programming relevant to the local population, RCW will present its second ICW at Crab Cove in May 2018.</p> <p>In partnership with East Bay Regional Park District, ICW 2018 will illuminate the history of a different waterfront in Alameda, telling the story of Crab Cove and its evolution from the amusement park/public baths of Neptune Beach, to a WWII maritime officer training station, to an estuary marine preserve that currently faces the effects of climate change. At a time when people are overwhelmed by the reality of rising sea levels, RCW believes that ICW 2018 can inspire community and individuals by bringing them together with EBRPD to "act locally, think globally" and help protect the place they call home.</p> </td> </tr> <tr> <td> <p><b>Concept of Proposed Program</b>  <b>A summary of the overall program being proposed. 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The audience will be guided (in groups of 150) on a linear historic journey through a site-specific performance that tells the story of Crab Cove.</p> <p>By partnering with the East Bay Park District (EBRPD) to present a site-specific performance in a popular open-air spot in the community, ICW will provide intergenerational audiences the opportunity to experience a free interactive public art event that enlivens the history of the land in their own backyard, and reveals how it was shaped by the water that surrounds it.</p> </td> </tr> <tr> <td> <p><b>Program Description and Work Plan</b>  <b>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. 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The audience will be guided (in groups of 150) on a linear historic journey through a site-specific performance that tells the story of Crab Cove.</p> <p>By partnering with the East Bay Park District (EBRPD) to present a site-specific performance in a popular open-air spot in the community, ICW will provide intergenerational audiences the opportunity to experience a free interactive public art event that enlivens the history of the land in their own backyard, and reveals how it was shaped by the water that surrounds it.</p>	<p><b>Program Description and Work Plan</b>  <b>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. (3000 characters maximum, including spaces)</b></p>			
<p><b>Letter of Interest</b>  <b>Describe the organization's interest in the project, initial vision for the work, and relevant experience or background. (2000 characters maximum, including spaces)</b></p> <p>In 2016, Rhythmix Cultural Works (RCW) took a risk producing the first Island City Waterways, (ICW) a free multi-disciplinary public art performance. Being awarded the James Irvine Foundation Exploring Engagement grant supporting "innovative ideas to engage new and diverse populations" provided RCW with the opportunity to reach out into the Alameda community and create a public art event that both celebrated the City's unique cultural history and supported its presence in the Bay Area's thriving arts scene.</p> <p>The tremendous response to ICW 2016 from participants and Bay Area media, set a precedent for establishing it as a biennial public art event. Post-event survey feedback was encouraging:</p> <ul style="list-style-type: none"> <li>• "Bravo for bringing history to life and art to Alameda!"</li> <li>• "I felt proud to be an Alamedan!"</li> <li>• "My 9-year-old said, I will remember this for the rest of my life!"</li> <li>• "Even our out-of-town guests loved it! Thank you!"</li> <li>• "A tour de force for the arts in Alameda!"</li> <li>• "Can't wait for the next one!!"</li> </ul> <p>Media coverage included: KQED, Oakland Magazine, East Bay Express, East Bay Monthly, SF Arts Monthly, and the SF Chronicle. ICW 2016 built partnerships with community organizations and local business and attracted 1,500 participants. With a commitment to provide cultural programming relevant to the local population, RCW will present its second ICW at Crab Cove in May 2018.</p> <p>In partnership with East Bay Regional Park District, ICW 2018 will illuminate the history of a different waterfront in Alameda, telling the story of Crab Cove and its evolution from the amusement park/public baths of Neptune Beach, to a WWII maritime officer training station, to an estuary marine preserve that currently faces the effects of climate change. At a time when people are overwhelmed by the reality of rising sea levels, RCW believes that ICW 2018 can inspire community and individuals by bringing them together with EBRPD to "act locally, think globally" and help protect the place they call home.</p>						
<p><b>Concept of Proposed Program</b>  <b>A summary of the overall program being proposed. (1000 characters maximum, including spaces)</b></p> <p>RCW is seeking support from the City of Alameda's Cultural Arts Programming grant program for the creation and presentation of Island City Waterways 2018, a free multidisciplinary public art event that combines theatre, dance and music. On May 18-20, the ICW creative and production team, along with 45 artists and 50 volunteers, will present 10 performances (2 specifically for AUSD school groups) for a projected audience of over 1500. The audience will be guided (in groups of 150) on a linear historic journey through a site-specific performance that tells the story of Crab Cove.</p> <p>By partnering with the East Bay Park District (EBRPD) to present a site-specific performance in a popular open-air spot in the community, ICW will provide intergenerational audiences the opportunity to experience a free interactive public art event that enlivens the history of the land in their own backyard, and reveals how it was shaped by the water that surrounds it.</p>						
<p><b>Program Description and Work Plan</b>  <b>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. (3000 characters maximum, including spaces)</b></p>						

