



# City of Alameda 2018 Cultural Art Proposals



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# City of Alameda 2018 Cultural Art Proposals

**Plein Air Paintout**  
**Frank Bette Center**

## PROPOSAL REQUIREMENTS

### 1. Letter of Interest. Describe the organization's interest in the project, initial vision for the work, and relevant experience or background. (maximum 300 words)

Frank Bette Center for the Arts (FBCA) was created in 2005 and is run today on a financially responsible basis by an all-volunteer board and staff. Our mission at the FBCA is to create and maintain "a place for meetings, readings, showings, and other creative doings." On an annual basis, we serve the artistic needs of greater than 6000 individuals from Alameda and the surrounding Bay Area community through our art exhibits, classroom instruction, and regularly scheduled events in music, poetry and speakers.

Annually, the FBCA hosts a nationally recognized, juried event, the Plein Air Paintout (PAPo; 14<sup>th</sup> year in 2019). PAPo is the largest Art Show in Alameda. The artists, using a variety of media, come and paint outside in Alameda during the first week of August. PAPo finishes with a full day display at the South Shore Shopping Center (Saturday August 3, 2019). **In 2019, we seek to expand this event and include an outdoor Art Festival during this exhibit which will include free, visual art demonstrations by acclaimed artists/instructors, portrait models for drawing, kid's activities and live music.** We are well poised to integrate this teaching experience into this event as we currently maintain a robust educational program at the FBCA with a large staff of instructors. In addition, we host a regularly scheduled life drawing group and cater to Alameda's youth through our biannual Secret Art Sale. We will increase public awareness with an enhanced social media/advertising campaign and include a Community based competition. We seek a city art grant to support this inaugural event and to permit FBCA to serve our programmatic mission on behalf of the Alameda community.

**With a cumulative total of > 35 years expertise running both artistic and educational programs, the FBCA is poised to successfully implement this program in 2019.**

### 2. Concept of Proposed Program. A summary of the overall program being proposed (maximum 150 words).

Annually, the FBCA hosts a nationally recognized, juried event, the Plein Air Paintout (PAPo; 14<sup>th</sup> year in 2019). PAPo is the largest Art Show in Alameda. The entire population of Alameda and surrounding Bay Area benefit from this event as they watch the artists during their week of outdoor painting all around Alameda and see the final free, one day exhibit at South Shore Shopping Center. **In 2019, we seek to expand this event and include an outdoor Art Festival during the exhibit at South Shore (Saturday August 3, 2019) which will include free, visual art demonstrations by acclaimed artists/instructors, portrait models for drawing, kid's activities and live music.** We hope to increase public awareness with an enhanced social media and advertising campaign as well as the inclusion of a Community based competition. A City Art Grant would be used to help support this event.

### 3. Program Description and Work Plan: 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. (maximum 450 words).

Program components, activities and timelines (**key personnel in bold**):

1. 2019 14<sup>th</sup> annual PAPo. PAPo is led by an **Event Chair** (Genie Scott), **an event team** (4-8 individuals, fundraising), the **Frank Bette Board** (marketing, advertising, gallery, exhibits, communication, development, financial and leadership) and **a large group of volunteers** (execution, assembly, exhibit staffing, etc.)
  - a. Major timelines:
    - i. December 2018: Recruit plein air artists through online and magazine advertisement.
    - ii. April 2019: Final selection of 40 artists.
    - iii. December 2018-July 26<sup>th</sup>: Raise \$10,000 in cash and in-kind gifts



2. Art Festival (**Personnel required are described in #1 above. In addition, we will recruit an Art Festival Event Chair internally**):
  - a. Live Art Demos by **FBCA classroom instructors and PAPo artists**. We will recruit 4 instructors from our classroom staff and/or PAPo artists to provide 1.5 hr each of free, live demonstrations of painting in a variety of visual media (drawing, oil, watercolor, caricatures). We have successfully organized this type of event in the past with the 2018 Summer Art Fair hosted by Studio 23 and currently engage a robust educational program at the FBCA with a large staff of instructors.
  - b. Portrait Drawing Models: We will hire **1-2 portrait models** to pose for artist and community demonstrations. We hope to **collaborate and encourage the various Alameda life drawing groups** that meet regularly at the FBCA and other art studios (e.g. Autobody Art, Studio 23, etc.) to attend.
  - c. Kid's activities: We plan to have a table covered in butcher block and provide crayons for our youth. We have done this before at our Secret Art Sale, a fundraiser for art programs in Alameda schools and it was a huge success.
  - d. Live music: Our intent is to recruit either 1-2 solo musicians or a jazz trio to provide soothing background music during the exhibit and festival.
    - i. Major timelines
      1. April 1-May 30<sup>th</sup>: Recruit artists and instructors, hire portrait models, hire live musicians
      2. January-July 2019: Advertise and market the event
3. Community based competition to increase awareness of plein air painting in Alameda. Our intent is to play a game similar to "Bingo" where contestants can pick up a score sheet with each of the 40 PAPo artists and to circulate throughout the City during the week. The individuals(s) who get the most names will win a small prize. Entry forms pickup and dropoff will be at the FBCA.
4. PAPO award ceremony. We will use this grant to fund 2 Alameda-specific awards: the *Alameda Award* and the *Island Award* and to provide small gift certificates for the winner s in #3 above.

4. 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. (1 page maximum)

Our total expenses for the combined PAPo 2019 and Art Festival is estimated at \$17,023 with an anticipated offset (income) of \$21,610. Note, the small profit margin is a source of yearly revenue that keeps the FBCA open and operational. **We are requesting a grant of \$3795 (\$3450 for activities and \$345 f10% contingency fee)** which will go towards activities directly related to the ART festival (highlighted in red below) as well as funding of the 2 Alameda specific PAPo artist Awards: “The Alameda Award” and “The Island Award”. Grants, sponsorships, donations, art sales, application fees, etc. will be used to leverage this program (as indicated as “income”).

Table 1. Project Budget-Frank Bette Center for the Arts			
2019 PAPO and Art Festival			
		Projected	Comments
<b>Income</b>			
	Event Application Fees	\$ 2,100	
	Art Sales	\$ 6,300	Net to FB Center (corrected for 60% commission paid to artist, does not include sales tax))
	Individual cash donations	\$ 6,100	
	In-Kind Donations	\$ 2,565	
	Grants	\$ 750	Alameda Municipal Power
	Alameda CityArtFund Grant	\$ 3,795	
	<b>Total Project Income</b>	<b>\$ 21,610</b>	income from sales is a significant source of FBCA yearly revenue.
<b>Expenses</b>			
	Awards		
	"Alameda and Island Awards"	\$ 1,000	items in Red included in City grant request
	Other Artist Awards	\$ 2,725	
	Community Based competition 3 x gift certificates	\$ 75	
	In-kind gifts	\$ 2,565	
	Sub-total awards	\$ 6,365	
	Art Festival Art Demonstration		
	4 x instructors X 1.5 hr @ \$250	\$ 1,000	
	Portrait Model @ 3 hrs	\$ 100	
	Sub-total	\$ 1,100	
	Art Festival Entertainment		
	Live music @ 3 hrs	\$ 500	
	Childrens activities supplies	\$ 75	
	Sub-total activities	\$ 575	
	Welcoming party-PAPo		
	Room rental	\$ 300	
	artist packets	\$ 250	
	Name badges	\$ 100	
	Sub-total launch	\$ 650	
	Exhibit receptions		
	Rental expenses (Gallery)	\$ 2,000	
	Other	\$ -	
	Sub-total receptions	\$ 2,000	
	Marketing and advertising		
	Postcards	\$ 150	
	Posters	\$ 550	
	Ad in newspaper (s) and magazine (s)	\$ 3,533	
	Printing	\$ 400	includes displays, signage and banners
	Other	\$ -	
	Sub-total marketing	\$ 4,633	
	Admin/front of house		
	maintain display units	\$ 1,200	
	Credit card fees	\$ 500	
	Sub-total admin	\$ 1,700	
	<b>Total Production Expense</b>	<b>\$ 17,023</b>	

5. Proposed Program Schedule: A schedule including major milestones and program activities, and an indication of event timing relative to award of the grant (1 page maximum).

Milestones, program activities and timelines are described in the Table 2 below. If an activity is financially dependent upon the receipt of this grant it is indicated in far right column. We anticipate that an award notification in January will provide us plenty of time in which to initiate and fund the specific activities we have included in this grant.

Table2. Proposed program Schedule

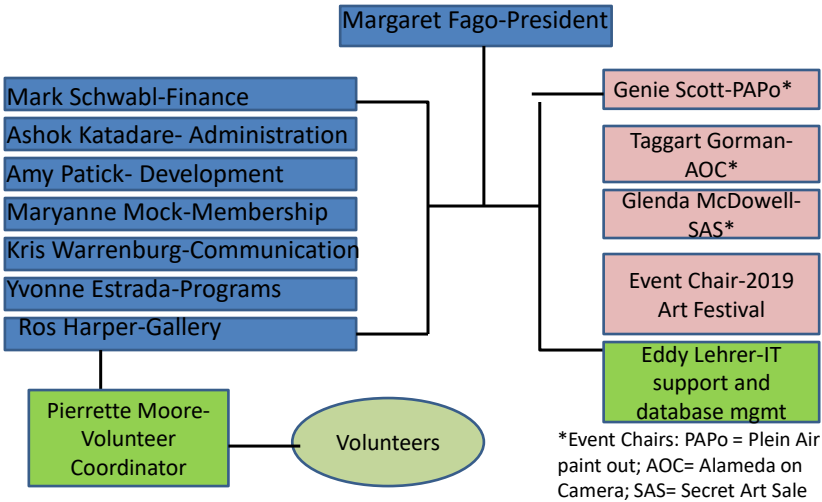
Milestones	Timeline	Program Activities	Dependent on City of Alameda grant
Recruit Plein Air Artists	December 2018	Advertise in online and magazine	No
Raise \$8500 in cash, grants and in-kind gifts	December 2018-July 26, 2019	Contact sponsors and establishments, individual donors	No
Award notification- City of Alameda	January/February 2019	Award notification and completion of contract	Not applicable
Advertising and Marketing	January-July 26, 2019		Partially
%50 Award received-City of Alameda	May	50% award monies provided 3 months before event	Not applicable
Final Selection of 40 artists	April 2019	Juried selection of artist who have applied.	No
Recruit 4 artists and instructors for live art demonstrations	April 2019	Outreach to selected PAPo artists and/or FBCA instructors in areas of oil painting, watercolor, drawing and caricatures.	Yes
Book musicians	April 2019		Yes
Hire portrait models	May 2019		Yes
Award Ceremony	August 3, 2019	In a public ceremony, announce awards to PAPo artists including grant sponsored <i>Island</i> and <i>Alameda</i> awards.	Partially

6. 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)

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 sound financial 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 2018 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. Specifically, with a staff of approximately 15 instructors, we offer approximately 20 classes and workshops on an annual basis and host 4 community groups that meet on a regular basis.

**With a cumulative total of >35 years expertise running both artistic (PAPo will enter its 14<sup>th</sup> year) and educational programs, the FBCA is poised to successfully implement this program in 2019.**

Figure 1. FBCA Organizational Structure



Board members in blue; event chairs in pink; support staff in green, volunteers in gray.

## 7. Supporting Documentation – non-profit organizations only

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

#### **Frank Bette Center for the Arts Board of Directors-2018**

**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.** 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.

**Ashok Katdare, Administrative Director.** After noticing a call for volunteers in the Alameda Sun, Ashok volunteered his time at the FBCA. Since that time, he has been busy welcoming visitors, and becoming a docent for the 2017 Alameda Legacy Home Tour. Ashok has always been interested in art, history, museums, music, and especially architecture. This is also apparent in the list of organizations he devotes time to: The Berkeley Art Center, Frank Bette Center for the Arts, and the library of the American Conservatory Theater in San Francisco and Oakland Ballet. Originally from Mumbai, India, Ashok came to the US in 1975. His move to Alameda was in February, 2017. "I love the pace of life in Alameda," he notes, "suitable for retired life." Retirement began about two years ago after a career in management of science.

