

Exhibit 3: 2019 Cultural Arts Proposals Clarifying Questions and Responses

Plein Air Paint Out

- 1) Will any of the art instruction or demonstration be youth focused?

Answer: While we won't be able to detail the exact demonstrations/instructors that will be available until we have secured funding, I can say that all instructors/demonstrations should be amenable to all age groups including youths age 15-24. For example, we hope to include a creative cartooning demonstration taught by Gary Francis who currently teaches at the FBCA. In his demonstration, students (including youths), observe techniques for successful cartooning. The demonstration is conducted in the traditional way - constructing solid characters in classic Looney Tunes and Disney cartoon style. We will specifically ask all our instructors to gear there demonstrations for both adults and youths.

In addition, we hope to have an activity table for younger children. In the past (Secret Art Sale, a fundraiser benefitting youth from Alameda Schools) we have covered a table with butcher block table and provided crayons for aspiring young children and for the festival we will also provide paint by number sheets, stickers, etc.

Opera in the Park

- 1) Please clarify that this event is open and free to the public.

Yes, the event is totally open and is free to the public.

- 2) What steps do you plan to take to engage underserved communities, as described in your letter of interest?

In addition to offering a free concert to the community at large, ICO will also offer a free, 30-minute singing lesson to local children before the Opera in the Park performance.

Also, for the elderly, if they can't make it to the concert I would offer to provide a live broadcast that they can watch. We would have to go to a few places and ask if they have the ability to put facebook on a big screen. I will run a test with people I know in the Marina Senior housing complex.

- 3) How are you going to market this event?

Aside from the standard methods of marketing in general (patron lists, social media, newspaper) ICO will do extensive outreach to parents and children in the community through organizations such as Alameda Point Collaborative, Boys and Girls Club, and Girls Inc., as well as the Recreation and Parks Department and Alameda Library

We will offer an incentive to students by offering a free raffle. If they come to the concert and put their names in a hat, then we will offer iTunes cards, gift cards to school supplies, etc. We could also do an educational puzzle/ based on the music we are presenting that they will fill out live and whoever gets ever the answers right first wins a prize.

Spanning the Decades

- 1) Please provide more specificity about the timing and location of the event.

There are very few proscenium stages for dance in Alameda, especially with Kofman Auditorium currently under construction. However, we have reached out to several local performance spaces and have heard back from one viable source. We believe that our production will be well received in this more formal theater setting. Our proposed performance date and location (pending confirmation) is Saturday, November 16, 2019 at 8p at Michaan's Auctions Theater.

- 2) Please provide more detail on the ways in which this dance performance is ground-breaking

NewGround Theatre Dance Company's proposal is groundbreaking because we plan to bring a professional performance dance & live vocal production to Alameda, carrying a storyline message that uplifts the soul and fosters community connection. Our Spanning the Decades production provides enrichment through inspiring thematic content and diverse artistic expression. Our choreography taps into a wide range of feelings and time periods, and includes works that are sentimental and nostalgic, as well as exciting, whimsical, and comical. NewGround specializes in modern/contemporary dance fusion, and incorporates live vocal, acrobatic, and theatrical elements into its storyline productions. This offering will be a unique opportunity for local artists (dancers and singers alike) to audition to participate, and then to share their experience with others in the community.

Modern/contemporary dance classes for adults in Alameda are sparse. Performance opportunities for experienced, professional adult artists are even more rare. NewGround can be a unique educational format for interested Alameda artists, as they learn choreography and are exposed to the development and performance of a NewGround thematic production

Art Fair

- 1) Please provide the 2019 budget for the Alameda Art Fair & Maker Market
- 2) Please provide more information about how the grant would be used:
 - a. How many acts do you plan to book?
 - b. How you will find acts for the Fair?
 - c. Is there a goal for the number of Alameda acts you will book?
 - d. Will there be a professional stage and sound system?
- 3) Please provide more information about the Fair. What are the goals? What kinds of artists, vendors and makers participate? Who attends?