ICW 2018 is already in production with plans to launch a promotion and sponsorship campaign in February. The production team will be finalized in January. Creative director, Janet Koike has engaged Bay Area artists including: Kim Epifano's Epiphany Productions (modern dance), writer/performers Ed Holmes and Bob Ernst (theatre), Maze Daiko Ensemble and Gamelan Sekar Jaya (music/dance), Brenda Wong Aoki and Mark Izu of First Voice (theatre), and director Jeff Raz (theater).

The script being crafted in partnership with local historians Eric Kos and Dennis Evanosky, will provide the content for the guided art tour through Crab Cove.

- Crab Cove in early-20th century - Upon arrival, audiences will be greeted by "carney" hawkers to begin their journey through Neptune Beach's midway, created by performers, dancers and musicians. A walk down a tree lined path, "Memory Lane" leads to swimming, diving and bathing beauties, in a meadow that was once the site of spacious pools of water, available for recreation.
- Crab Cove in mid-20th century - The journey continues to WWII, where the U.S. Maritime Officers School building called "Glory of the Seas," will be brought to life by performers serving as deck officers learning navigation skills to prepare them to go to sea. Peaceful waters become waters of war.
- Crab Cove in 1980 becomes the first Estuary Marine Reserve in California - The next stop takes audiences to hear the Japanese legend of Ryujin the Dragon King (who controls the tides), rant about the imbalance of humans and nature, and give warning of the resulting consequences. The waters need to be preserved.
- Crab Cove 2018, as part of the global community - A finale on the shoreline of Crab Cove, combines Japanese taiko and Balinese gamelan with post-modern dance. Island to Island, Alameda, Japan and Bali all share the same waters and are connected by the same concerns about those waters. Traditional Balinese and Japanese fisherman songs are reminders of a time when there was a balance between humankind and nature. The collaborative work exemplifies the blending of current and past cultural traditions that is prevalent in 21st century America and the need to act as a global community to protect our environment.
- Closing the show, ICW's main characters will direct attendees to Crab Cove Visitor Center, mobilizing people to get involved with EBRPD.

A solid partnership with EBRPD has already been established, providing opportunities for ICW participants to sign up for clean-up and habitat restoration programs including other organizations' efforts such as Save the Bay and Golden Gate Audubon. RCW will install an artist created recording kiosk in the Crab Cove Visitor Center to facilitate community and intergenerational dialogue about our environment.

Volunteers for ICW are being recruited through RCW's board member's affiliations with organizations that include Alameda Volunteers, Rotary Club, Girl's Inc., and the Chamber of Commerce.

#### Goals

**A statement of the program's goals and indication of the steps to be taken to achieve those goals. An indication of how progress toward goals would be evaluated or monitored. (2000 characters maximum, including spaces)**

The primary goal of ICW 2018 is to further establish the arts in Alameda as a vehicle to celebrate and share the city's unique history. As evidenced in 2016, ICW deepened local civic pride and introduced other Bay Area residents to Alameda as a hidden gem with a colorful past and inviting present. The high-profile Bay Area artists involved in ICW will draw people from around the region to experience art in a beautiful waterfront park setting. ICW will foster partnerships with city agencies and local businesses to establish the arts as a viable tool to raise Alameda's profile in the Bay Area.

An additional goal is to utilize a free public arts event and a partnership with EBRPD to inspire/provide concrete opportunities for participants to help conserve their local environment. Naturalists will be on-hand at the Crab Cove Visitor Center to interface with participants, offering insights about daily consumption/waste, and information about volunteering.