**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.

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

Frank Bette Center for the Arts  
Budget 2018

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Income</b>													
4001 · Donations:4006 · Cash Donations- General	45	341	638	593	681	851	1,145	972	970	791	912	22	7,961
4001 Sponsorship Events			250					3,350					3,600
4010- Donations End of Year											5,505		5,505
4011 · Dues-Memberships	915	195	325	415	700	645	880	325	295	1,010	945	520	7,170
4021 · Education Income	2,240	2,532	2,270	1,530	1,306	823	2,042	585	1,785	1,350	1,362	940	18,765
4031 · Entry Fees		40	1,630	135	1,987	1,385		1,741	527	665	869	675	9,654
4091 · Rental Income		600	600	600	600	600	600	600	600	600	600	600	6,600
4401 · Sales-Gallery		55	445	619	1,133	232	27	950	537	244	41	859	5,142
4401 · Sales:Calendar Sales		25											25
4401 · Sales Gallery Exhibits	3,344	456	509	661	784	1,996	773		75	517	43		9,158
4402 · Papo Event								24,893					24,893
44022 Mercado											4,782		4,782
44023 Holiday Boutique												6,571	6,571
4403 Signature Gallery Sales								120	75	115	43	353	706
<b>Total Income</b>	<b>6,544</b>	<b>4,244</b>	<b>6,667</b>	<b>4,553</b>	<b>7,191</b>	<b>6,532</b>	<b>5,467</b>	<b>33,536</b>	<b>4,864</b>	<b>5,292</b>	<b>15,102</b>	<b>10,540</b>	<b>110,532</b>
<b>Expense</b>													
5000 · Artists Work	110	281	332	600	346	1,199	472	-	1,210	400	3,416	1,295	9,661
5021 · Education	1,344	1,519	1,362	918	784	494	1,225	351	1,071	810	817	564	11,259
5022- Papo Juried Award Fee													
5001 · Papo Artist Commission								14,936					14,936
5002 · Papo Awards								3,550					3,550
5003- Mercado											3,348		3,348
5004- Holiday Boutique	3,943												3,943
5300 · Personnel:5734 · Commercial Liability Insurance	150	150	150	150	150	150	150	150	150	150	150	150	1,800
5350 · D & O Insurance					450						450		900
5600 · Promotion:5601 · Advertising							1,857	2,357					4,214
5600 · Promotion:5602 · Dues & subscriptions	95	95	195	95	125	95	95	95	95	95	95	95	1,270
5600 · Promotion:5605 · Printing	50	145	750			735	1,120		200	50	400		3,450
5700 · Cost of Overhead:5710 · Facility expense:5711 · Alameda property taxes		421									421		842
5701 · Cost of Overhead:5710 · Facility expense:5711 · City of Alameda						12							12
5700 · Cost of Overhead:5710 · Facility expense:5712 · Telephone Comcast	125	125	125	125	125	125	125	125	125	125	125	125	1,500
5700 · Cost of Overhead:5710 · Facility expense:5713 · Utilities	454	281	420	139	521	319	35	153	435	141	148	332	3,378
5700 · Cost of Overhead:5710 · Facility expense:5732 · Liability insurance	147	431	147	431	147	147	147	147	147	569	147	147	2,748
5700 · Cost of Overhead:5740 · Professional services:5743 · Bookkeeping	600	600	600	600	600	600	600	600	600	600	600	600	7,200
5700 · Cost of Overhead:5760 · Storage rent	185	185	185	185	185	185	185	185	185	185	185	185	2,220
5700 · Cost of Overhead:5800 · Office:5810 · bank fees/merchant proc	155	104	103	113	93	103	104	693	124	128	213	157	2,089
5700 · Cost of Overhead:5800 · Office:5820 · Licenses & permits	25	25	25	25	25	25	25	25	25	50	25		300
5700 · Cost of Overhead:5800 · Office:5880 · Supplies	50	100	50	100	50	100	50	100	50	100	50	100	900
5700 · Cost of Overhead:5800 · Office:5899 · Property Appraisal			2,500										2,500
8200 · Interest expense	680	680	680	680	680	680	680	680	680	680	680	680	8,160
<b>Total Expense</b>	<b>8,112</b>	<b>5,142</b>	<b>7,623</b>	<b>4,160</b>	<b>4,280</b>	<b>4,968</b>	<b>6,870</b>	<b>24,146</b>	<b>5,096</b>	<b>4,082</b>	<b>11,269</b>	<b>4,430</b>	<b>90,180</b>
<b>Net Income</b>	<b>(1,568)</b>	<b>(898)</b>	<b>(956)</b>	<b>393</b>	<b>2,911</b>	<b>1,564</b>	<b>(1,403)</b>	<b>9,390</b>	<b>(232)</b>	<b>1,210</b>	<b>3,833</b>	<b>6,111</b>	<b>20,352</b>

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

**Major funders and Grants (2017/8)**

Sustainers: (\$1000-2499)

AEC Living

Perforce

Plein Air Magazine

Patrons (\$300-999)

Jack Richeson and Co.

Alameda Magazine

Dragon Rouge

Anonymous

Hearing Zone

OMM, Inc. Mason Management

Bay Ship and Yacht

Gavin Scott

Chevron

C'era Una Volta

Grants (2017/8)

Alameda Municipal Power (\$750)

California Arts Council (\$2000)

Alameda Community Fund (\$2000)



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

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

DEPARTMENT OF THE TREASURY

Date: **AUG 7 2005**

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

Employer Identification Number:  
94-3366957  
DLN:  
17053176758095  
Contact Person:  
DEL TRIMBLE ID# 31309  
Contact Telephone Number:  
(877) 829-5500  
Public Charity Status:  
509(a)(2)

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.

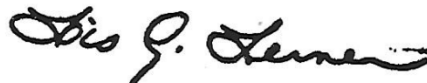
Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of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

## 8. Optional Images



1. Plein Air Artist painting en plein air during the Paintout week; Crab Cove.



2. PAPo Art Exhibit at South Shore Center-2018



3. Award Ceremony-PAPo at South Shore Center



4. Marti Walker; Winner of "The Alameda Award"-PAPo, 2017





5. Doug Lawler, FBCA instructor, teaching one of the many classes offered at the Frank Bette Center for the Arts

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

The Frank Bette Center for the Arts

1601 Paru St

Alameda, CA 94501

510-523-6957 or 760-275-3312

Email address: [development@frankbettecenter.org](mailto:development@frankbettecenter.org)



# City of Alameda 2018 Cultural Art Proposals

**String Music Program**  
**Really Terrible String**  
**Orchestra of SF Bay**

## **Letter of Interest**

The Really Terrible String Orchestra of SF Bay (RTSO) is dedicated to providing rehearsal and informal performance opportunities to Bay Area amateurs who have some training in classical bowed strings (violin, viola, cello and double bass). As local string teachers, we noticed that many of our adult students have few opportunities to make music outside of their lessons, and many are searching for an opportunity to play where there would be both a supportive atmosphere and "strength in numbers!"

RTSO has been holding monthly rehearsals in Berkeley for the past 10 years. In 2017 we started offering an additional monthly rehearsal in Alameda. We noticed that we have a lot of regular musicians who are from Alameda – many of whom are older and find the nighttime drive to Berkeley to be a barrier. We started rehearsing in Alameda at a members' home, but then realized the need for a larger space. The Alameda Chamber of Commerce allows us to use their office space in Southshore Shopping Center in the afternoons on the second Sunday of the month. This has been a great way for Alameda string musicians to continue playing their instruments!

Alameda has a Community Band, but for string players, the RTSO has become our local community organization. We'd very much like to solidify our relationship within Alameda and build on our already strong Alameda string playing community.

## **Concept of Proposed Program**

The RTSO would like to continue holding monthly rehearsals in Alameda to accommodate the enthusiastic local strings players. We would also like to get the word out about the RTSO to local Alameda string teachers and community organizations so that more Alamedans feel welcome, whatever their skill level. The RTSO offers a place to play music with others in a low-key, friendly environment.

The RTSO routinely plays free community concerts in the greater bay area, including in Alameda. We'd like to create more formal relationships within Alameda so we are a bigger part of that local music scene. The community "vibe" in Alameda speaks to the mission of the RTSO. We greatly appreciate the mutually beneficial experience of working with the Alameda amateur string players who enhance the RTSO.

We proposed that the RTSO hold:

- 12 monthly 2-hour rehearsals in Alameda
- 1 intensive workshop (Friday night, all day Saturday, 2 local free concerts in Alameda)
- 3 or more free, public concerts held throughout the year in Alameda

## Program Description and Work Plan

RTSO is a safe place for adult amateur string players. We see ourselves as part educational, part artistic, and part community-building. RTSO aims to provide light-hearted rehearsals for string players at any level. For some of our orchestra members, having a monthly place to play music with others is a critical link. As such, we would like to rent a space for twelve monthly, 2-hour rehearsals.

### 12 monthly 2-hour rehearsals

- Rent local rehearsal venue (likely in a church) that will hold at least 20 musicians
- Purchase, print, copy, or otherwise distribute sheet music to performers
- Maintain adequate insurance for venue rental
- Pay a coach and conductor for leading each rehearsal
- Pay an orchestra manager to grow our orchestra and communicate with members
- Make membership in the orchestra free for performers

For some members, having an opportunity to perform music for others is a goal. We will provide at least 4 concert opportunities, held throughout the year. We prefer to perform in low-key environments that will not cause any undue stress on our performers. For us to offer these **free public concerts in Alameda** we would need to work on our outreach, marketing and publicity. This includes:

- Create concert advertising, promotion and programs
- Coordination with local organizations to combine our concerts with other events. For example, some ideas we'd like to investigate include:
  - performing during the holidays with the Alameda Choir or at local nursing homes
  - doing a live broadcast on Alameda Community Radio
  - performing our Veteran's Day set as part of the City's events
  - Performing in the Alameda 4<sup>th</sup> of July Parade

In the late summer RTSO hosts an **intensive workshop for musicians** who are ready to experience what we can best refer to as a music camps for adults. We meet on a Friday night to run through concert pieces and get a sense of where we need to focus our energies. On Saturday we work all day on music skills which include sectionals, supervised practice and well-being for string players. On Sunday we present our work through a series of free public concerts.

The requirements for the intensive workshop is similar to what is needed for our regular rehearsals (above) except that we incur additional coaching/conducting expenses due to the longer hours of the intensive weekend workshop. We offer a coach for upper strings (violins and violas) and a separate coach for lower strings (cellos and basses).



### Proposed Program Budget

\$100 per rehearsal for coaching/conducting	\$1200
Intensive Workshop coaching/conducting	\$1000
Sheet music	500
Insurance	325
Orchestra manager	\$1000
Advertising	200
Programs	<u>100</u>
Total	\$4325
10% contingency	<u>433</u>
	\$4758

This doesn't include rental costs if we upgrade from our donated space at the Alameda Chamber of Commerce office. We would continue to solicit donations for our unmet fiscal responsibilities.

We also meet monthly in Berkeley and we have a separate set of expenses for the Berkeley rehearsals. We fund the Berkeley program through donations. The approximate cost of the Berkeley program is about \$3000 per year.

## **Proposed Program Schedule**

### Monthly rehearsals

Second Sunday of every month 4-6pm

January 13

February 10

March 10

April 14

May 12

June 9

July 14

August 11

September 8

October 13

November 10

December 15

### Summer Intensive

August 23-25 (tentative)

### Possible Performances

Veterans Day

4<sup>th</sup> of July

December holiday concert

August Intensive concerts

## Organizational Ability

Really Terrible General Manager of the RTSO, Sara Usher, has been a successful freelance violinist and teacher in the Bay Area for the past 41 years. Currently she is Concert Master of Diablo Symphony, plays occasionally with Philharmonia Baroque Orchestra and Island City Opera in Alameda. She teaches privately and is Director of the Home of United String Ensembles, a chamber music program in support of Oakland Public Middle School string players. Ms. Usher founded the Really Terrible String Orchestra in 2009, with support from colleague David Morris as Conductor. Celebrating ten years of providing refuge for adult amateur string musicians in the SF Bay Area, the RTSO is modeled after and pays homage to the Original Really Terrible Orchestra started over 20 years ago by well-known author Alexander McCall Smith in Edinburgh, Scotland.

RTSO has been providing monthly rehearsals in the Bay Area for 10-years. We have consistently offered about 4 free performances a year locally, including a popular pot-luck Christmas sing-along.

Our focus is on creating a safe place for adult amateur string players to gather and enjoy making music. There are no auditions, everyone is welcome at whatever level they are. No one is turned away. There is both a social component and educational aspects to our rehearsals. We practice sight reading, orchestral skills, and general technical string playing skills to enhance music making and potential performance. We know that people who participate in the orchestra benefit greatly from having a community of performers to work with, and we've seen several "splinter ensembles" take off, with RTSO members playing in quartets and trios outside of our monthly rehearsals.

With so many of our current members from Alameda, and a recent expanded interest in having more performance opportunities, we think being more involved in Alameda is a good fit for us.

Alamedan Donna Eyestone has been helping administratively with creating and managing our [website](#) and [Facebook page](#). With the assistance of this grant from the City of Alameda, we hope to have an orchestra manager position that focuses on communication with members, does publicity and outreach in Alameda for additional musicians, and networks with local organizations for securing performance opportunities within Alameda.

## Supporting Documentation

### Board of Directors

- Board President: Sara Usher (Oakland), professional violinist and teacher. Concertmaster of the Island City Opera orchestra.
- Board Secretary: Renee Sheehan (Alameda), retired US Navy Registered Nurse, active amateur musician in many local ensembles.
- Board Treasurer: Donna Eyestone (Alameda), strings teacher and orchestra director with Alameda Education Foundation afterschool enrichment program, faculty at the College of San Mateo and Lake Tahoe Community College.

### Organization's Budget for the current year

To say that RTSO has been operating on a shoe-string budget for the past 10 years would be an understatement! It is through the dedication of our founder and board president, Sara Usher, that RTSO has continued along. The reason that the following budget works is because so often Sara takes no salary when conducting the monthly rehearsals. Additionally, no one has been paid to do any of our administrative work needed to maintain our 501(c)3 status or do the work needed to publicize our events.

### Budget for RTSO 2017

#### Income:

Balance in Bank 1/1/17	291
Donations – checks	1950
Eyestone insurance donation	<u>350</u>
	2300
Total Income:	2591

#### Expenses

Berkeley Rent – rehearsals and workshops	700
Business Expense, renew Domain.com	18
Conducting –	
David Morris	90
Sara Usher	200
Music Copy	58
Insurance	350
Workshop Expense, ASTA collaboration April 2017:	
Snacks	43.28
Workshop Expense, Aug. 2017	
Snacks	48.21

Wages -	
David Morris	500
Sara Usher	350
Supplies/Swag	<u>230</u>
Expenses Total:	2587.49
Balance in Bank 12/31/17	3.51

List of organization's major funders and grant amounts – none. RTSO has been operating with donations from musician members to help offset our costs. We have never applied for a grant until this one.

IRS Determination Letter  
(see next page)



STATE OF CALIFORNIA  
FRANCHISE TAX BOARD  
PO BOX 1286  
RANCHO CORDOVA CA 95741-1286

In reply refer to  
755:G :EMM

January 26, 2010

THE REALLY TERRIBLE STRING ORCHESTRA OF SF BAY  
SARA USHER  
1520 WELLINGTON ST  
OAKLAND CA 94602-1752

Purpose : EDUCATIONAL, CHARITABLE  
Code Section : 23701d  
Form of Organization : Corporation  
Accounting Period Ending: December 31  
Organization Number : 3229351

#### EXEMPT DETERMINATION LETTER

We determined you are exempt from California franchise or income tax under the California Revenue and Taxation Code section shown above.

The tax-exempt status is effective as of 09/01/2009.

To retain exempt status, organizations are required to be organized and operating for nonprofit purposes within the provisions of the above section. An inactive organization is not entitled to exemption.

This decision is based on information you submitted and assumes that your present operations continue unchanged or conform to those proposed in your application. Any change in operation, character, or purpose of the organization must be reported immediately to this office so that we may determine the effect on your exempt status. Any change of name or address must also be reported.