Please see documents below.

Second Friday Art Walk

- 1) Please provide a more detailed budget, including:
 - a. More information about the print advertising – please break out the budget by publication and frequency of advertisement.

Local Print Advertising: \$3500.

We work with Nicole Heirich of Telegraph Media (East Bay Express and Alameda Magazine). Our current plan is to purchase a ¼ page ad in East Bay Express once per month for 6 months (or maybe splitting it up in Alameda Magazine and EBX). The ¼ page rate at 6x is \$500 per issue so this would account for \$3000. We may be able to negotiate a larger size ad, longer term, or higher frequency. East Bay Express has discussed possibly becoming a media sponsor, so we should be able to get a little more value from this.

Any remaining budget would be spent in other local publications.

East Bay Express will help us draw new people from surrounding cities to the island, that is where the bulk of the budget will be focused.

- b. More information about administrative costs – what specific activities do these cover?

There are many miscellaneous administrative tasks that are currently being provided by volunteers or being sacrificed because we do not have the resources to complete them. There is at least 20 hours per month of work involved with organizing and supporting the Second Friday Art Walk.

This primarily consists of:

- *Sending the monthly reminder to SFAW locations reminding them to list their events.*
- *Creating the monthly email to the public SFAW email list.*
- *Updating the SFAW Blog with new locations and special events.*
- *Coordinating the bi-monthly public meetings for participating venues.*
- *Corresponding with ad reps and providing design work for advertising publications.*
- *Updating all the event sites with current SFAW event listings.*
- *Editing press releases.*
- *Managing payments for advertising and other expenses.*
- *Coordinating teams and distributing materials.*
- *Miscellaneous office administration (copies, filing, correspondence)*
- *Facilitating communication between artists and locations.*

Much of this work doesn't get done because we only have a limited amount of volunteers and budget. The \$500 will allow us to pay someone for a few hours a month over the next few months and help cover miscellaneous expenses that are currently covered by volunteer donations.

- 2) Please provide more information about the transition of responsibilities to IAA. Who within IAA will take on the work? What does it mean to transfer the work?

Wes and Jess will continue to do the bulk of the work as they have for the past five years.

Second Friday Art Walk was never an official organization, it was an ad-hoc group of mutually supportive artists, galleries and businesses around Alameda. Working with the IAA gives us the organizational

structure to more easily raise funds and implement the concepts and promotions that are envisioned by the various participants.

By involving the IAA, we are able to operate as an official non-profit 501(c)3 organization. With the funding provided by the City of Alameda Cultural Arts Grant, we are able to move forward with many of the ideas that have been in discussion but we were unable to complete due to lack of funding.

- 3) What is your plan to sustain, and grow, the Second Friday Art Walk in the future, once this grant period has passed?

Our hope is that this funding will help us bring enough awareness to the Second Friday Art Walk that we will be able to solidify ongoing sponsorship and support from the local community. A successful recurring event benefits the local businesses and the city in general. We will be looking at various fund raising activities and explore ways to continue to fund the event.

The event could be sustained with regular funding from:

- *Local Business Sponsorship*
- *City and State art grants.*
- *Increased support by private donors.*
- *Art Focused Fundraising Events.*

The goal is to support the arts community overall, and not just one day a month on Second Friday. We hope to invigorate the SFAW event and inspire the community with ongoing cultural arts events. SFAW creates a regular ongoing event that all the galleries and local art supporters can benefit from and build off of.

Lunar New Year Celebration

- 1) Please review the event budget to make sure it refers to the correct event, and submit a revised version (see references in current budget to Summer Series).
- 2) Please provide a more in-depth description of the event program, with a focus on the arts & culture aspect.
- 3) Please provide more detail about how the entertainment budget will be used.
- 4) Please provide more information on the envelopes/giveaways and hospitality portion of the budget.
- 5) What will be happening on the stage?

Please see answers in documents below