

Title	1st Stage	09/06/2017
	by Emily Wall in FY18 Organizational and Professional Development Grant	id. 8480650
	emilywall@1ststageysons.org	

FY18 Org. & Prof. Dev. Grant Addendum 10/10/2017

Organization Name	1st Stage
Have there been any substantial changes in the organization's programming, staffing, and/or funding since the application has been submitted?	Yes
Explain changes below.	1st Stage secured a \$10,000 production sponsorship for the spring musical FLY BY NIGHT from Butz Wilbern, Ltd. Securing production sponsors is a new strategy in 1st Stage's developing individual and corporate donor program.
Upload support documentation as needed.	n/a

Original application 09/06/2017

My organization has an address of record within the geographical boundaries of Fairfax County, the City of Fairfax, or the City of Falls Church.	Yes
My organization's core mission is the creation, exhibition, presentation, production, or performance of and/or education in, an arts discipline.	Yes
My organization has regular activity in a minimum of four different months in the year or 120 days of the year.	Yes
My organization is in compliance with all local, state, and federal laws.	Yes
My organization holds current or pending status under IRS code 501(c) or operates as a specifically defined arts division or program within a larger nonprofit 501(c)(3) organization.	Yes
My organization received line item funding from Fairfax County in fiscal year 2017 or directly supports county government programs and agencies.	No

My organization has met at least two of these four requirements for the past 12 months. Please see list to the right. **Yes**

My organization has independently prepared financial statements such as an audit or a treasurer's report (audit required for organizations with expenses of \$600,000 and above). **Yes**

If your organization has received funding previously from the Arts Council of Fairfax County, all required final reports for any grant(s) received during the previous fiscal year, were submitted by the deadline. **Yes**

Upload Required Eligibility Documents for verification:

[Board_1stStage.pdf](#)

[ILD_1stStage.pdf](#)

[TR_FY17_1stStage.pdf](#)

FEIN Number **260565070**

Mailing Address **PO Box 9384**

Floor/Suite/Apt. **n/a**

City **Tysons**

State **Virginia**

Zip Code **22102**

Is this mailing address the same as your street address? If not, please complete the following fields for your physical location. **No**

Street Address **1524 Spring Hill Road**

Floor/Suite/Apt **n/a**

City **Tysons**

State **Virginia**

Zip Code **22102**

Phone Number **7038541856**

Website **www.1stStage.org**

Check the appropriate Fairfax County magisterial district for your organizations street address: **Providence**

Project Contact First Name **Emily**

Project Contact Last Name **Wall**

Project Contact Title **General Manager**

Project Contact Email	emilywall@1ststagetyson.org
Project Contact Phone Number	7038541856
Chief Administrator First Name	Alex
Chief Administrator Last Name	Levy
Chief Administrator Title	Artistic Director
Chief Administrator Email	alexlevy@1ststagetyson.org
Chief Administrator Phone Number	7038541856
Chairman, Board of Directors First Name	Howard
Chairman, Board of Directors Last Name	Forman
Chairman's Email	Howardjforman@gmail.com
Chairman's Phone Number	7038541856
Chairman's Address	947 Bellview Road
Floor/Suite/Apt.	n/a
City	McLean
State	VA
Zip	22102
Based upon the most recently completed fiscal year expenses, what is the overall budget size of your organization?	Level 5 - Over \$500,000
Has your organization applied to the Arts Council of Fairfax County in the past?	Yes
If your organization received funding from the Arts Council of Fairfax County in the past, when?	2011, 2012, 2013, 2014, 2015, 2017
Does your organization employ paid full or part-time non-artistic staff?	Yes
If yes, what is the Full Time Equivalent (FTE)?	5
How did you hear about the grant program?	Other
Please specify	Previous years' experience

1. Describe the applicant organization's history, mission, and goals.

1st Stage demonstrates that great art and culture are the heart and soul of vibrant communities. 1st Stage is committed to enhancing the cultural environment of Fairfax County and the greater DC area by producing high-quality performances and educational programming with the region's most talented artists. 1st Stage's intimate setting creates a connection between audiences and artists that unleashes the full power of theatre to excite and engage.

As the only professional theatre in Tysons, 1st Stage produces diverse modern work by leading playwrights of this generation. Its goal is to spark conversation on contemporary and timeless issues for residents who have limited access to the performing arts in their community. 1st Stage presents five plays each season, producing approximately 120 performances annually in its intimate 110-seat venue. The company attracts 10,500 patrons from the region and approximately half of the company's audiences come from Fairfax. In 2017, 1st Stage has expanded its producing season to include a two-week solo performance festival. 1st Stage was founded with a mission to provide theater and professional opportunities to underserved communities. From early career artists to patrons without opportunities to see theater in their home community, 1st Stage was built to provide these much needed experiences. The organization is now implementing the Theater For All accessibility program to more adequately serve patrons with disabilities, a traditionally underserved population by the arts overall. This program will focus on providing a holistic and inclusive accessibility program providing services to patrons who often cannot find these services elsewhere. 1st Stage strives to become a model for successful accessibility program implementation for organizations around the region.