In the event of a change in relevant statutory, administrative, judicial case law, a change in federal interpretation of federal law in cases where our opinion is based upon such an interpretation, or a change in the material facts or circumstances relating to your application upon which this opinion is based, this opinion may no longer be applicable. It is your responsibility to be aware of these changes should they occur. This paragraph constitutes written advice, other than a chief counsel ruling, within the meaning of Revenue and Taxation Code Section 21012(a)(2).

January 26, 2010  
THE REALLY TERRIBLE STRING ORCHESTRA OF SF BAY  
ENTITY ID : 3229351  
Page 2

For the organization's filing requirements, read enclosed Pub. 1068, Exempt Organizations - Requirements for Filing Returns and Paying Filing Fees. You may download the publication at [www.ftb.ca.gov](http://www.ftb.ca.gov).

Note: This exemption is for state franchise or income tax purposes only. For information regarding sales tax exemption, contact the Board of Equalization at (800) 400-7115 or website [www.boe.ca.gov](http://www.boe.ca.gov).

A copy of this letter has been sent to the Registry of Charitable Trusts.

E DIALA  
EXEMPT ORGANIZATIONS  
BUSINESS ENTITIES SECTION  
TELEPHONE (916) 845-4186  
FAX NUMBER (916) 843-2076

EO :

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

DEPARTMENT OF THE TREASURY

Date: JUN 16 2010

THE REALLY TERRIBLE STRING  
ORCHESTRA OF SF BAY  
1520 WELLINGTON ST  
OAKLAND, CA 94602

Employer Identification Number:  
80-0431169  
DLN:  
600146175  
Contact Person:  
JOHN J KOESTER ID# 31364  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
September 1, 2009  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)



THE REALLY TERRIBLE STRING

Sincerely,

A handwritten signature in dark ink, appearing to read "Robert Choi". The signature is fluid and cursive, with the first name "Robert" and last name "Choi" clearly distinguishable.

Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)

## Optional Images



**Contact Information**

The Really Terrible String Orchestra  
Donna Eyestone  
2300 Clinton Ave  
Alameda, CA 94501  
510-769-7332  
deyestone@mac.com

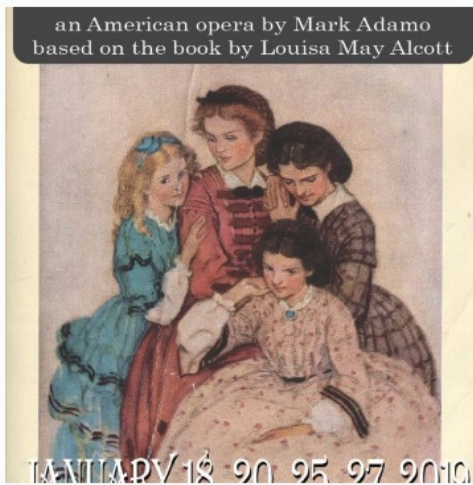


# City of Alameda 2018 Cultural Art Proposals

**Opera in the Park**  
Island City Opera



# ISLAND CITY OPERA



Little Women, January  
2019

**Alameda City Cultural Arts &  
Arts Programming 2018**

**RFP Response**



La Rondine, March  
2019

**Submitted by:**  
John McGill  
Island City Opera  
September 10, 2018

## **Alameda City Cultural Arts and Arts Programming 2018 RFP Response**

### ***1. Letter of Interest. Describe the organization's interest in the project, initial vision for the work, and relevant experience or background (maximum 300 words).***

As part of Island City Opera (ICO)'s mission to become a 'civic institution', we are thrilled to respond to this RFP. To engage the public and underserved communities in their own neighborhoods and daily lives has been one of the goals of the company since its beginning in 2014. The first Opera in the Park events that Open Opera and ICO presented in Franklin Park attracted between 600 and 800 attendees in 2014/2015. However, lack of funding has made further Opera in the Park performances impossible. For the last five years, in the nearby Elks Club Lodge, ICO has presented well known operatic masterpieces (e.g. La Boheme, Rigoletto) rare gems (e.g. Don Quichotte, La Sonnambula) and exotic creations (e.g. Kashchey the Immortal) that have attracted nearly 10,000 attendees. These performances have gained rave reviews – Joshua Kosman, chief music critic of the SF Chronicle wrote of 'Kashchey', " (ICO) served up a wonderfully concentrated dose of the composer's rich harmonic language and theatrical suavity."

For this event we envision a program of famous opera arias, duets, and at least one choral piece. A cast of paid singers and orchestra members will provide the entertainment, supported by stage decorations and a professional sound system. At this point, the venue of choice would be Franklin Park in August of 2019. Details will be firmed up in the coming months based on availability of cast and venue.

**2. Concept of Proposed Program . A summary of the overall program being proposed (maximum 150 words).**

**Proposed Program details**

- A review of famous opera arias, duets, and two large choruses.
- 8 paid Singers (we may add choristers for two big numbers from operas we've done before)
- 6 paid Players (accordion, string quartet + conductor)
- Stage: Our stage extensions, plus decorations, plus ICO banner. Also a few props that performers bring themselves.
- Sound and video: We will provide a professional sound system.
- No costumes, props or stage direction.

**Total 2 hours of programming.**

- 1 hour of selections of opera arias, duets and choruses.
- 30 minutes of numbers from American musicals and pop songs (Frank Sinatra era).
- 30 minutes: And, to accentuate the accordion + violin (because Ron Borelli is one of the world's greatest living accordionists) we would add selections from Tango, German liede and French Musette

**3. Program Description and Work Plan:** 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 (maximum 450 words).

**Opera arias**

- Dei Holle Rache (Queen of the Night's aria), from *Magic Flute* by W. A. Mozart
- Nessun d'orma, from *Turandot* by Giacomo Puccini
- Habanera, G. Bizet from *Carmen*
- Largo al factotum, G. Rossini from *Barbieri di Sivgli*
- Vissi d'arte, G Verdi from *Tosca*
- E lucevan le stelle, G Verdi from *Tosca*
- Flower duet, G. Bizet from *Lakme*
- Casta diva, V Bellini from *Norma*
- Barcarolle, by J Offenback from *Tales of Hoffman*
- Song to the Moon by A Dvorak from *Rusalka*

**Choruses -**

- Sextet & Chorus, G Conizetti, from *Lucia di Lammermoor*,
- Anvil Chorus, G Verdi from *Il trovatore*

## Other Non-operatic selections

- La vie en rose by E Piaf
- The Roadside Fire by R Vaughn-Williams
- Silent Noon by R. Vaughn-Williams
- Adio Nonino by A Piazzola
- La cancion del olvido by F Chueca from *La gran vie*

## Timelines

- Jan 1st - Award of Grant
- Feb 1st - Venue rented and date set (assuming some date in August)
- Jul 1st - Performers contracted.
- July 1<sup>st</sup> – Marketing and Communication tasks finalized and underway
- Aug 1st - Set list published, Rehearsal.
- Aug - Opera in the Park performance.

## Roles and Partnerships

Opera in the Park Event Producer – Eileen Meredith

Her roles are: Securing the venue; hiring the singers and orchestra; approving the program; supervising rehearsals and managing the performance.

Opera in the Park Operations Manager – Robert Boyd

His roles are: Helping secure the venue; managing Marketing and Communication tasks; managing Food truck vendors

Opera in the Park Stage Manager – Patti Cary

Her role is to ensure that all stage decorations, banners, furniture and sound system, etc are in place and functioning perfectly.

We will need no other partner organizations to accomplish this event.

**4.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 (1 page maximum).

Singers	\$1,200
Players + Conductor	\$1,200
Stage Goods	\$600
Sound & Video	\$600
Marketing	\$400
Venue	\$500
Contingency	\$500
Total	\$5000

Food and drinks to be provided by invited food trucks.



All administrative tasks will be handled by a dedicated team of volunteers and no other sources of funds will be leveraged.

**5. Proposed Program Schedule:** A schedule including major milestones and program activities, and an indication of event timing relative to award of the grant (1 page maximum).

#### **Major Milestones**

Jan 1st 2019 - Award of Grant

Feb 1st - Venue rented and date set (assuming some date in August)

Jul 1st - Performers contracted.

Jul 1<sup>st</sup> – Marketing and Communication tasks finalized and underway

Aug 1st - Set list published, Rehearsals.

Aug - Opera in the Park performance.

**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).

Island City Opera (ICO) was founded as an independent non-profit in 2014, by Eileen Meredith, Robert Boyd, Ellen St. Thomas and Susan Dunn -- East Bay residents, singers and opera enthusiasts. They continue a mission to make Alameda the home of financially and locally accessible opera performances and concerts. By offering world-class opera in the intimate, turn-of-the-century setting of the Elks Lodge in Alameda, ICO productions help promote a love of opera for all ages and incomes.

Island City Opera has performed two opera productions a season at the Elks Lodge Ballroom in Alameda for the last five years, starting in 2014. Prior to 2014 the company performed operas in other small venues in Alameda. Including those productions under the aegis of Virago Theatre from 2008 to 2013, this company has performed the following: *Three Penny Opera*, *La Traviata*, *La Boheme*, *Madama Butterfly*, *Don Giovanni*, *Il Trovatore*, *Lucia di Lammermoor*, *Il Tabarro*, *Sr. Bruschino*, *Rigoletto*, *Don Pasquale*, *Don Quichotte*, *Rimsky-Korsakov operas*, and *La Somnambula*.

#### **Island City Opera Mission**

(a) To produce professional quality musical and theatrical performances.

(b) To encourage families with children to experience the magic of opera in an intimate venue.

(c) To foster the careers of talented young artists and young arts production staff and administrators.

(d) To build a civic institution in which a diverse group of Alamedans can all contribute to the production and staging of quality opera works.

As stated above, music critics in local newspapers have rated the productions very highly over the years. A sample of Island City Opera's performance can be seen in their 2016 full production of La Boheme at::

<https://www.youtube.com/watch?v=rD1VV1uS21w>

**Organization: (All personnel are unpaid volunteers. However the cast and musicians on each production are paid positions).**

**Executive director** - Eileen Meredith

**Managing director** – Robert Boyd

- Fundraising (Grants – John McGill, EOY letter – Susan Dunn)
- Marketing (website, art, ads, outbound email)
- Sales,
- Patron services (Susan Dunn)
- Treasury, bookkeeping (Joan Clerk),
- Legal,
- Taxes (Ron Fujie)

**Each production has its own production team with the exception of Eileen who oversees every production.**

Producer – Eileen Meredith

Casting director – Eileen Meredith

Orchestra manager - Eileen

Production manager - Eileen

Music director - TBD

Stage director - TBD

Production designer - TBD

Lighting director - TBD

Stage manager - TBD

## ***7.Supporting Documentation – non-profit organizations only***

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

### **Board Members**

- Eileen Meredith - Opera Singer and Producer, ICO Executive Director, Member of Elks Lodge
- Robert Boyd - ICO Managing Director
- Ellen St. Thomas – Opera singer and producer
- Sigmund Seigel - Opera Singer, San Francisco Opera Chorus
- Elle Ghini - Technical Theater professional, Cowell Theater San Francisco

- b. **The organization’s budget for the current year.**

The budget for the current year is \$160,000 (Apr 1 2018 to Mar 31 2019) which covers two separate opera productions in early 2019. Each production costs approximately \$75,000. The budget is typically made up from 1/3 donations, 1/3 ticket sales, and the rest from fundraising events and foundation grants.

- c. **A list of the organization’s major funders and grant amounts**

Major Donors – Maestro Club (top level individual donors) - \$50,000

Alameda County Arts Fund - \$1600

Alameda Municipal Power - \$500

Other grant applications are currently pending to the Fleishhacker, Hass and Osher foundations.

- d. **IRS Determination Letter for 501(c)(3) status, OR most recently filed IRS Form 990 and financial statement. (attached at end of document)**

**8.Optional Images:** Up to five (5) images of the proposed programming, or similar programming held by the organization, may be submitted as part of the proposal. These images must be incorporated into the proposal document. The inclusion of images is optional, and not required as part of the proposal process.

**Attached at end of document**

**9.Contact Information:** Contact information for the organization including name, address/location, phone, and email. All communication about the grant application will go to this contact.

John McGill – 7020 Colton Blvd. Oakland, Ca 94611

Grant Writer (510) 325-8336; [jmcgill@islandcityopera.org](mailto:jmcgill@islandcityopera.org)

## Document 1 - IRS Determination Letter for 501(c)(3) status

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

DEPARTMENT OF THE TREASURY

Date: **AUG 29 2014**

ISLAND CITY OPERA  
1333 BAY STREET  
ALAMEDA, CA 94501-0000

Employer Identification Number:  
46-5133609  
DLN:  
26053630004504  
Contact Person:  
CUSTOMER SERVICE ID# 31954  
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:  
March 1, 2014  
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

## Document 2 – Little Women Press Release



(510) 263-8060

boxoffice@islandcityopera.org

PO Box 1144, Alameda CA 94501

Tax ID 46-5133609

# ISLAND CITY OPERA

## PRESS RELEASE AND CALENDAR LISTING

**Press Contact:** Robert Boyd (510) 263.8060

boxoffice@islandcityopera.org

## Island City Opera Performs “*Little Women*” By Mark Adamo

### Calendar

**Opening Night: Friday, Jan 18, 2019 at 7:30 Matinee: Sunday, Jan 20, 2019 at 2:00 Evening: Friday, Jan 25, 2019 at 7:30 Matinee: Sunday, Jan 27, 2019 at 2:00**

Island City Opera will present four performances of American composer [Mark Adamo](#)'s first operatic work, “*Little Women*”, libretto by the composer, based on Louisa May Alcott's coming-of-age tale set in New England, January 18-27, 2019, at the Alameda Elks Lodge Ballroom, 2255 Santa Clara Avenue, Alameda, CA. The opera will be sung in English with English supertitles; fully staged and costumed with a complete orchestra led by music director Ming Luke and stage directed by Igor Vieira.