Through ICW, RCW will further its mission to promote cultural awareness by presenting a collaboration between Japanese taiko ensemble Maze Daiko and Gamelan Sekar Jaya (GSJ) which combines traditional folk dance and music into a contemporary performance. GJS's Balinese master artist has demonstrated a cultural value by enthusiastically preparing 15 ensemble members "to play for the water" at Crab Cove.

Supplementary goals of ICW are: to expand access to the arts by offering a free public event that invites audience involvement and participation, to utilize the arts to share local history with AUSD students, to support 45 Bay Area, and to attract visitors to Alameda who will in turn patronize local businesses.

RCW will evaluate ICW's success by: a) tracking attendance; b) tracking EBRPD volunteer sign ups; c) collecting survey comments from participants; d) collecting surveys to gauge impacts on schools, city agencies and other community groups and; e) archive event press as an indicator of ICW's newsworthiness.

#### Proposed Program Budget

**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. This would also show how any other funding sources would be leveraged to implement the program. (2 page maximum)**

ICW City RFP Budget.docx (download)

#### Organizational Ability

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

organizational ability.docx (download)

#### Supporting Documentation - Board of Directors

*(for non-profit organizations only)*

**A list of the organization's board of directors, including their professional and/or community affiliations.**

RCW\_Board+Staff\_Roster\_2017.pdf (download)

#### Supporting Documentation - IRS Determination Status

*(for non-profit organizations only)*

**IRS Determination Letter for 501(c)(3) status.**

RCW\_501(c)3-Letter\_2015.pdf (download)

#### Supporting Documentation - IRS Form 990

*(for non-profits organizations only)*

**Most recently filed IRS Form 900 and financial statement.**

2016 RCW Form 990 only.pdf (download)

#### Supporting Documentation - Organization Budget

*(for non-profit organizations only)*

**The organization's budget for the current year.**

2018 RCW budget (approved).pdf (download)

**Supporting Documentation - Major Funders**  
*(for non-profit organizations only)*  
 A list of the organization's major funders and grant amounts.

2017 RCW major funders and grant amounts.docx (download)

**Contact Information**

Contact information for the organization including name, address/location, phone, and email.

**PAYMENTS**

Transactions ID# 575300 (1) \$0.00 Request for Proposals for Cultural Arts & Art Programming using a Visa or Mastercard

**COMMUNICATION**

Emails

**ART**

Category Award level: \$35,000

Statement

Create tag:  (limit 12 characters) Save

Change status to: **Received**

BROWSER DATA: 305982: MOZILLA/5.0 (WINDOWS NT 10.0; WIN64; X64) APPLEWEBKIT/537.36 (KHTML, LIKE GECKO) CHROME/63.0.3239.84 SAFARI/537.36

## Island City Waterways 2018 Budget

The projected 2018 operating budget for Rhythmix Cultural Works is \$583,055. Revenue is projected at \$583,200. The budget for Island City Waterways 2018 is \$147,000. RCW believes that dedicating approximately 25% of its annual budget to the ICW project matches the overall benefits to the organization and the Alameda community.

In addition to the City of Alameda's Cultural Arts Programming grant request of \$35,000, RCW has secured support from: the William & Flora Hewlett Foundation, the Fleishhacker Foundation, the Renaissance Foundation, the Macpherson Fund and anticipates additional support from the Zellerbach Family Foundation, Kenneth Rainin Foundation and the Clif Bar Family Foundation.

Funding from the City of Alameda's Cultural Arts and Arts Programming Fund will not only be leveraged to gain support from local businesses and individual donors, it will also be used as leverage to receive all future funding from arts foundations. Foundations want to see that the organizations they support also receive funding from local government. Funding from the City of Alameda will enable RCW to finally show foundations that it is supported by the City of Alameda.

Detailed distribution of funding from the Cultural Arts and Arts Programming Fund is indicated on the ICW budget table. 35% of indicated artists fees, 30% of RCW staff salary fees and 30% of indicated production costs.