1st Stage nurtures the talents of local artists, and the company is proud to have been an artistic home for the area's most talented emerging professionals. In the last nine years, the company has developed from a grassroots collective of local artists to a nationally recognized institution. 1st Stage is the recipient of several Helen Hayes Awards, including the 2010 John Aniello Award for Outstanding Emerging Theatre Company, and was recently nominated for four awards for the 2016-17 Season. THE WALL STREET JOURNAL reviewed two of 1st Stage's 2016 productions and declared 1st Stage "one of America's most impressive smaller regional companies" and listed these productions as the "Best Theater of 2016. In 2016, 1st Stage was also named "one of the Best Nonprofits" by the Catalogue for Philanthropy. In August 2015, 1st Stage was honored to receive the American Theatre Wing's National Theatre Company Award, recognizing the organization for "strengthen[ing] the quality, diversity and dynamism of American theatre."

2. Organization's Total Audience **10500**

3. Annual Number of Exhibitions **6**

4. Annual Number of Performances **135**

5. Total Number of Annual Events **300**

6. Which category best describes the primary activity of your organization? **Theatre**

Project Title **Theater For All- 1st Stage Accessibility Program**

Start Date **7/1/2017**

End Date **6/30/2018**

Amount Requested **5000**

1. Provide a brief overview of the project, describing the specific project, not the organization. Describe the organizational and professional need to be funded. What will the grant be used for?

As 1st Stage approaches its 10th anniversary season, the company is well on its way to becoming the cultural hub of the Tysons region. To fulfill this goal, 1st Stage recognizes the need to serve an increasingly diverse and developing population. As such, one of the objectives 1st Stage has established to reach this goal is to build and broaden their accessibility services for patrons with disabilities. Accessibility services are lacking in many performing arts organizations in the DC region, and 1st Stage is establishing an accessibility program that will not only strengthen and develop 1st Stage's accessibility services, but make the company one of the region's leaders in accessibility programming. The Theater For All program will focus first on services for patrons who are deaf or suffer from hearing loss, patrons who are blind or have low vision, and patrons with mobility disabilities. As 1st Stage continues to expand their reach and programming, the expansion of the program will include services for patrons with cognitive disabilities and sensory sensitivities. 1st Stage strives to be a home for all patrons of the performing arts and to make all facets of their programming accessible for all patrons.

When the 1st Stage theater was built in 2007, the architects, contractors, and founding artists ensured that the theater's footprint complies the American's with Disabilities Act (ADA) standards. Following a consultation with an ADA compliance lawyer in July of 2017, 1st Stage is proud to report that the theater continues to meet the guidelines established by the ADA for patrons with mobility disabilities. 1st Stage must now focus on developing and expanding services for patrons with hearing and vision needs. The organization offers few routine services for these communities and is striving to achieve their expected standard of excellence for all patrons.

To help with the accessibility expansion, 1st Stage has brought on an Accessibility and Education Fellow, Shanna Sorrells. Sorrells is a local American Sign Language (ASL) teacher at Washington-Lee High School and HB-Woodlawn. She is also a teaching artist at Imagination Stage and a nationally recognized deaf performer and accessibility advocate. Sorrells is assembling a task force of representatives from each of the communities in need of accessible services as well as lawyers and advocates in the community to build and implement a thoughtful, holistic accessibility program.

In order to create a sustainable accessibility program, 1st Stage needs to make significant initial investments in equipment and infrastructure. With the right equipment, 1st Stage can begin to build a program that can serve an expanding audience for years to come. Equipment such as audio description equipment, radio frequency assistive listening devices, iPads for closed captioning, and a projector for open captioning will provide the appropriate foundation for the Theater For All program. With these tools, 1st Stage will be able to hire interpreters, translators, captioning professionals, and audio describers to implement accessible services during 1st Stage performances.

2. Explain how you developed this project design.

1st Stage has begun researching and implementing the Theater For All strategy. Creative Captioning has been contracted for five performances of the first production in Season 10 and ASL interpreted pre and post show discussions have been scheduled. A task force of community leaders, advocates, and representatives from communities with disabilities are being recruited to consult with the 1st Stage staff as implementation continues. Members of this task forces are being sourced from 1st Stage's existing community.

The services 1st Stage has planned thus far require substantial equipment rental fees. A sustainable accessibility program will require that 1st Stage invest in this equipment rather than rent it repeatedly over the course of a season. By owning this equipment, 1st Stage can make it available when not in use to area organizations looking to build out their accessibility infrastructure. Many of the consultants 1st Stage has contacted to build this program can begin to utilize equipment almost immediately once it is acquired.