**BACKGROUND:** Commissioned by the Opera Studio of House Grand Opera, *Little Women* was first performed in 1998 in a small scale production. The success of this production prompted then Houston Grand Opera General Director, David Gockley, to pronounce it “destined to be an American classic.”

Mr. Adamo's score is reminiscent of Richard Strauss in the sense of “. . . modernism (actual 12-tone rows) with tonal lyricism, the former usually to advance the action or for humor, the latter for the big effusions. And yet the two styles blend effectively, the modernism not rigorously alienating and the lyricism genuine and heartfelt.” (Quoted from John Rockwell's *New York Times* review.)

Mr. Adamo's ingenuity shines in finding a way to convey Alcott's diffusely structured novel, so familiar to American readers, into a convincing operatic format. Again, from John Rockwell's review ; “. . . let us start with Mr. Adamo's libretto, built in rhymed couplets of seemingly effortless naturalness. Mr. Adamo's way into the novel was to see the opera as the story of the dominant sister Jo's gradual coming to terms with change: her sometimes painful (to herself and others) realization that the sweet bubble of family happiness, of childhood, of pre-

Civil War American innocence, had to burst. But that change could mean life, not death.”



## PERFORMANCE SCHEDULE

Friday Opening Night, January 18, 2019 at 7:30PM Sunday Matinee, January 20, 2019 at 2:00PM Friday Night, Friday, January 25, 2019 at 7:30PM Sunday Matinee, January 27, 2019 at 2:00PM

## PRE-OPERA LECTURES

You are invited to attend our free pre-performance lecture series by renowned music directors and critics one hour prior to each performance.

## VENUE

All performances are held at the Alameda Elks Lodge Ballroom, 2255 Santa Clara Avenue, Alameda CA. This intimate setting seats up to 250 and offers warm acoustics, and, clear sight lines.

## FOR CALENDAR LISTING

**Who:** Island City Opera **What:** “**Little Women**”, by Mark Adamo **Where:** Alameda Elks Lodge Ballroom, 2255 Santa Clara Avenue, Alameda, CA **Why:** Top quality performance of rarely performed opera masterpieces at an affordable price **Ticket Prices:**

- All Performances: Promotore Table Seats \$60, General Admission \$40 adult and \$36 senior, Students 21 years and younger \$10, Children 12 years and under always free.

**Ticket Purchase:** Online at [www.islandcityopera.org](http://www.islandcityopera.org) or box office at (510) 263-8060. For special needs contact [boxoffice@islandcityopera.org](mailto:boxoffice@islandcityopera.org).

## Special Seating:

2. ● Promotore Table Seating and Café Seating are available at \$60 for all ages, with wine and appetizers included. Please contact the box office for special arrangements.
3. ● Family seating section on raised benches at the back of the house

provides good sightlines and easy access to the exit. **Press Passes:** Media contact: Robert Boyd (510) 263.8060, [boxoffice@islandcityopera.org](mailto:boxoffice@islandcityopera.org)





## PRESS RELEASE AND CALENDAR LISTING

**Press Contact:** Robert Boyd (510) 263.8060  
boxoffice@islandcityopera.org

### Island City Opera Performs “*La Rondine*” By Giacomo Puccini

#### Calendar

**Opening Night: Friday, March 8, 2019 at 7:30 Matinee: Sunday, March 10, 2019 at 2:00 Evening: Friday, March 15, 2019 at 7:30 Matinee: Sunday, March 17, 2019 at 2:00**

Island City Opera proudly announces that it will present four performances of Giacomo Puccini’s “*La Rondine*” (*the swallow*), a comic operetta in three acts, March 8-17, 2019, at the Alameda Elks Lodge Ballroom, 2255 Santa Clara Avenue, Alameda, CA. The opera will be sung in the original Italian with English supertitles, fully staged and costumed, and will be performed with a complete orchestra led by music director Jonathan Khune, directed by Jane Hammett.

**BACKGROUND:** Puccini was commissioned by the Carltheater in Vienna to compose a Viennese operetta in the style of *Der Rosenkavalier*. The planned premiere in Vienna was prevented by World War I and Italy’s alliance against Austria-Hungary; hence the premiere was held instead at the Opera de Monte-Carlo in 1917.

“*La Rondine*” is set in Paris and on the French Riviera. Rambaldo and his mistress Magda are entertaining their artistic, if jaded, friends when Prunier the poet declares that romantic love is back in fashion. Magda’s response is one of Puccini’s most beautiful – and difficult – arias, “Chi il bel sogno di Doretta”. Thus the scene is set for a love story in operetta form.

Prunier pursues his love (Lisette, Magda’s maid) and Magda falls in love with Ruggero, a student whom she meets at the party. The scene changes to Bullier’s, a restaurant alive with a crowd of artists, students, and young people. Mistaken identity, lush lyrical singing, and beautifully flowing music follow.

## PERFORMANCE SCHEDULE

Friday Opening Night, March 8, 2019 at 7:30PM Sunday Matinee, March 10, 2019 at 2:00PM Friday Night, Friday, March 15, 2019 at 7:30PM Sunday Matinee, March 17, 2019 at 2:00PM



(510) 263-8060

[boxoffice@islandcityopera.org](mailto:boxoffice@islandcityopera.org)

PO Box 1144, Alameda CA 94501

Tax ID 46-5133609

# ISLAND CITY OPERA

PRE-

## OPERA LECTURES

You are invited to attend our free pre-performance lecture series with renowned music directors and critics, held one hour prior to curtain before each performance.

## VENUE

All performances will be held at the Alameda Elks Lodge Ballroom, 2255 Santa Clara Avenue, Alameda CA. This intimate setting seats up to 250 and offers warm acoustics and clear sight lines.

## FOR CALENDAR LISTING

**Who:** Island City Opera **What:** “La Rondine”, by Giacomo Puccini **Where:** Alameda Elks Lodge Ballroom, 2255 Santa Clara Avenue, Alameda, CA **Why:** Top quality performance of rarely performed opera masterpieces at an affordable price  
**Ticket Prices:**

- All Performances: Promotore Table Seats \$60, General Admission \$40 adult and \$36 senior, Students 21 years and younger \$10, Children 12 years and under always free.

**Ticket Purchase:** Online at [www.islandcityopera.org](http://www.islandcityopera.org) or box office at (510) 263-8060. For special needs contact [boxoffice@islandcityopera.org](mailto:boxoffice@islandcityopera.org).

## Special Seating:

4. ● Promotore Table Seating and Café Seating are available at \$60 for all ages, with wine and appetizers included. Please contact the box office for special arrangements.
5. ● Family seating section on raised benches at the back of the house provides good sightlines and easy access to the exit. **Press Passes:** Media contact: Robert Boyd (510) 263.8060, [boxoffice@islandcityopera.org](mailto:boxoffice@islandcityopera.org)

## Document 4 – Flyer on Island City Opera through previous years

<p><b>5,000 +</b> <b>Anonymous*</b></p> <p><b>1,000 – 4,999</b> <b>Ron Fujie*</b> <b>Robert Boyd &amp; Eileen Meredith*</b> Weezie Mott Rafael Ortiz Michelle Profant</p> <p><b>500 – 999</b> <b>Susan &amp; Jeff Dunn*</b> Stella Loi Deborah Ruth Sing for America Alameda Rotary <b>Sigmund Seigel*</b></p> <p><b>100-499</b> Anto Aghapekian Sylvia Ahern Ahmet &amp; Gail Artikslan Rina &amp; Dick Austin Carolyn &amp; Lloyd Baysdorfer Ruth Belkove Joann &amp; Fred Blas Rick &amp; Joanne Bogart Helen Calhoun <b>Karin &amp; Vic Cordell*</b> Maria Elena Dominguez Johanne Duffy Margaret &amp; Fred Fago Lynn Faris Eva &amp; Louis Fields Vince Fogel Gerda Garson Laura Groves &amp; Matthew Rampton Candy &amp; Ken Gutleben Karen Haines Sally &amp; Andrew Han Mabel Harding &amp; Peter Arnold Patti Heimbarger Diana Immisch <b>Susan &amp; Doug Linney*</b> Stephen Lowens Lois Mark Anita Marshall Cynthia Meredith Mary Ann Mertz James &amp; Kate Meyers Conrad Montell David Needle George Petrov Harry &amp; Shari Reppert</p>	<p><b>2014/2015 Donors</b></p> <p><b>100-499, cont.</b> Harlan Richter Dick Rudloff Gary Sears Claudia Siefer Michael Silpa James Smallman Mark Taxy Elizabeth Tuckwell Faye Wilson</p> <p><b>To 99</b> Diane Alexander Arturo Azuara Alan Badger Eileen Bitten Gary &amp; Judy Blank Valerie Boone Robbie Borglum Juelle Ann Boyer Kevis Brownson Mari &amp; Gary Campbell Janice Cantu Robert Carloni Catherine &amp; Hugh Cavanaugh Olin Covington Holly Cromer Sarah DeLong Debra Denherder Ingrid Evans Dawn Farry Candace Fitzgerald Chauncey Fitzgerald Jim Franz Ching Ching Ganley William Gibbs Robert Gonzales Nancy Gordon John S Gravell Inge Grethe Peter Gum Dian Hale Susan Hauser Carol Henri Lorraine Ingeman MaryClare James Chris Johnson Evelyn Kennedy Janet Kettelhut Susan Kovacevic Helen Kutin Cynthia La Croix Frances Lai Susan LaMay Joyce Larrick</p>	<p><b>To 99, cont.</b> Jeanne Ley N. Lim Audrey Lord-Hausman Allan Mann Sarah Marlett Luanne Neumann Rick &amp; Bambi Peters Lois Pryor Sarah Pun-Richardson James Puskar Dianne Read Margaret Riesen Joanne Robinson Sally Rudloff Helen Sause Jerome Savel Ginger Schuler Joanne Sheridan Elizabeth &amp; Chuck Sibley Cynthia Silva Jon Spangler Frances Spector Patricia Spencer Susan Sperry Shirley Sutherland Karen Topp Andy Turkinton Craig &amp; Ann Van Dyke Stephen Van Meter Raymond Waddington Frank Warner Kay Miles Weinstein Kathleen Westwood Walter Willis Rob Wonder Charles Worth Seung Hee Eu Yoo</p> <p><b>In Kind Donors</b> Blacksmith Vintners C'era Una Volta Larry Baltutis Crangle Reporting Services</p> <p><b>Special Thanks</b> <b>Christ Episcopal Church</b></p> <p><b>Rotary of Alameda Club</b></p> <p><b>SingforAmerica FOUNDATION</b></p> <p><b>Sustaining Donors*</b></p>
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## ISLAND CITY OPERA

*Beautiful LIVE music and drama in Alameda, at affordable prices*



**TRAGEDY - Lucia - 2015**



**COMEDY - Il Signor Bruschino - 2015**

[www.islandcityopera.org](http://www.islandcityopera.org)

510-263-8060

Federal Tax ID: 46-5133609

## Our History

**Season 2016**  
**RIGOLETTO**  
**LA BOHEME**

**Season 2015**  
LUCIA  
IL TABARRO  
SR. BRUSCHINO

**Our Opera History**  
**With**  
**Virago Theatre Co.**

2014  
IL TROVATORE

2013  
DON GIOVANNI

2012  
MADAMA BUTTERFLY

2011  
LA TRAVIATA

2010  
LA BOHEME

2009  
CANDIDE

2008  
THREE PENNY OPERA

Island City Opera (ICO) was founded in February, 2014, by Eileen Meredith, Robert Boyd and Ellen St. Thomas -- local East Bay residents, singers and opera enthusiasts who want to make Alameda the home of accessible opera performances and concerts. By offering world-class opera in the intimate, turn-of-the-century setting of the Elks Lodge in Alameda, ICO productions help promote a love of opera for all ages and incomes.

## Our Mission

....To excite and inspire audiences with innovative and theatrically compelling opera. With our partnership of many talents - singers, designers, instrumentalists and opera lovers we want to create opera -- both grand and experimental -- favorites and lesser known works. We are dedicated to producing opera of the highest quality in an intimate setting, at affordable prices. And supporting the ambitions of promising and established performers while promoting a love of the art of opera in our community. Our venue is child-friendly giving young people the exposure to great operatic voices and symphonic works up close and personal. And our prices for young people are \$5 for students and free for younger children. Our operas have attracted many local families who could never before afford opera.

## Immediate Goals

- Clearcom HME DX 200 Wireless receiver and headsets for Production Team
- Yamaha Electric P255 piano keyboard

## Board of Directors

Robert Boyd -- President  
Eileen Meredith -- Executive Director  
Susan Dunn -- Development Director  
Elle Ghini  
Sigmund Seigel  
Victor Cordell  
Karin Cordell  
Clay David

## Staff

Patt Lari -- Box Office +  
Volunteer Management  
(925) 209-6928 or (510) 337-1354

\*\*\*

Beth Donovan - House Management  
Elle Ghini -- Technical Director  
Gary Quinn -- Set Construction

## Advisory Board

Jonathan Khuner  
Frederica Von Stade  
Claude Heater

Jim Meredith  
Olivia Stapp

## Community Support



www.islandcityopera.org

510-263-8060

Federal Tax ID: 46-5133609

www.islandcityopera.org

510-263-8060

Federal Tax ID: 46-5133609





**ISLAND CITY OPERA**

[islandcityopera.org](http://islandcityopera.org)

[boxoffice@islandcityopera.org](mailto:boxoffice@islandcityopera.org)

510.263.8060

## Two Operas by Nikolai Rimsky-Korsakov



## Kashchey the Immortal



## Mozart & Salieri

January 17, 19, 21, 26, 28, 2018

Elks Ballroom, 2255 Santa Clara Avenue, Alameda

Directed by Richard Bogart, Conducted by Lidiya Yankovskaya, Starring Alex Boyer

Tickets & Discount Passes at [www.islandcityopera.org](http://www.islandcityopera.org) & 510.263.8060



# City of Alameda 2018 Cultural Art Proposals

**Spanning the Decades Dance  
Performance**  
**Newground Theatre Dance Company**



# RESPONSE TO REQUEST FOR PROPOSAL

Cultural Arts and Arts Programming - City of Alameda

NEWGROUND THEATRE DANCE COMPANY

SANDI SCHEUBER  
SANDISCHEUBER@GMAIL.COM

## 1. Letter of interest

NewGround Theatre Dance Company, a professional Bay Area contemporary dance company, is excited to submit a proposal for the Alameda Cultural Arts and Arts Programming RFP. NewGround desires to extend its outreach in the community and share its specialty in story-based dance works focusing on the human heart connection.