### INCOME

#### Contributed

##### Corporate

Local Business Sponsorship	\$12,000.00
Alameda Municipal Power	\$2,000.00
Kaiser Permanente	\$1,000.00

##### Foundation

William and Flora Hewlett Foundation (secured)	\$10,000.00
Renaissance Foundation (secured)	\$35,000.00
Zellerbach Family Foundation (current request)	\$10,000.00
Fleishhacker Foundation (secured)	\$3,000.00
The Macpherson Fund (secured)	\$1,000.00
Kenneth Rainin (pending)	\$10,000.00
Clif Bar (pending)	\$10,000.00

##### Local Government

City of Alameda Public Art Fund (pending)	\$35,000.00
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##### Individual Donors

\$2,071.00

##### In-kind

Creative & Music Director	\$9,000.00
Rehearsal Space	\$1,000.00
Permits East Bay Regional Parks District	\$1,500.00

### TOTAL INCOME

**\$142,571.00**

<b>EXPENSES</b>	<b>Alameda Cultural Art Funds</b>	
<b>Artist Fees</b>		
Creative Director/Music Director	\$9,000.00	
Choreographer	\$6,000.00	\$2,100.00
Actors/Writers (1@4K, 1@3K)	\$7,000.00	\$2,450.00
Theatrical Director	\$4,000.00	\$1,400.00
Dancers (10@2600)	\$26,000.00	\$9,100.00
Musicians (4@\$3K, 4@1K)	\$16,000.00	\$5,600.00
Gamelan Sekar Jaya	\$8,000.00	\$2,800.00
First Voice	\$5,000.00	\$1,750.00
Costume Designer	\$3,000.00	\$1,050.00
Stilt walkers	\$1,000.00	\$350.00
Set and Property Designer	\$2,000.00	\$700.00
<b>Total Artist Fees</b>	<b>\$87,000.00</b>	
<b>RCW Staff Salary</b>		
Executive Director (6% annual salary)	\$3,960.00	\$1,188.00
Operations Manager (3% annual salary)	\$1,500.00	\$450.00
Media Marketing/SEO Manager (6% annual salary)	\$850.00	\$255.00
<b>Total RCW Staff Salary</b>	<b>\$6,310.00</b>	
<b>Direct Costs</b>		
Production Manager (240 hrs @ \$25)	\$6,000.00	\$1,800.00
Stage Manager (120@\$25)	\$3,000.00	\$900.00
Production Staff (1@1500 3@500)	\$3,000.00	\$900.00
Promotion Design & Print (press shoot, ads, graphic design, print collateral, sponsor packet, signs, banners, programs)	\$6,000.00	\$1,800.00
Production Supplies (costume & properties)	\$1,500.00	\$407.00
Production expenses (hospitality, costumes, cleaning)	\$2,000.00	
PR Consultant	\$2,500.00	
Historian Consultant	\$1,000.00	
Photo Documentation (2 days)	\$1,500.00	
Video Documentation	\$2,800.00	
Equipment (sound, tents, dollies)	\$2,500.00	
Cargo Van Rental	\$1,000.00	
Insurance	\$1,000.00	
Permits	\$1,500.00	
Venue/Rehearsal Space	\$1,000.00	
<b>Total Direct Costs</b>	<b>\$36,300.00</b>	
<b>TOTAL CASH EXPENSES</b>	<b>\$129,610.00</b>	
10% Contingency	<b>\$12,961.00</b>	
<b>TOTAL EXPENSE WITH 10% Contingency</b>	<b>\$142,571.00</b>	
<b>TOTAL ALAMEDA CULTURAL ARTS FUNDS</b>		<b>\$35,000.00</b>

**Rhythmix Cultural Works**  
**City of Alameda Arts & Cultural Programming**

*6. Organizational Ability: 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. Please also provide an organizational chart showing personnel. (2 page maximum)*

Rhythmix Cultural Works' mission is to bring people of all ages together to experience and explore music, dance, visual art and educational opportunities. The organization seeks to build community by inspiring engagement in the arts as a way to learn about each other and the world. With a strong commitment to provide programming relevant to the local population, Rhythmix strives to promote cultural awareness, encourage participation in the arts, and support artists in the presentation of their work.