Outreach and audience development for the accessibility services will involve close communication with the accessibility task force. Accessibility and Education Fellow, Shanna Sorrells is connected with Gallaudet University and other deaf community groups and list serves. The Washington area service organization Theatre Washington distributes information about accessible performances and makes this information available to patrons when conducting searches online. 1st Stage will conduct outreach to the District of Columbia Council for the Blind and The Washington Ear to distribute information to patrons who are blind. Social media outreach and Meet-Up groups will also be targets of 1st Stage's outreach strategy.

1st Stage will gather feedback following the implementation of each accessibility service to hone and develop the program for future use. In this way, the company will continue to build a culture of inclusion and support for patrons with disabilities.

3. How will the grant funds improve and sustain the operation of your organization?

According to the 2010 U.S. Census, 11.6% of the Fairfax County population lives with at least one disability (physical, mental, sensory, self-care, or employment). There are over 200,000 deaf individuals or individuals with hearing loss in the Northern Virginia Metro Area according to the Northern Virginia Resource Center for Deaf and Hard of Hearing Persons and, according to the National Federation of the Blind, Virginia has one of the highest populations of individuals who are blind or low-vision in the nation (ranked 12 out of 52 states/territories, including DC and Puerto Rico).

As the cultural hub of the Tysons region, 1st Stage is committed to serving all members of the community. By striving for excellence in accessibility program, 1st Stage will become one of the nation's leaders in accessibility services. Through thoughtful and strategic implementation of services and careful maintenance of the program, 1st Stage can become a valued organization serving patrons with disabilities as well as a resource for other organizations striving to advance their accessibility initiatives. The 1st Stage staff is working to build a task force in order to reinforce the human resource needed to implement and sustain a program of this size and scope as well as receive feedback and instruction as services are put into practice.

While cost is never an acceptable excuse for not providing accessibility services, the cost of equipment, maintenance, consultations, interpreters, and script translators can add up quickly. 1st Stage is committed to building a sustainable accessibility program and is compiling the resources to make the Theater For All program possible over the course of the next several seasons.

4. What effect will this project have on your programming or activities?

The implementation of the Theater For All program will bring 1st Stage's nationally celebrated performances to a broader community. By expanding the reach of the organization's programming, 1st Stage can contribute greatly to the creation of a strong, inclusive community in Tysons. The program will push the boundaries of 1st Stage's current artistic offerings and offer new challenges to incorporate accessibility into the work. From scenic, lighting, and sound designs created with accessible audiences' needs in mind to the incorporation of deaf performers and designers in the creation of the art, 1st Stage will work to incorporate accessibility into all facets of the organization.

By building a task force to support the development of the Theater For All program, 1st Stage will hear from leading voices in accessibility advocacy and from the communities that will utilize these services for each performance. In doing so, 1st Stage will bring the unique groups together to serve both the audience and the work. Inviting the voices of people with disabilities into the room and incorporating them into the audience and into the creation of the artistic product will strengthen the experience for all patrons and community members. The Theater For All program will help 1st Stage reach a new audience and develop quality programming that can serve a broader and more inclusive community.

5. Why is this project appropriate for your organization at this time?

1st Stage is entering its 10th anniversary season. A community of dedicated individuals has supported the organization for over a decade and nurtured it into the critically acclaimed, nationally recognized organization it is today. Members of this community include patrons who need accessibility services that 1st Stage has, up until this point, been unable to provide. With 10 years behind the organization and an exciting future ahead, the 2017-18 season is the right time to begin incorporating accessibility into the culture of the organization. By building an atmosphere of inclusion and striving to provide unparalleled accessibility programming at this young but important phase of the organization, 1st Stage can grow into a model organization, not only for the performing arts, but for all community organizations. This program can grow with the company and be nurtured and cared for by the same loyal patrons that have brought the company to this important stage.

Accessibility and Education Fellow, Shanna Sorrells approached the staff at 1st Stage seeking internship credit for her masters degree program at George Mason University. Her arrival at the organization came at a pivotal time when the staff and board were strategizing the next big move toward accessibility implementation. Sorrells is an ideal leader for this phase in the program. She has a background in accessibility advocacy and speaks from the perspective of a member of the deaf community. Her experience as a teacher and performer further strengthen her skill set. Her timely arrival at 1st Stage coincided with a big step in the company's history that will have a remarkable impact on the Fairfax community.

6. If your organization receives funding, what tangible outcomes will be achieved? How will you measure the success of the grant? Identify three metrics/goals that you will use to evaluate success.