The 10-year company, operating as a 501(c)(3) is led by Artistic Director Coleen Lorenz, former BA and MA graduate of UCLA in dance technique, composition, and the therapeutic aspects of dance for global change. NewGround performs productions throughout the Bay Area that thematically encompass messages of personal growth, social awareness, and well-being for the planet.

NewGround utilizes a unique and groundbreaking approach called *Empathic Art Exchange* in developing much of its choreography. This improvisational approach elicits empathic response and allows both artists and audiences to engage in the power of “heart-based communication” first-hand.

NewGround was honored to join Dharma Civilization Foundation in performing “*Shanti – A Journey of Peace*” directed and produced by Dr. Kanniks Kannikeswaran. NewGround was solely selected to perform western dance on a program with eastern dance, music, and 150 live singers. This further connected NewGround with Sangam Arts, a non-profit devoted to bridging cultures throughout the Bay Area, and has since shared multiple performances and collaborated on projects spanning cultural lines.

NewGround received support to attend the 2017 Fringe Festival in Edinburgh, Scotland and was a finalist in receiving the *Sustainable Practice Award* for carrying a strong green ethos in message and design.

Though the company is based in San Mateo, one of its core members and choreographers, Sandi Scheuber, has been an Alameda resident for 23 years. NewGround hopes to share the love of its *empathic movement approach* and *storyline message* by offering free training and performances for the Alameda community.

## 2. Concept of Proposed Program

New Ground Theatre Dance Company is developing a concert of contemporary modern/jazz dance to music through the decades (1940s through 1970s) to be performed in Pacifica and San Mateo this fall. Selections include Chattanooga Choo Choo, Boogie Woogie Bugle Boy, Misty, Respect, Imagine, What a Wonderful World, and more! Certain songs will be sung live with dance. News clips combining humorous and heartfelt messages from these time periods will be incorporated.

The show presents choreography by Coleen Lorenz and company members, including Sandi Scheuber, Alameda resident; along with performers ranging in age from 12 to 56 from high school, university, studio, and professional connections.

NewGround would love to bring this powerful “heart-expanding” performance to Alameda and



audition resident dancers and singers to rehearse and perform with the company; inviting interest for a variety of ages, and bringing entertainment for residents to relax, reminisce, and enjoy.

### 3. Program Description and Work Plan

The proposed “Spanning the Decades” show is 80 minutes long with one intermission. It can be adjusted to a shorter version as needed. It includes 8 NewGround dancers/singers with 10-15 additional spots for dancers and singers from Alameda. It can be performed on a stage (such as that used during Spring Festival and Summer Art & Wine or on pavement/concrete in an open space. Minimum stage space dimensions are 20’ wide by 15’ (preferably 20’) deep. Minimal technical needs include a way to amplify music and voices. Music will be available to play from pre-recorded digital files on a laptop with a cable connection to amplification (sound system). No lighting is needed if the performance is during daylight hours.

The proposed program content involves a “theatrical choreographed weave” of the pieces listed below. Several additional vocal and dance pieces will be developed for the Alameda production. The pieces that will involve participation of Alameda performers are indicated in **bold** font:

#### 1940’s

**Chattanooga Choo Choo**

**Boogie Woogie Bugle Boy**

**Rum and Coca Cola**

Moonlight Serenade

I Did What I Could With My Gas Mask

#### 1950’s

**Sh-Boom**

Mona Lisa

Someone To Watch Over Me

**Misty**

Come Fly With Me

Fever

#### 1960’s

**Hey Bulldog**

I Wanna Hold Your Hand

**Respect**

Chain Of Fools

#### 1970’s

**Shake Your Body Down To The Ground**

Pure Imagination

**Lean On Me**

**Imagine**

**What a Wonderful World**

Timeline (if during Spring Festival):

August/September 2018 – develop main choreography and rehearse with core company and peninsula guests for “Spanning the Decades” performance in Pacifica

September 13, 2018 – submit proposal to City of Alameda for grant

October 2018 – develop additional choreography and rehearse for “Spanning the Decades” performance in San Mateo

End of 2018 – learn of award of grant, make contact with Alameda connections to host auditions for dancers and singers

January 2019 – advertise auditions for performance in Alameda, design marketing materials, confirm location/space

February 2019 – conduct auditions, notify selected dancers, develop additional choreography

February - April 2019 – conduct rehearsals, print marketing materials, obtain additional costumes, confirm technical needs

May 2019 – perform at Spring Festival

If, instead, the performance is to be held during Summer Art & Wine Festival, timeline dates will be 2 months later.

If another location or timeframe is preferred, NewGround can be accommodating.

All activities to be coordinated/directed by Artistic Director Coleen Lorenz with assistance from the company with applicable interactions as required with the City of Alameda.

#### 4. Proposed Program Budget

Since the show will have been performed a couple of times already, some of the expenses in costumes, choreography, and rehearsal time will have already been incurred. The main new expense would be for artist fees for rehearsals and additional development of any new pieces with some portion needed for additional costumes for local Alameda dancers.

If the performance space is provided by the City of Alameda (e.g., in conjunction with an existing city-sponsored event – see #5 below for proposed events), the assumption is there would be minimal or no fee. If the performance is during one of these day-time events, the only technical needs would be music and vocal amplification. Rehearsal space may need to be rented if rehearsals are held in Alameda.

Sandi Scheuber plans to reach out to a couple of Alameda dance connections to discuss logistics for communicating about auditions and setting up rehearsals. If rehearsals are held at NewGround's space in San Mateo, there would be no additional out-of-pocket costs.

There will be costs for creating marketing materials (graphic design, flyers, Facebook event creation, business cards) to promote this event and to leave the audience with NewGround contact information for future performances.

INCOME		EXPENSE	
Description	Amount	Description	Amount
Grant	\$5,000	Artist fees*	\$3,500
		Audition/Rehearsal space rental	\$250-\$1,000
		Performance space rental	\$0-\$2,500
		Costumes	\$2,000
		Technical needs – music amplification/ microphones	\$0-\$200
		Floor – possible rental of marley floor	\$200
		Marketing/flyers/business cards	\$500-\$1,500
<b>TOTAL INCOME</b>		<b>TOTAL EXPENSE</b>	Low End \$6,250 (in kind donation of \$1,250)  High End Approx: \$10,700 (in kind donation of \$5,700)

\*NOTE: The Alameda guest performers will not be compensated.

## 5. Proposed Program Schedule

NewGround would like to propose inclusion of this performance as part of an existing Alameda event. Possible ideas include: Spring Festival, Summer Art & Wine, 2<sup>nd</sup> Friday Art Walk, or in conjunction with events at Southshore Shopping Center. If desired, the program could be performed more than once – either once a day as part of a multi-day event or repeated a couple of times in the same day.

Activity	Date	Responsible Party
Award grant	End of 2018	City of Alameda
Reserve studio for auditions	End of 2018	NewGround
Confirm location/space	January 2019	NewGround with City of Alameda
Advertise auditions	January 2019	NewGround
Hold auditions	February 2019	NewGround
Conduct rehearsals	February – April 2019	NewGround and Alameda guest dancers
Design marketing materials	February 2019	NewGround
Confirm/arrange technical needs	March 2019	NewGround with City of Alameda
Produce marketing materials	March 2019	NewGround
Obtain costumes	April 2019	NewGround
Perform	May 2019	NewGround and Alameda guest dancers

## 6. Organizational Ability

NewGround is a 501(c)(3) organization operating under the parent organization Arts Unity Movement (AUM). NewGround consists of one Artistic Director Coleen Lorenz, managing both artistic and business activities of the dance company, along with business and house management assistance from Roberta Wentzel Walters and Thomas Walters of the AUM Board. The dance company consists of 7 core members with additional guests participating in particular productions and events. Technical resources are hired for productions as needed. Additional AUM Board of Directors information is included in section 7.

For the past 10 years, NewGround has produced professional dance programs and has developed a devoted fanbase. Performances have high-quality, meaningful choreographic content, technical as well as passionate performers, lighting, music, make-up, props, costumes, programs, and sometimes aerial work. Audiences continue to express their amazement and gratitude at the dancing and the message. Some of their comments include: "Raw, inspiring, and achieving an effect that stirs the soul to its core", "A great work of art...a powerful message...delivered in the beauty of dance and spoken word", "Intense, evocative, ...freeing", "Visually stunning", "Rarely have I been held in thrall for such a sustained period of dance", "An extraordinary cathartic performance."

NewGround has performed at least one new show a year primarily at the Notre Dame de Namur University (NDNU) Theater in Belmont and at the AUM Center in San Mateo (home performance space). NewGround has also performed at various venues in San Francisco, San Jose, Oakland, and Cupertino.

List of shows by year and theme:

**Earth Dance** (2009 and 2010) – A dance story of one person's discontent with work and personal life, and their journey to rediscover an Inner Truth. Cast of characters included: *"Earth, Air, Fire, Water, Ether", "The Shadow", and "The Master"*. [Proceeds benefited Sr. Dorothy Stang Foundation at NDNU.](#)

**Terrain Project** (2011) – **The "Terrain" of a Woman Runs Deep . . .**

A dance story about one woman's journey out of a "toxic relationship" and into her own self-empowerment. The story involves a near death experience by the main character that "rewinds" the clock on her choices up to the present moment. In being given a second chance she reclaims her "lost self". Collaboration with visual artist: Johanna Uribes. [Portion of proceeds benefited the Women's Coalition Against Domestic Violence in San Francisco.](#)

**Axiom** (2012) – **Every story repeats itself...until we are charged by a force which is STRONGER!** A dance story that focused on one relationship repeating itself over and over again, exposing stages of lower to higher levels of interaction and relating. Each time the main male figure was influenced by the "7 chakras", and slowly discovered greater integration of thought, feeling, and action as he returned to his repeating story with his partner. The cast of characters included a male and female couple, and the seven energy centers of the body represented by seven dancers.

**Catalyst** (2013) – A dance story demonstrating how one small act of kindness or positive change can cause a ripple of exponentially greater acts of kindness and positive change. What will you do to start a ripple? *Cast of characters included: two warring tribes and two main characters who made a choice for peace.*

**Breaking New Ground (2013) – The Power of Empathic Connection through Visual Art, Dance, and Music.** Exploring the relationship between art, psychology, and recent discoveries in neuroscience. This didactic and experiential performance involved a slide show presentation educating about the fusion of art and science in relation to healing the heart-mind connection. A live performance on the topic of “Empathic Resonance” was presented with opportunity for audience response in writing, drawing, and discussion.

**Quantum Leap (2014) – Portals of awakening – messages of unity through science, art, and dance.** A dance production involving the artistic weave and interplay between the latest discoveries in Quantum Physics and the unifying force or field of energy that exists within us, throughout humanity, and the entire universe.

**Into the Unseen (2015) – Be humble for we are made of the heart of the earth.** Be noble for we are made of the ideas of the stars. When earth and sky unite . . . Heart and mind converge . . . And a mountain of strength is formed. A dance story about going “Into the Unseen” where change really happens. *Cast of characters included: Earth, Sky, Humans, and the Unseen Forces Surrounding Us.*

**Expressions of ONE (2016) – Each and every soul is unique, divine, and a necessary part of the Greater Whole.** Beauty is our birthright. We are all gorgeous in our own special way, and Love is the only mirror to hold up for this reflection. A dance story where each core company performer exposed solos related to their own personal “signature” of expression. The performance was book-ended with choreography that fused their unique expressions into One. Content derived from several months of improvisational work using the “Empathic Resonance” process.

**Letters from Earth (2017) – If you were Earth, what would you say to us humans?** This unique storyline fused contemporary dance, media, and spoken word about the nature of humanity as shared from Earth’s viewpoint (developed from gathered public response around the United States). [Performed in Edinburgh, Scotland and was a finalist for the Sustainable Practice Award for its contribution in green ethos and earth awareness.](#)

**Shekinah (2018) – A dance story about our “split” in today’s society, and an ancient wisdom that will revive us – the human-heart connection.** One person’s journey from birth into consciousness . . . the discovery of the systems and technology that can bind us . . . and the power to surrender and become revived through the heart of the Divine Feminine. Cast of characters include: Shekinah (an ancient name for the Divine Feminine Presence in both men and women), Human, The System, and Sparks of Intuition.

NewGround has also participated in other programs with other dance groups, presenting work at the Fringe Festival in Edinburgh Scotland, Magic Theatre SF, Flint Center Cupertino, Oakland Interstake Center, DeAnza College Center for Performing Arts, sjDANCEco ChoreoProject (winning Audience Favorite Award), Yerba Buena Dance Festival, Dancing Downtown San Jose, Mountain View Center for the Performing Arts, Spindrift Theatre Pacifica, and other venues.

There is no question that NewGround can produce a high-quality performance in Alameda.

## 7. Supporting Documentation

### a. List of Board of Directors including their professional and/or community affiliations:

- Coleen Lorenz, President AUM, MA, BC-DMT, CGP  
Artistic Director NewGround Theatre Dance Company  
Association: National Board American Dance Therapy Assoc. and Certified Group  
Psychotherapy, Resilience Advantage Trainer, HeartMath Institute  
Current Faculty - Dance and Psychology: Notre Dame High School and Canada College,  
Faculty Notre Dame de Namur University 2004 - 2018
- Roberta Wentzel Walters, MA, BC-ATR, Board Director  
Association: National Board of Art Therapists
- Thomas Walters, Secretary, Board Director
- Lucy Paludetti, MBA, Treasurer and Financial Advisor
- Sheldon Jo, Board Director

#### ADVISORY BOARD

Pamela Eakins, PhD

Michael Elkins, MFA

Christine Hirobayashi, MA, ATR-BC

Jess Miller, EdD, BC-DTR

Shelley Richanbach, CDAC-II

Michael Whitney, MDD, MA

### b. The organization's budget for the current year

AUM and NewGround Theatre Dance Company budget for 2018

#### **INCOME**

Performance Revenue for annual production "Shekinah"- \$9,600

(Performances in July 2018 at Magic Theater, SF - AUM Center - DeAnza Performing Arts Center)

Proposed Revenue for Fall production "Spanning The Decades" - \$2,500

(Performances at Spindrift Theater, Pacifica Sept. 29 and AUM Center Nov. 3)

50% of the \$5,000 proceeds go to Spindrift and "Sunday Friends" Non-Profit organization providing educational assistance for poverty level families.