RCW was established in 1999 as the 501(c)3 umbrella for the RhythMix world music ensemble and RCW cultural exchange programs. The RhythMix ensemble brought world music to thousands of school-children throughout the Bay Area, and offered adult exchange programs to study folkloric music in Cuba and Japan. Inspired by these experiences, RCW's founder, Janet Koike, renovated an industrial space in Alameda to provide a physical home for the organization.

Since RCW opened in 2007, the organization has built its reputation through the artistic excellence and cultural depth of its programming. To date, approximately 100,000 visitors have been served with a series of concerts, exhibits, classes, dance and theatrical productions, featuring notable Bay Area artists as well as national and international touring artists. As a community arts center with a wide range of activities, RCW strives to serve people from throughout the Bay Area. Nearly 50% of RCW audiences come from off the island of Alameda, from Oakland and Berkeley, to San Jose and Novato.

RCW serves an unduplicated audience of approximately 9,000 each year through a combination of performances, classes and workshops for adults and students. In 2017, RCW produced or hosted some 100 events, classes, and workshops, working with more than 140 artists representing 44 nations. Performances included various music genres (jazz, blues, world music, and classical); dance; comedy, family programming, and community events (e.g. serving 2500 K-8 students through its Performance Art & Learning program and a free world music festival). The K Gallery at RCW presents six visual art exhibitions annually, along with workshops and a weekly Art Jam, where local artists create in a shared studio environment.

RCW regularly partners with local organizations and agencies. For example, the Love Our Island-Art Walk, funded by the California Arts Council, is being planned in partnership with the Downtown Business Association. It is also supported by the City of Alameda's Economic Development Department as a creative solution that supports visual artists and businesses to promote a healthy community and boost the local economy.

Rhythmix Cultural Works serves the Alameda community through a varied mix of programs that include:

- Island Arts Concert series (launched in 2011) presents concerts featuring musical traditions from islands around the world. RCW further engages the community through workshops for underserved youth featuring artists from the series.

- Performance, Art & Learning (PAL) program (initiated in 2012) was created in partnership with the Alameda Unified School District. PAL fosters a sense of pride in students' heritage, awareness of world cultures, and celebrates diversity through assemblies featuring world music and dance. Since the program's inception, RCW has served approximately 10,000 AUSD and OUSD students at no cost.
- 'Round the World Festival ("RTW" launched in October 2016) is a free daylong family arts celebration that served approximately 200 people in its first iteration. The day-long festival featured global musical styles, workshops and ethnic food offerings. The RTW Festival fosters greater participation and inclusion in the arts by spotlighting artists of diverse heritages, and increases cultural understanding among audiences of varied backgrounds. The second 'Round the World Festival in October 2017 served an audience of 300 and featured performing arts traditions from the Philippines, Iran and Latin America, as well as a drop-in art workshop in partnership with the Alameda Education Foundation that provided hands-on activities for family members of all ages.

RCW is managed by a small staff that includes:

- Executive Director Tina Blaine
- Founder/Artistic Director Janet Koike
- Operations Manager/position in transition, F/T hire will be made in Jan 2018
- Media Marketing, Web Content & SEO Manager Phong Chung

The organization is governed by a 6-member Board of Directors, and receives advice and support from a 14-member Community Advisory Board.