1st Stage strives to implement services for patrons who are deaf, blind, and with mobility disabilities by the end of the 2017-18 season. The organization has, over the past two months, already implemented a captioning service for five performances as well as ASL interpreted pre and post show discussions. Fellow, Shanna Sorrells is putting in place all of the necessary elements (including interpreters and translators) to incorporate ASL interpreted performances during 1st Stage's second production of the season. Sorrells is working with members of the task force and the staff at 1st Stage to implement audio description for patrons who are blind or have low vision by late 2017 or early 2018. By the end of Season 10, 1st Stage will have built a framework and acquired equipment for routine implementation of accessible performances for all season productions moving forward.

To measure the success of these programs, 1st Stage will:

- Track the number of patrons that request and use accessibility services such as captioning devices, ASL seating areas, and audio description equipment to understand the number of patrons using the services and the growth of these audiences over time, in addition to returning patrons.
- Increase the number of accessible performances to reach a broader audience and make it possible for patrons in need of accessible services to get them at a majority of performances.
- Incorporate accessibility into the artistic work by integrating accessible services into design concepts, performance, and communications

1st Stage will survey patrons who use accessibility services and get their feedback on the implementation, comfort, and usability of services in order to strengthen the program as it is implemented. 1st Stage will work with all service providers to craft informative reports that will guide the strategy into the future.

Budget Narrative

The "other" categories in the project budget include equipment and contractor services for the implementation of accessibility services such as audio description and captioning. The iPads in line 10 will connect to the Creative Captioning system to provide up to 8 patrons with personal devices for closed captioning. The audio description equipment includes listening devices and a masked microphone system for the describer. Each of these services requires skilled professionals to set-up and operate the equipment during each accessible performance. These contractor services are reflected in line 11. Following a consultation with Joel Snyder of Audio Description Associates, radio frequency assistive listening devices were recommended as an optimal device for patrons with hearing loss. These devices are reflected in line 12. The projector in line 13 will provide the opportunity to generate open captions that the entire audience can see.

To properly implement the Theater For All program, 1st Stage will require the help of contractors who specialize in the implementation and operation of accessibility services. Several contractor have been identified including;

- Director of Artistic Sign Language, Michelle Banks, a renowned DC area performer, writer, and director,
- Katrina Clark and Creative Captioning services, a company offering personal devices to patrons who are deaf or have hearing loss for theaters such as Forum Theater,
- Dr. Sabrina Smith, a nationally certified performance interpreter,
- Joel Snyder, President & CEO of Audio Description Associates, LLC.

These contractors were recommended by the accessibility task force assembled to provide support to the staff as well as by Accessibility and Education Fellow, Shanna Sorrells.

General Manager, Emily Wall will assist in implementing the Theater For All accessibility program. 1st Stage staff including the new production manager will provide support for Wall in her duties as she contributes time to oversee the Fellow and task force.

Is the Project feasible at less than full funding, and if so, how would the budget be adjusted?

1st Stage is committed to the implementation of the Theater For All program. Should 1st Stage receive less than full funding, services will still be provided. The budget would be adjusted to sustain services with the broadest use for all patrons. Patrons who are deaf as well as patrons with hearing loss can be served by captions. Audio description equipment can also serve as assistive listening devices. 1st Stage strives to provide services that meet the broad spectrum of accessibility needs, but will investigate the best way to serve the most patrons within the confines of the resources available.

Required Tables

[FY18OPD_Required_Files_1stStage.xlsx](#)

[FY18OPD_Rev_Budget_Form_1st_Stage.xlsx](#)

Resumes for key project staff

[Resume-01_1stStage.pdf](#)

[Resume-02_1stStage.pdf](#)

[Resume-03_1stStage.pdf](#)

[Resume-04_1stStage.pdf](#)

Fiscal Year to Date Budget

[YTD_1stStage_Sheet1.pdf](#)

Most recent IRS 990

[990_1stStage.pdf](#)

Supplemental Materials

[1stStage_Coversheet.pdf](#)

[SM_1stStage_01.pdf](#)

[SM_1stStage_02.pdf](#)

[SM_1stStage_03.pdf](#)

[SM_1stStage_04.pdf](#)

[SM_1stStage_05.pdf](#)

Upload Checklist

IRS Letter of Determination (see eligibility section)
Treasurer's Report or Audit for most recently completed fiscal year (see eligibility section)
Board List with addresses (see eligibility section)
Required Tables
Fiscal Year to Date Budget
Resumes for key project staff
Most recent IRS 990 (do not include schedules)
Supplemental materials (brochures, articles, testimonials, programs, letters of support, flyers, etc.)
Coversheet for supplementary materials

Project Contact Name

Emily Wall

Chief Administrator Title

Artistic Director

Chief Administrator Name

Alex Levy

Board Member Title

President

Board Member Name

Howard Forman

Date of Submission

9/6/2017