Revenue for AUM Services (Involving NewGround company members/performances)

\$38,000 Behavioral Health Services contract - San Mateo County

2018 - Donations for Classes/Workshops provided to the Community - \$3,200

TOTAL: \$53,300

**EXPENSE**

AUM Center and NewGround Theatre Dance Co. Space Rental: \$38,000  
(includes monthly utilities and all up keep)

AUM professionals (sub-contractors) for BHRS contract services (not on payroll): \$20,400  
Annual Liability Insurance for NewGround and AUM Services: \$3,000

Performer Annual Stipend (not on payroll): \$6,200  
(July and Fall Performances listed above)

Guest Performer Stipend (not on payroll): \$2,000  
(July and Fall Performances listed above)

\*Including reimbursements to performers for extended travel

Technical Expenses for all productions (five performances in July, one in Sept, and one in Nov) \$2,300

Costumes for 2018 productions: \$960  
(many costumes are reused from previous productions)

TOTAL: \$72,860

**c. A list of the organizations major funders and grant amounts**

Individual Donor Support from NewGround Theatre Dance Company audience members for development of annual storyline productions:

\$1,000 (2011)

\$1,000 (2012)

\$1,000 (2013)

\$800 (2014)

\$550 (2017)

Board Member Donations for AUM Center and NewGround Theatre Dance Co. Operations:  
\$8,000 (2014)

Grant Awardee - San Mateo Arts Council - *Empathic Art Exchange Project*  
*Performed at NDNU Theater and AUM Center*  
\$3,000 (2015)

Grant Awardee - MHSA Organizational Grant through San Mateo Arts Commission and Behavioral Health Services, San Mateo County  
\$10,000 (2017)

Individual Donor Support for AUM Center/NewGround Theatre Dance Co. Operations  
\$20,000 (2015)  
\$20,000 (2016)  
\$30,000 (2017)  
\$30,000 (Sept. 2018)





149 South Blvd.  
San Mateo, CA 94402

*"Wellness Through The Healing, Expressive, and Performing Arts"*

650569-1276 650 703-8554

[www.artsunitymovement.com](http://www.artsunitymovement.com)

[artsunitymovement@gmail.com](mailto:artsunitymovement@gmail.com)

Community Development Department, City of Alameda

This letter is to confirm direct association between Arts Unity Movement non-profit and NewGround Theatre Dance Company. Arts Unity Movement (AUM) is a 501(c)3 non-profit created to support workshops, classes, and events related to healing and wellness through self-expression and the arts. AUM became the parent organization for the NewGround company in 2014, and continues as fiscal sponsor and producer of all NewGround Theatre Dance Company productions throughout the SF Bay Area and abroad.

If you would like further information detailing this association, please feel free to contact us directly at 650-569-1276 or visit our website at [artsunitymovement.com](http://artsunitymovement.com)

Sincerely

AUM President  
Coleen H. Lorenz MA, BC-DMT, CGP

Thomas Walter  
AUM Board Secretary

Roberta Wentzel-Walter MA ATR BC  
AUM Director

**NEWGROUND**  
Theatre Dance  
Company

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

DEPARTMENT OF THE TREASURY

Date: MAY 28 2012

ARTS UNITY MOVEMENT  
10 FOREST ROAD  
WOODSIDE, CA 94062

Employer Identification Number:  
45-2396683  
DLN:  
17053088387042  
Contact Person:  
JENNIFER NICOLIN ID# 95152  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
June 30  
Public Charity Status:  
509(a)(2)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
April 20, 2011  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

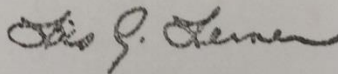
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



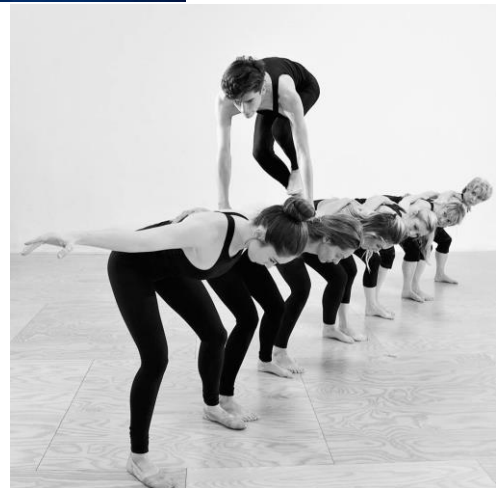
Lois G. Lerner  
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)

## 8. Optional Images

Photos of similar programming



NewGround's website

<http://www.artsunitymovement.com/newgrounddance/>

NewGround's Facebook page

<https://www.facebook.com/New-Ground-Theatre-Dance-Company-121715269754/>

**9. Contact Information**

NewGround Theatre Dance Company

Sandi Scheuber

2154 Alameda Ave

Alameda, CA 94501

[sandischeuber@gmail.com](mailto:sandischeuber@gmail.com)

650.504.6183



# City of Alameda 2018 Cultural Art Proposals

**Live Stage at  
Alameda Art Fair & Maker Market  
Island Alliance of the Arts**

## 2018 Cultural Arts Program Proposal

### **IAA Live Stage! 2019 at the Alameda Art Fair and Maker Market**

Contents: Letter of Interest

Concept or Program

Program Description and Work Plan

Program Budget

Program Schedule

Organizational Ability

A. History and Track Record

B. Org Chart

Supporting Documentation:

A. Board of Directors

B. Annual Budget

C. Funders and Grants

D. IRS Letter

Images

Contact Information

#### **Letter of Interest**

The Alameda Summer Art Fair and Maker Market has brought fantastic free live performances to Alameda for the past 4 consecutive years. Last year, we worked in conjunction with the IAA to present the “IAA Live Stage!” and were able to bring three fantastic and unique original musical acts, as well as poetry reading from local students, and more.

We were lucky enough to raise \$800 for the IAA Live Stage! And we used 100% of those funds to bring great live performances to the free event this summer. There are some more great artists that we would like to bring out, but we need a little more budget to afford them.

Studio 23 Gallery hosts the Alameda Summer Art Fair and Maker Market, and through sponsorships and booth sales, we cover all the cost of marketing and organizing the event. This allows us to have the IAA Live Stage! Give the maximum amount of funds directly to the performers.





FLAX

# 2018 Summer Art Fair

STUDIO  
23

MAKER MARKET

# SUNDAY JULY 1<sup>ST</sup>

10AM-7PM  
FREE ADMISSION



Live Art

60 Local Artists

IAA LIVE

MUSIC STAGE

ART CARS

Activities

Face Painting

HENNA

DJ Just Delicious

Shannon Cooks

Open Studios

STUDIO 23 • 3 DOT THE RED DOOR



ENCINAL & OAK

# ALAMEDA

AlamedaArtFair.com



## Concept

Last year we had some fantastic performers on the IAA Live Stage!:

- The 29th Street Swingtet (Oakland)
- Mama Crow (Santa Cruz)
- The Eagle Street Jazz Quartet (from Alameda)
- Art Cars

Next year we would like to bring even more talent to Alameda. We are requesting a performance grant of \$1200 to book original acts for the 2019 Summer Art Fair and Maker Market.

There is a 10% contingency included in all costs.



## Program Description and Work Plan

The program is pretty straightforward, we book live performers to come perform at the art fair.

## Program Budget

### 2018 Cost:

- Printing and Advertising: \$1500
- Performers/ArtCars: \$1000
- Administrative: \$300
- Fair Staff: \$1700

**Total \$4500**

### Income:

- Sponsors: \$2500

- Booth Sales: \$2000

**Total: \$4500**

## Program Schedule

The Art Fair happens every Summer - usually the end of June or beginning of July.



## Organizational Ability

### History and Track Record

Wes and Jess of Studio 23 Gallery are the creators and have organized and managed the Alameda Summer Art Fair and Maker Market in the Studio 23 Gallery lot at (Encinal and Oak street) for the past four years. Each year the event improves. The event has always been free to the public.

### Org Chart

Studio 23 Gallery: Wes and Jess Warren



Island Alliance of the Arts:  
President: Bonnie Randall Bowler



## **Cross Currents Exhibits**

### **1st Annual IAA Exhibit**

cross currents

ARTISTS OF ALAMEDA

SEPTEMBER 2007

ALAMEDA MUSEUM . ALAMEDA, CA

SPONSORS: ALAMEDA WOMEN ARTISTS  
& LUCKY JU JU PINBALL

### **2nd Annual IAA Exhibit**

cross currents

ARTISTS OF ALAMEDA COUNTY

AUGUST 1-31, 2008

SPONSORS: RHYTHMIX CULTURAL WORKS  
& AN ALAMEDA COUNTY ARTSFUND GRANT

### **3rd Annual IAA Exhibit**

AUGUST 4-29, 2009

1550 Oak Street, Alameda, CA

Opening Reception and Silent Auction:

First Friday, Aug. 7, 6-8pm

Artist Talks & Refreshments:

Saturday, Aug. 22, 1:30-3:30pm

### **4th Annual IAA Exhibit**

cross currents

ARTISTS OF CALIFORNIA

JULY 2010

ALAMEDA MUSEUM . ALAMEDA, CA

### **5th Annual IAA Exhibit**

CROSS CURRENTS

Artists of California

Held at the Alameda Museum

2324 Alameda Ave., Alameda, CA

July 6-29, 2011

## **Continued...**

### **2015 Cross Currents visitors and Artist Talks**

ARTISTS GIVING ARTIST TALKS:

Justin Yanke

Cyrus Ng

Patricia Lamborn

#### **Leader:**

Teddy Goldsworthy-hanner

### **CROSS CURRENTS**

9th Annual Exhibition of California Artists

August 2014

Alameda Museum

2324 Alameda Ave., Alameda, CA

### **CROSS CURRENTS**

7th Annual Exhibition of California Artists

July 6-27, 2013

Alameda Museum

2324 Alameda Ave., Alameda, CA

### **6th Annual CROSS CURRENTS**

Artists of California

Alameda Museum . 2324 Alameda Ave., Alameda, CA

July 6-28, 2012



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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 for a few years.

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.

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ISLAND ALLIANCE OF THE ARTS has been supported, in part, by a grant from the Alameda County Arts Commission.

**Island Alliance of the Arts**  
**Non-Profit #C1122336 - 501(c)3 - EIN #94 2885046**

**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  
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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

**Contact Information**

**Primary Contact:**

Wesley E. Warren  
[art@alamedaartists.com](mailto:art@alamedaartists.com)  
(510) 239-9352

## **IAA 2018 Budget**

### **Income**

**Art sales - \$254**

**Donations - 802**

**Exhibit entry fees for 2019 exhibit - 495**

**Total income to date - \$1,551**

### **Expenses**

**Administrative - \$593**

**Commissions paid to artists for art sales - 48**

**Payments to performing artists - 800**

**Promotion expense for 2019 exhibit - 377**

**Total expenses to date - \$1,818**

### **Major Funders for 2018**

**Dragonfly Property Services, Inc. \$300**

**Alameda Municipal Power \$500.**



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

DEPARTMENT OF THE TREASURY

Date: **MAY 03 2018**

ISLAND ALLIANCE OF THE ARTS  
3239 A BRIGGS AVENUE  
ALAMEDA, CA 94501-0000

Employer Identification Number:  
94-2885046  
DLN:  
26053506014658  
Contact Person:  
CUSTOMER SERVICE ID# 31954  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
509(a) (2)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
May 15, 2017  
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.

Based on the information you submitted in your application, we approved your request for reinstatement under Revenue Procedure 2014-11. Your effective date of exemption, as listed at the top of this letter, is retroactive to your date of revocation.

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

Letter 947





# City of Alameda 2018 Cultural Art Proposals

**Second Friday Art Walk**  
Island Alliance of the Arts

## 2018 Cultural Arts Program Proposal

### Second Friday Art Walk

#### Contents:

Letter of Interest

Concept of Program

Program Description and Work Plan

Program Budget

Program Schedule

Images

Organizational Ability

A. History and Track Record

B. Org Chart

Supporting Documentation:

A. Board of Directors

B. Annual Budget

C. Funders and Grants

D. IRS Letter

Contact Information

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



FRIDAYARTWALK.COM

## **Letter of Interest**

Second Friday Art Walk (SFAW) in conjunction with Island Artists of Alameda (IAA) is seeking funds to continue support of the Art Walk. SFAW has been instrumental in bringing art to the community. It is a broad island-wide campaign to connect the public with the growing local art scene. SFAW promotes exhibits, performances and events, all free to the public.

SFAW is currently an ad-hoc group of community organizations, local artists, galleries, and businesses. For the past five years, SFAW has been spearheaded by Wes and Jess Warren owners of Studio 23. They have organized all the fundraising efforts, administrative duties, marketing and technical needs and donated hundreds of hours to the project.

SFAW coordinates bi-monthly meetings (open to the public at rotating spaces) for participants, run the FridayArtWalk.com website, the Friday Art Walk FB groups, creates and distributes the marketing materials, and helps others get involved.

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 is being brought under the umbrella of the Island Alliance of the Arts to enable us to operate as a non-profit and seek funding.

This is the perfect opportunity for the City of Alameda bring SFAW to the next level. All SFAW members are currently volunteer and 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.

## **Concept**

The Second Friday Art Walk is a brand that promotes and spotlights the local art scene. It's purpose is to lift the tide for all involved in the arts in Alameda.