**RHYTHMIX CULTURAL WORKS -- Organization Contacts**

Name	Title	Email	Cell	Occupation/Affiliation	Involvement
<b>DIRECTORS</b>					
Tina Blaine		<a href="mailto:bean@rhythmix.org">bean@rhythmix.org</a>	4352	Executive Director, RCW	since 7/07
Audrey Lord-Hausman	Secretary	<a href="mailto:alordhausman@att.net">alordhausman@att.net</a>	510-813-6159	Retired Non-Profit Administrator	since 9/12
Jan Mason		<a href="mailto:jan@ommhomes.com">jan@ommhomes.com</a>	510-381-1573	Business Owner & Realtor, OMM, Inc.	since 7/07
Vicki Varghese		<a href="mailto:vickivarghese@gmail.com">vickivarghese@gmail.com</a>	1671	ESL Teacher	since 11/16
Carolyn West	Board Chair	<a href="mailto:cwestgo@gmail.com">cwestgo@gmail.com</a>	510-914-5809	Attorney, Horton, West & Chambers LLP	since 8/06
Amos White		<a href="mailto:amoswhite3@gmail.com">amoswhite3@gmail.com</a>	0074	Marketing Consultant	since 5/15
<b>OFFICERS</b>					
Janet Koike	President	<a href="mailto:janet@rhythmix.org">janet@rhythmix.org</a>	510-816-7695	Artistic Director & Founder of RCW	since 1999
Elaine Fong	Treasurer	<a href="mailto:enf1234@att.net">enf1234@att.net</a>	8565	Bookkeeper	since 7/08
Audrey Lord-Hausman	Secretary	<a href="mailto:alordhausman@att.net">alordhausman@att.net</a>	510-813-6159	Retired Non-Profit Administrator	since 9/12
<b>STAFF</b>					
Tina Blaine	Executive Director	<a href="mailto:bean@rhythmix.org">bean@rhythmix.org</a>	510-435-4352	Executive Director	since 6/10
Laili Gohartaj	Managing Director	<a href="mailto:laili@rhythmix.org">laili@rhythmix.org</a>	808-227-4277	Operations Manager	since 9/15
Phong Chung	Media Marketing & Web Master	<a href="mailto:phong@rhythmix.org">phong@rhythmix.org</a>	510-332-2792	Web Manager P/T	since 9/14

2017 Board Meeting Schedule: 3/13, 4/10, 5/8, 6/12, 7/10, 8/14, 9/11, 10/9, 11/13, 12/11



Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248360116

Apr. 13, 2015 LTR 4168C 0

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BODC: TE

RHYTHMIX CULTURAL WORKS  
% JANET KOIKE  
2513 BLANDING AVE  
ALAMEDA CA 94501



017179

Employer Identification Number: [REDACTED]  
Person to Contact: Ms. Harper  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Apr. 02, 2015, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in December 1999.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Doris Kenwright, Operation Mgr.  
Accounts Management Operations 1

**FORM 990 INCLUDED BUT HAS BEEN REDACTED**

## Rhythmix Cultural Works 2018 Total Budget

<b>Income</b>	
<b>Contributed</b>	
Board	\$6,000.00
Corporate Sponsorship	\$35,000.00
Foundation	\$244,000.00
<b>Fundraising Events</b>	
Auction	\$3,000.00
Raffle	\$1,500.00
Tickets	\$15,000.00
<b>Total Fundraising Events</b>	<b>\$19,500.00</b>
Government	\$101,500.00
Individual Donors	\$5,000.00
Annual fund drive	\$80,000.00
<b>Total Individual Donors</b>	<b>\$85,000.00</b>
<b>Total Contributed</b>	<b>\$491,000.00</b>
<b>Earned</b>	
Community rentals	\$11,000.00
Instructor rentals	\$40,000.00
Interest	\$200.00
Ticket sales	\$35,000.00
<b>Total Earned</b>	<b>\$86,200.00</b>
<b>Taxable Revenue</b>	
Art sales	\$5,000.00
Concessions	\$1,000.00
<b>Total Taxable Revenue</b>	<b>\$6,000.00</b>
<b>Total Income</b>	<b>\$583,200.00</b>
<b>Gross Profit</b>	<b>\$583,200.00</b>
<b>Expenses</b>	
Bank and Business Fees	\$10,000.00
<b>Contractors</b>	
Artists	\$140,700.00
Consultants	\$32,750.00
Coordinator	\$19,000.00
Development Consultant	\$12,000.00
Event Tech	\$16,950.00
Grantwriting	\$12,500.00
guest curator	\$500.00
intern	\$2,000.00
PR&Marketing Consultant	\$14,900.00
Security	\$1,000.00
Teachers	\$500.00
Theater Tech	\$12,000.00
Web Consultant	\$2,000.00
<b>Total Contractors</b>	<b>\$266,800.00</b>