We achieve this with marketing to raise public awareness of art events happening around Alameda. This group effort helps promote the entire art community all across the island. We would like to raise the profile of the event to reach more of the community. This will help support all the artists, galleries, and the city as a whole.

We currently have very limited funding. We collect a small annual membership fee from local businesses and galleries (\$25 - \$50 each) and use that to print our materials like maps, window clings, and flyers. In the past the missing budget was made up for with private donations from Wes and Jess Warren.

## **Program Description and Work Plan**

Designing and printing updated printed maps on a regular basis.

Installing countertop displays at participating locations.

Creating and distributing promotional packages to enable participation.

Creating and purchasing display advertising in local periodicals.

Organizing bi-monthly meetings to help participants coordinate and work together.

Keep the website up and running, apply updates and maintenance.

## Program Budget

12 Month proposed budget: (2018 - 2019)

### Cost:

- Printing: \$1500
- Graphic Design: \$500
- Display Stands: \$500
- Print Advertising: \$3500 (East Bay Express, Alameda Magazine, Sun, local co-op)
- Website Maintenance: \$500
- Administration \$500

**Total \$7000**

### Income:

- Membership Dues: \$1000
- Private Donations: \$1000

**Total: \$2000**

**Shortage: \$5000**

Amount requested for grant: \$5000

There is a 10% contingency included in all costs.

## Program Schedule

Every Second Friday ongoing.



## **Organizational Ability**

### **History and Track Record**

The key members of this group have been responsible for managing the Second Friday Art Walk for the past five years. We organized all the participants, designed the logo and all the marketing materials, had everything printed and distributed, created and manage the website and mailing list, and helped the two main local business associations (Waba and Daba) leverage the SFAW brand to help promote their districts.

### **Org Chart**

#### **Second Friday Art Walk Group**

This is a fairly complete list of members who have participated in some way over the past year. Each of these organizations regularly sends a representative to a bi-monthly meeting, or participates in some substantial way. All of the below listed organizations are invited to participate and help shape the decisions and direction of the SFAW.

West Alameda Business Association  
Downtown Alameda Business Association  
Studio 23 Gallery  
Autobody Gallery  
Inkblot Gallery  
The Red Door on Encinal  
3 Dot Art Gallery  
Rhythmix Cultural Works  
Frank Bette Center for the Arts  
Feathered Outlaw  
Fireside Lounge  
Modern Mouse  
Pacific Pinball  
Alameda Island Brewing Company  
Studio 1.6  
Phoenix Alameda  
Glass Hand Studio  
Gray Loft  
Jingletown Art Studio

#### **Studio 23 Gallery: Wes and Jess Warren**

Wes and Jess Warren have been managing the SFAW project on their own, but this grant will allow them to transfer some responsibility to the Island Alliance of the Arts.

#### **Island Alliance of the Arts:**

See attached below for more information about the IAA



## Programming

### Cross Currents Exhibits

#### 1st Annual IAA Exhibit

cross currents

ARTISTS OF ALAMEDA

SEPTEMBER 2007

ALAMEDA MUSEUM . ALAMEDA, CA

SPONSORS: ALAMEDA WOMEN ARTISTS  
& LUCKY JU JU PINBALL

### Continued...

#### 2015 Cross Currents visitors and Artist Talks

ARTISTS GIVING ARTIST TALKS:

Justin Yanke

Cyrus Ng

Patricia Lamborn

#### Leader:

Teddy Goldsworthy-hanner

### CROSS CURRENTS



### 2nd Annual IAA Exhibit

cross currents

ARTISTS OF ALAMEDA COUNTY

AUGUST 1-31, 2008

SPONSORS: RHYTHMIX CULTURAL WORKS  
& AN ALAMEDA COUNTY ARTSFUND GRANT

### 3rd Annual IAA Exhibit

AUGUST 4-29, 2009

1550 Oak Street, Alameda, CA

Opening Reception and Silent Auction:

First Friday, Aug. 7, 6-8pm

Artist Talks & Refreshments:

Saturday, Aug. 22, 1:30-3:30pm

### 4th Annual IAA Exhibit

cross currents

ARTISTS OF CALIFORNIA

JULY 2010

ALAMEDA MUSEUM . ALAMEDA, CA

### 5th Annual IAA Exhibit

CROSS CURRENTS

Artists of California

Held at the Alameda Museum

2324 Alameda Ave., Alameda, CA

July 6-29, 2011

9th Annual Exhibition of California Artists

August 2014

Alameda Museum

2324 Alameda Ave., Alameda, CA

### CROSS CURRENTS

7th Annual Exhibition of California Artists

July 6-27, 2013

Alameda Museum

2324 Alameda Ave., Alameda, CA

### 6th Annual CROSS CURRENTS

Artists of California

Alameda Museum . 2324 Alameda Ave., Alameda, CA

July 6-28, 2012





## **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 for a few years.

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# 2ND FRIDAY ARTWALK

## WEST SIDE

1400 Bar & Grill • 1400 Webster  
Alameda Comics • 1515 Webster  
Cookiebar • 1606 Webster  
Chicha Bistro • 1544 Webster  
Gallery 1553 • 1553 Webster  
The Fireside Lounge • 1453 Webster  
The Shamrock • 1403 Webster  
Thin Man Music • 1506 Webster  
Wescave • 1518 Webster  
West End Crepe • 1536 Webster  
Forbidden Island Tiki • 1304 Lincoln

## JINGLETOWN

FLOAT Gallery • 1091 Calcot Place #11  
Gray Loft Gallery • 2889 Ford Street  
Jingletown Studios • 3001 Chapman

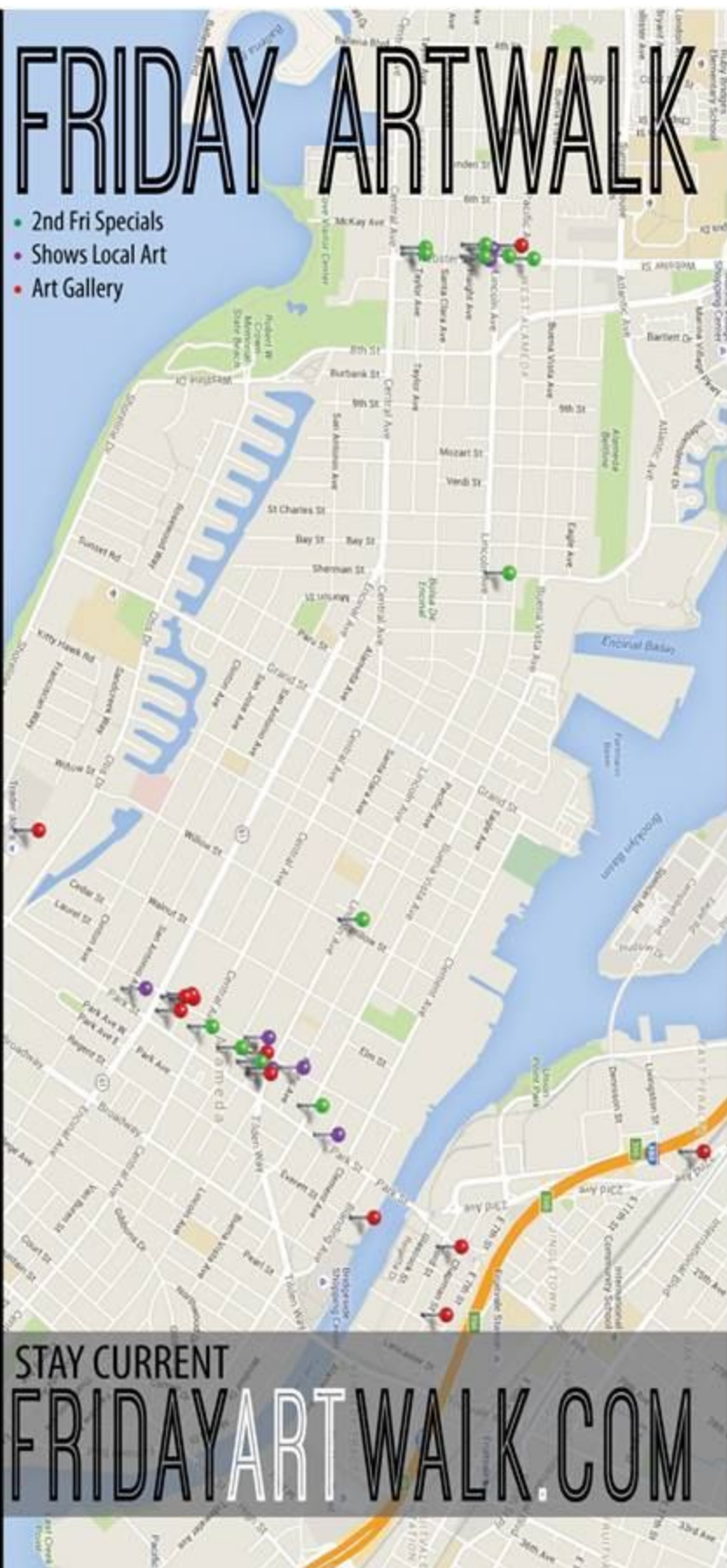
## EAST SIDE

3Dot Gallery • 2309 Encinal Ave  
Acapulco Restaurant • 2100 Lincoln  
Autobody Fine Art • 1517 Park Street  
Alameda Island Brewing • 1716 Park  
Bonne Vie • 1419 Park Street #F  
Julie's Tea Garden • 1223 Park  
Lost City Antiques • 1519 Park Street  
Lucky 13 Tattoos • 1301 1/2 Park  
McGee's • 1645 Park Street  
Pinot's Palette • 2210 D South Shore  
Redux • 2315 Lincoln Avenue  
Rhythmix K Gallery • 2513 Blanding  
Studio 23 • 2309 Encinal Ave  
The Alley • 2309 Encinal Ave  
Tucker's Ice Cream • 1349 Park St.  
Tigers Blood • 2319 Santa Clara  
Vintiq • 2305 Santa Clara  
Wine & Waffles • 1505 Park Street

- 2nd Fri Specials
- Shows Local Art
- Art Gallery

STAY CURRENT

FRIDAYARTWALK.COM





**Island Alliance of the Arts**  
**Non-Profit #C1122336 - 501(c)3 - EIN #94 2885046**

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### **Income**

**Art sales - \$254**

**Donations - \$802**

**Exhibit entry fees for 2019 exhibit - \$495**

**Total income to date - \$1,551**

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**Payments to performing artists - \$800**

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**Alameda Municipal Power \$500.**

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

DEPARTMENT OF THE TREASURY

Date: **MAY 03 2018**

ISLAND ALLIANCE OF THE ARTS  
3239 A BRIGGS AVENUE  
ALAMEDA, CA 94501-0000

Employer Identification Number:  
94-2885046  
DLN:  
26053506014658  
Contact Person: ID# 31954  
CUSTOMER SERVICE  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
509(a)(2)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
May 15, 2017  
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.

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Letter 947

## Contact Information

### **Primary Contact:**

Wesley E. Warren

[art@alamedaartists.com](mailto:art@alamedaartists.com)

(510) 239-9352



# City of Alameda 2018 Cultural Art Proposals

**Lunar New Year Celebration**  
**West Alameda Business Association**



Linda Asbury  
West Alameda Business Association  
1509 Webster St.  
Alameda, CA 94501

Sept. 11, 2018

Amanda Gehrke  
City of Alameda  
2263 Santa Clara Ave.  
Alameda, CA 94501

Amanda,

On behalf of the West Alameda Business Association we are excited to present our proposal for the current cultural arts RFP as part of the City of Alameda's public art initiative. The organization is requesting a grant of \$5,000 to support the 2019 Lunar New Year celebration on Webster Street. I understand the timing for disbursement of funds is tight with the event date. So should the grants be awarded after the 2019 Lunar New Year celebration occurs funds would be allocated to the 2020 event.

The 2019 celebration will be the 2<sup>nd</sup> annual celebration on Webster Street, solidifying this program as a new annual tradition on our island, providing the opportunity to foster cultural awareness and celebrate the growing diversity of our community.

The following document includes a detailed description of the concept, budget, work plan, and overview of the team that will be executing the event.

We thank you for your consideration and partnership.

Linda Asbury  
Executive Director







## 2019 LUNAR NEW YEAR CELEBRATION – PROGRAM CONCEPT

Launched in 2018 the Webster Street Lunar New Year Celebration is a free event, open to the general public and hosted during the 30 days following the Lunar New Year. The event features cultural performances, a variety of styles of dance from a multitude of Asian cultures, martial arts demonstrations, food, music, and a traditional Lion Dance blessing. During the inaugural event the farmer's market provided a free crafts station with a very popular Lunar New Year themed children's activity.

With the success of the first year's program WABA is looking to grow the Lunar New Year celebration in to a cornerstone event for the district. 2019 plans include an expanded footprint, stage, professional sound technician, and the opportunity for additional vendor participation.



## PROGRAM DESCRIPTION AND WORK PLAN

The Lunar New Year celebration provides the perfect opportunity to further WABA's core mission of promoting a vibrant business district by tying in with the popular farmer's market, newly owned establishments, and the multitude of Asian owned restaurants and businesses within the district. Additionally, the program is now the only Lunar New Year celebration happening in Alameda.

The 2019 event will take place on a Saturday, Feb. 9th to coincide farmer's market and would run from 10AM – 1PM. The expanded festival will once again include a variety of dances and cultural performances from the Toi Shan Family Association.

Concurrently, the Pacific Coast Farmer's Market will run an activity station with a Lunar New Year themed children's activity.





Partnering with A-Town Events to bring in staging and professional sound will enable us to expand the event and make it easier for a larger crowd to enjoy the performances.

Finally, we are looking to expand the event to incorporate additional food or vendor booths.

#### Supporting Organizations and Roles

Organization	Role
West Alameda Business Association	Primary Event Producer
West End Arts & Entertainment District	Logistics and Marketing Support
Pacific Coast Farmer's Market	Children's Activity and Promotion
Toi Shan Family Association	Cultural Entertainment
A-Town Events	Sound and Staging

## PROPOSED BUDGET

See attached Excel Spreadsheet for budget details. In addition to pursuing the public art grant WABA would be pursuing an additional outside sponsor to offset hard costs for logistics and marketing.