## Rhythmix Cultural Works 2018 Total Budget

<b>Cost of Goods</b>	
Art Sales	\$4,000.00
Concessions	\$500.00
<b>Total Cost of Goods</b>	<b>\$4,500.00</b>
<b>Documentation</b>	<b>\$9,350.00</b>
<b>Operating</b>	
Accounting	\$14,000.00
Dues and Subscriptions	\$500.00
Equipment maintenance	\$2,000.00
<b>Fundraising Expense</b>	
Cultivation	\$2,200.00
Permits	\$200.00
Prizes	\$345.00
Rental	\$500.00
Supplies	\$2,000.00
<b>Total Fundraising Expense</b>	<b>\$5,245.00</b>
Hospitality	\$4,500.00
Meals & Entertainment	\$1,500.00
Office	\$2,000.00
Postage	\$500.00
Prof'l Development	\$1,500.00
Sales Taxes	\$450.00
Supplies	\$2,000.00
Theater supplies	\$1,750.00
Transportation	\$6,000.00
<b>Total Operating</b>	<b>\$41,945.00</b>
<b>Overhead</b>	
Alarm	\$250.00
Insurance	\$4,500.00
D&O	\$1,400.00
Workers Comp	\$3,000.00
<b>Total Insurance</b>	<b>\$8,900.00</b>
Maintenance	\$10,000.00
Phone&Internet	\$3,500.00
Utilities	\$4,250.00
<b>Total Overhead</b>	<b>\$26,900.00</b>
<b>Production Costs</b>	<b>\$20,900.00</b>
<b>Promotion</b>	
<b>Advertising</b>	
Digital	\$3,500.00
Print	\$16,000.00
<b>Total Advertising</b>	<b>\$19,500.00</b>
Design	\$8,250.00
Newsletter	\$800.00

## Rhythmix Cultural Works 2018 Total Budget

Outreach	\$750.00
Postage	\$400.00
Printing	\$8,500.00
Website	\$1,000.00
<b>Total Promotion</b>	<b>\$39,200.00</b>
Salary	
Payroll	\$148,600.00
RCW payroll tax	\$14,860.00
<b>Total Salary</b>	<b>\$163,460.00</b>
<b>Total Expenses</b>	<b>\$583,055.00</b>
<b>Net Operating Income</b>	<b>\$145.00</b>
<b>Net Income</b>	<b>\$145.00</b>

## 2017 RCW major funders and grant amounts

Note: RCW's accounting is on an accrual basis. As many of the grants are project specific, the grant funding has been allocated across the time span of the project, which often crosses into another fiscal year.

### Government grants:

Name	Amount	Purpose and notes
Alameda County	\$2,400	General funding
California Arts Council	\$300	Professional development – remainder of two year grant
California Arts Council	Grant amount was \$72,000 over two years. \$36,000 received in 2017.	Love Our Island Art Walk project. Of the \$36,000 received in 2017, \$18,000 was recognized in 2017, and \$18,000 deferred to 2018.
California Arts Council	Grant amount was \$14,400 over two years. \$12,960 received in 2017.	PAL (Performance Art & Learning) project. Of the \$12,960 received in 2017, \$5,960 was recognized in 2017, and \$7,000 deferred to 2018.

### Foundation grants:

Name	Amount	Purpose and notes
Alameda Community Fund	\$3000	Chairs and black theater curtains for theater
Alameda Kiwanis Fdn	\$1000	PAL (Performance Art & Learning) project.
East Bay Community Fdn	\$1000	General
Newman's Own Fdn	\$5000	PAL (Performance Art & Learning) project.
Quest Foundation	\$10,644.86	PAL (Performance Art & Learning) transportation, chairs for RCW theater
Renaissance Fund	\$100,000 received in 2017	General funding (50%). Island City Waterways (50%) Of the \$100,000 received in 2017, \$50,000 was recognized in 2017 and \$50,000 deferred to 2018.
Sam Mazza Foundation	\$2,500	Round the World
West End Arts & Entertainment District	\$1,500	PAL (Performance Art & Learning) project.
William & Flora Hewlett Fdn	\$20,000	General
Zellerbach Foundation	\$5,000	RCW's Island Arts Festival concert series