## PROGRAM SCHEDULE

As mentioned in the included Letter of Intent, the event is scheduled for Saturday, Feb.9, 2019. Should the awarding of grant funds happen following that date the funds would be applied to the Feb. 2020 celebration.

A strong relationship was built with all participating partners through the 2018 event and initial discussions have already started for 2019 planning. The Toi Shan Family Association brings a variety of programming from Thai dancers to lion dancers making them a one-stop-shop to develop the cultural programming.

Below is the schedule for logistical and marketing plans.

Task Name	Completion Date
<b>Permits and Agreements</b>	
Event Permit	Dec. 15, 2018
<b>Marketing</b>	
Develop Marketing Plan for event	November '18
Press Release	8-Jan
Develop event poster and additional collateral pieces	Dec. 15, 2018





Initiate Marketing Plan	Jan. 15, 2019
<b>Logistics</b>	
Event Timeline & Schedule	Jan. 8, 2019
Traffic Management	Jan. 8, 2019
<b>Staffing</b>	
Secure contract with A-Town Events for stage and sound	Nov. 2018
Photographer	Nov. 2018
<b>Food Trucks and Vendors</b>	
Determine Layout	Dec. 15, 2018
Finalize additional food or vendor booths	Jan. 15, 2019
<b>Entertainment Plan</b>	
Confirm Toi Shan Family Association Contract	Nov. 2018
Confirm Pacific Farmer's Market Association contract for children's activity	Nov. 2018
<b>Sponsorship</b>	
Develop Sponsor Packages	Nov. 2018
Identify Sponsor List	Nov. 2018
Secure Sponsor Contracts	Jan. 2019
Send Wrap Report	Feb. 2019



## ORGANIZATIONAL ABILITY







The West Alameda Business Association is a 501(c)6 dedicated to growing and supporting local business. We seek to support our tenants, merchants, business and property owners and services that all help to weave the fabric of our vibrant community. Our success is measured by a combination feet-on-the-street and thriving businesses.

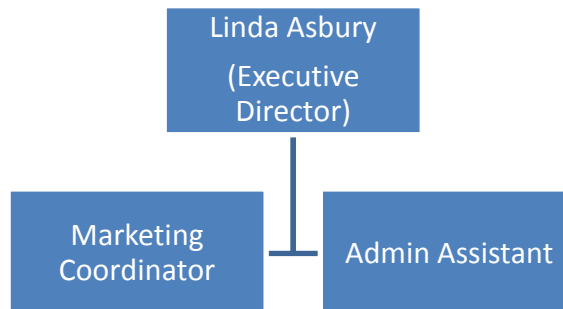
The organization executes a number of successful events designed to support businesses on Webster Street including Holidays on Webster, a Halloween stroll, and Taste of West Alameda. In addition to the part-time Executive Director the organization has a very involved board who have spearheaded the development and execution of [Blues, Brews & BBQ](#), West End Night Market, [Whimsy Fest](#), and [Monsters Bash](#).



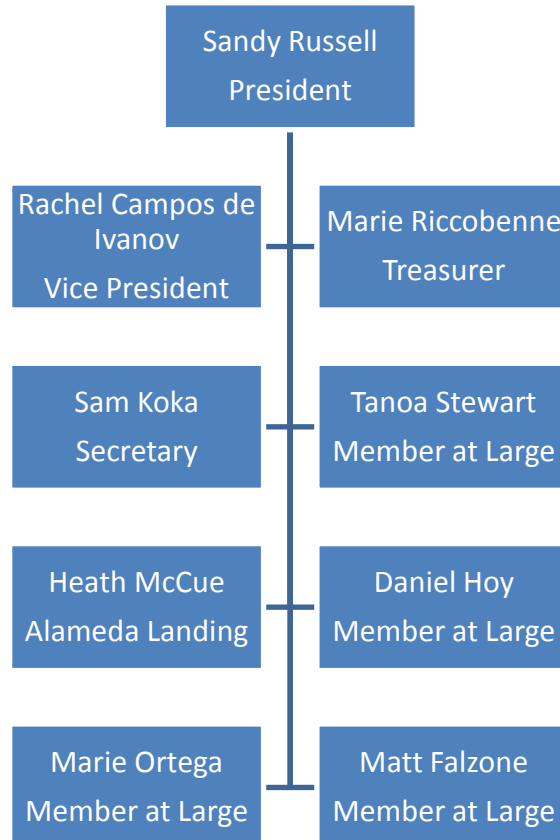


## WEST ALAMEDA BUSINESS ASSOCIATION ORG CHART

### STAFF



### BOARD OF DIRECTORS



## Lunar New Year 2019

<b>Income</b>	<b>Projected</b>
Event Sponsorship	\$ 1,000
<b>Total Income</b>	<b>\$ 1,000</b>
<b>Expense</b>	
<b>Overhead Expense</b>	
Permits (Street Closure)*	\$ -
<b>Total Overhead Expense</b>	<b>\$ -</b>
<b>Events Expense</b>	
Marketing	
Flyer design	\$ 500
Printing	\$ 100
Alameda Sun (Print Ad)	\$ -
Public Relations	\$ -
Facebook Advertising	\$ 200
Labor (Flyering)	\$ 100
Staffing	
Photographer	\$ 450
Equipment Rentals	
Stage and Sound Equipment	\$ 3,000
Entertainment	\$ 1,000
Additional Event Supplies	
Envelopes/Giveaways	\$ 100
Hospitality	\$ 50
Misc. Expenses & Contingency	\$ 600
<b>Total Summer Series (June)</b>	<b>\$ 6,100</b>
<b>Total Events &amp; Overhead Expenditures of Summer Series (June)</b>	<b>\$ 5,100</b>

# West Alameda Business Association Budget Summary for 2018

## Income

### Event Income

Taste of West Alameda (formerly Wine & Dine)	7,500
Sponsorships	16,500
<b>Subtotal</b>	<b>\$ 24,000</b>

### Membership

BIA	100,000
Other/Non BIA Dues	6,000
<b>Subtotal</b>	<b>\$ 106,000</b>

### Services

Parking Administration - per quarter	1,800
<b>Subtotal - Other Income</b>	<b>\$ 1,800</b>

<b>Total Income</b>	<b>\$ 131,800</b>
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## Expenses

### Personnel

Salaries/Benefits/Taxes	26,000
Payroll Processing	-
Workers Compensation Insurance	-
<b>Subtotal</b>	<b>26,000</b>

### General & Administrative

Rent	7,360
Utilities	1,600
Insurance: Liability and D&O	1,740
Office	3,100
Accounting & Tax Preparation	4,600
Contingency	2,500
<b>Subtotal</b>	<b>\$ 20,900</b>

### Events

Advertising & Promotions	1,300
Mixers	1,300
Setup & Breakdown Help for Events	1,800
2nd Friday Artwalk	5,000
Blues, Brews & BBQ	7,000
Taste of Alameda	3,500
Other WABA events	4,500
<b>Subtotal</b>	<b>\$ 24,400</b>



**Marketing**

Advertising	10,500
Membership Outreach	375
Printing	1,500
Promotions	1,500
Social Media Services	7,000
Staff	31,200
Website Maintenance & Email marketing	800
<b>Subtotal</b>	<b>\$ 52,875</b>

**Webster Street**

Banner & Flag Materials	250
Banner Changes & Replacement	6,000
Holiday Decorations - Supplies	1,375
<b>Subtotal</b>	<b>\$ 7,625</b>

<b>Total Expenses</b>	<b>\$ 131,800</b>
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<b>Net Income</b>	<b>\$ -</b>
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Version date: 1-17-2018

INTERNAL REVENUE SERVICE  
DISTRICT DIRECTOR  
2 CUPANIA CIRCLE  
MONTEREY PARK, CA 91755-7406

DEPARTMENT OF THE TREASURY

Date: JAN 27 1994

WEST ALAMEDA BUSINESS ASSOCIATION  
INCORPORATED  
1400 WEBSTER STREET SUITE #8  
ALAMEDA, CA 94501

Employer Identification Number:  
94-3128745  
Case Number:  
953323093  
Contact Person:  
RANDY HOWARD  
Contact Telephone Number:  
(213) 725-7002  
Internal Revenue Code  
Section 501(c)(6)  
Accounting Period Ending:  
June 30  
Form 990 Required:  
Yes  
Addendum Applies:  
Yes

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in the section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) for each employee to whom you pay \$100 or more during a calendar year. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act for each employee to whom you pay \$50 or more during a calendar quarter if, during the current or preceding calendar year, you had one or more employees at any time in each of 20 calendar weeks or you paid wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment, or other Federal taxes, please address them to this office.

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$10 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$5,000 or 5 per-

Letter 948 (DO/CG)

## Budget vs Actuals for Calendar Year 2018

	August 2018	Totals for 2018	YTD 2017	Budget for YTD	Budget for 2018
<b>Income</b>					
<b>Event Income</b>					
Taste of Alameda (formerly Wine & Dine)	-	7,845	7,215	5,000	7,500
Mini Maker Faire Merchandise	-	405			
West End Champions Sponsorships	-	-	3,000	10,000	15,000
Sponsorships - various events	-	-	3,000	1,000	1,500
<b>Subtotal</b>	<b>\$ -</b>	<b>\$ 8,250</b>	<b>\$ 13,215</b>	<b>\$ 16,000</b>	<b>\$ 24,000</b>
<b>Membership</b>					
BIA	27,754	62,976	71,523	50,001	100,000
Other/Non BIA Dues	600	3,200	2,700	4,000	6,000
<b>Subtotal</b>	<b>\$ 28,354</b>	<b>\$ 66,176</b>	<b>\$ 74,223</b>	<b>\$ 54,001</b>	<b>\$ 106,000</b>
<b>Services</b>					
Parking Pass Administration	-	1,350	1,350	1,200	1,800
<b>Subtotal - Other Income</b>	<b>\$ -</b>	<b>\$ 1,350</b>	<b>\$ 1,350</b>	<b>\$ 1,200</b>	<b>\$ 1,800</b>
<b>Total Income</b>	<b>\$ 28,354</b>	<b>\$ 75,776</b>	<b>\$ 88,788</b>	<b>\$ 71,201</b>	<b>\$ 131,800</b>
<b>Expenses</b>					
<b>Personnel</b>					
Salaries/Benefits/Taxes	-	12,890	18,467	17,333	26,000
Payroll Processing	-	-	678	-	-
Workers Compensation Insurance	-	-	-	-	-
<b>Subtotal</b>	<b>-</b>	<b>12,890</b>	<b>19,145</b>	<b>\$ 17,333</b>	<b>26,000</b>
<b>General &amp; Administrative</b>					
Rent (Office & PO Box)	600	4,966	4,160	4,907	7,360
Utilities (phone, internet)	132	1,057	1,035	1,067	1,600
Insurance: Liability, D&O	-	662	-	1,160	1,740
Office (Equipment, Overhead, Supplies, etc.)	443	1,738	2,142	2,067	3,100
Office Reorganization	-	2,536		-	-
Accounting & Tax Preparation	400	3,397	3,032	3,067	4,600
Contingency	-	-	-	1,667	2,500
<b>Subtotal</b>	<b>\$ 1,575</b>	<b>\$ 14,355</b>	<b>\$ 10,369</b>	<b>\$ 13,933</b>	<b>\$ 20,900</b>
<b>Marketing</b>					
Advertising	-	4,200	913	7,000	10,500
Membership Outreach	154	530	-	250	375
Printing	-	66	-	1,000	1,500
Promotions - Materials, Services, PR	-	4,198	822	1,000	1,500
Social Media Services	1,250	2,500			7,000
Staff	2,400	21,000	19,000	20,800	31,200
Website Maintenance & Email marketing	1,021	2,202	696	533	800
<b>Subtotal</b>	<b>\$ 4,824</b>	<b>\$ 34,696</b>	<b>\$ 21,431</b>	<b>\$ 30,583</b>	<b>\$ 52,875</b>

	August 2018	Totals for 2018	YTD 2017	Budget for YTD	Budget for 2018
<b>Event Expenses</b>					
Advertising & Promotions	-	-	-	867	1,300
Mixers	-	96	974	867	1,300
Setup & Breakdown Help for Events	-	-	-	1,200	1,800
2nd Friday Artwalk	-	-	-	3,333	5,000
Chinese Lunar New Year Celebration	-	2,803	-	1,500	1,500
Blues, Brews & BBQ	7,000	7,000	7,000	4,667	7,000
Night Market	-	5,500			
Taste of Alameda (formerly Wine & Dine)	-	4,700	7,257	1,667	2,500
Taste of Alameda - Donation to a Nonprofit	-	-	-	667	1,000
Other WABA events	1,425	3,925	1,082	2,000	3,000
<b>Subtotal for All Events</b>	<b>\$ 8,425</b>	<b>\$ 24,024</b>	<b>\$ 16,313</b>	<b>\$ 16,767</b>	<b>\$ 24,400</b>
<b>Webster Street</b>					
Banner & Flag Materials	-	846	187	167	250
Banner Changes & Replacement	-	1,188	4,800	4,000	6,000
Holiday Decorations - Supplies & Installation	-	2,233	686	917	1,375
<b>Subtotal</b>	<b>\$ -</b>	<b>\$ 4,266</b>	<b>\$ 5,673</b>	<b>\$ 5,083</b>	<b>\$ 7,625</b>
<b>Total Expenses</b>	<b>\$ 14,824</b>	<b>\$ 90,231</b>	<b>\$ 72,931</b>	<b>\$ 83,700</b>	<b>\$ 131,800</b>
<b>Other Income &amp; Expenses</b>					
Interest & Miscellaneous Income	5	156	45	-	-
Less Taxes & Other Expense	-	160	35	-	-
<b>Subtotal</b>	<b>\$ 5</b>	<b>\$ (5)</b>	<b>\$ 10</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Net Income</b>	<b>\$ 13,535</b>	<b>\$ (14,460)</b>	<b>\$ 15,867</b>	<b>\$ (12,499)</b>	<b>\$ -</b>

Updated: September 12, 2018