

Title	Voce, Inc.	05/23/2018
	by Nikki Rosengren in FY19 Project Support Grant - Application	id. 10423002
	1528 Windstone Drive Vienna, Virginia 22182 United States 703-757-0275 voceva@icloud.com	

Original application

05/23/2018

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**

If the organization is a non-profit or foundation that directly supports county government programs and agencies, the service area is county-wide. **N/A**

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:

[Voce_Board_List.2017-2018.docx](#)

[Voce.IRS_Determination_Ltr.1996.pdf](#)

[Voce_Treasurers_Report_FY17.pdf](#)

FEIN Number **541525623**

Mailing Address **PO Box 8544**

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

City **Reston**

State **Virginia**

Zip Code **20195**

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

Street Address

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

City

State

Zip Code

Phone Number

Website **www.voce.org**

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

Project Contact First Name **Nikki**

Project Contact Last Name **Rosengren**

Project Contact Title **President, Board of Directors**

Project Contact Email **voceva@icloud.com**

Project Contact Phone Number **703-757-0275**

Chief Administrator First Name **Nikki**

Chief Administrator Last Name **Rosengren**

Chief Administrator Title **President, Board of Directors**

Chief Administrator Email **voceva@icloud.com**

Chief Administrator Phone Number	703-757-0275
Chairman, Board of Directors First Name	Nikki
Chairman, Board of Directors Last Name	Rosengren
Chairman's Email	voceva@icloud.com
Chairman's Phone Number	703-757-0275
Chairman's Address	1528 Windstone Drive
Floor/Suite/Apt.	n/a
City	Vienna
State	VA
Zip	22182
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?	2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018
Annual Number of Performances	6
Annual Number of Exhibitions	0
Total Number of Annual Events	41
Organization's Total Audience	1250
Does your organization employ paid full or part-time non-artistic staff?	No
Which category best describes the primary activity of your organization?	Vocal Music/Opera
Based upon the most recently completed fiscal year expenses, what is the overall budget size of your organization?	Level 1 - under \$50,000
How did you hear about the grant program?	Arts Council website

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

Voce will celebrate 30 years of artistic achievement during the 2018-2019 season. Founded in 1989 by Carol Hunter, the group is completing its fifth season under the direction of Artistic Director, Dr. Richard Giarusso, an enterprising musical leader with an active career as a conductor, singer, and scholar in the DC area and beyond. Given the rich environment for the choral arts in Northern Virginia, Voce is proud to be the oldest established and most highly regarded chamber chorus in Fairfax County. Voce Chamber Singers has been hailed as "Northern Virginia's premier choral ensemble" by the Washington Post. Voce is known throughout the DC metropolitan area for dynamic programming and high standards of musical excellence. The ensemble is comprised of music professionals and experienced singers from the surrounding communities, and its performances seek to share the transformative power of great choral music with audiences throughout our region. Voce was nominated in 2016 for a Greater Washington DC Area Choral Excellence ("Ovation") Award in the category of "Best Chamber Ensemble." Voce has gained national recognition for its commitment to commissioning new works by leading American composers. The group premiered its most recent commission, Stephen Caracciolo's "in the rain," in April 2016. This work, along with other Voce commissions and a cappella works of Hindemith, Brahms, Górecki, and others, is featured on the group's latest recording, Encounter: A Portrait of Voce, released in May 2017. This recording, which was supported by an ACFC Opportunity Grant, has recently been nominated for an Ovation Award for Choral Excellence.

Voce's mission is to present the highest caliber of choral chamber music, and to enrich the field of contemporary choral music by commissioning, performing, and recording new choral works by American composers.

Voce's goals are to:

- Present innovative programming while adhering to the highest artistic standards.
- Provide talented singers with an opportunity for in-depth study and professional-quality performance of exceptional vocal repertoire.
- Commission and perform new choral works on a regular basis.

Voce is committed to providing leadership in developing, encouraging, and promoting broad public awareness and appreciation of choral and vocal performance. Voce's creative team will continue to create inspirational concerts and to present excellently performed musical repertoire. With its diverse programming, Voce will reach out to a widening audience, both through live performance and the use of recording and technology, and continue to showcase newly commissioned works. With a community spirit, Voce will bring together musicians and singers to connect with diverse audiences to share the joy of music both educationally and artistically.

Provide a brief overview of your project. Use clear language that can be understood readily by readers who may not be familiar with the discipline or subject area.

In celebration of our 30th anniversary, Voce will mount a production of English composer Benjamin Britten's community opera, Noye's Fludde (Noah's Flood). Britten's 1958 work is one of the most brilliant and effective vehicles for community music-making ever conceived. Our May 2019 performance will bring together nearly 125 singers and 75 players (students ranging in age from 8 to 18, adult amateurs, and professionals) and will serve as a catalyzing event for musical communities throughout Fairfax County.

Project Support Category **Opportunity (grant amount ranges from \$1,000 - \$20,000)**

Check the appropriate Fairfax County magisterial district(s) for your project location(s): **City of Falls Church**

Project Title **Benjamin Britten's Noye's Fludde: A 30th Anniversary Celebration**

Amount Requested **15000**

Total Project Budget **\$23,895.25**

Start Date **07/01/2018**

End Date **05/19/2019**

Estimated audience for this project **0500**

1. Describe the project to be funded and its goals. Is this a new project for your organization? If not, has the project received funding from the Arts Council previously? What's new or different from previous activity?

The planned production of Britten's Noye's Fludde is a new endeavor for Voce, and our performance in May 2019 will be offered as an addition to our regular season in celebration of our 30th anniversary. Our performance will bring together nearly 200 singers and players (students ranging in age from 8 to 18, adult amateurs, and professionals) and will serve as a catalyzing event for musical communities in Fairfax County. The main goals of the project are as follows:

- to celebrate Voce's 30th anniversary with a performance that will enhance our visibility as a visionary musical organization within our community;
- to build stronger partnerships with school music programs in the county;
- to bring together a broad cross-section of students, adult amateurs, and professionals from throughout our communities who, through this project, will learn from each other through a shared artistic experience that is both unique and transformative;
- to enhance the already exceptional opportunities for performance offered to students in our schools by introducing them to a seminal work by one of the leading international composers of the 20th century;
- to engage new audiences;
- to harness interest from student musicians of exceptional ability to support the continued growth of Voce's new youth initiative in seasons to come; and
- to produce an event that will attract broad attention throughout the greater DC area and serve as a showcase for the vitality of music-making and creativity in our county.

3. Category Specific Questions:

Opportunity category

b. If the proposed project is in the Opportunity category: Describe how the project responds to a typical or out of the ordinary opportunity for your organization?

In looking towards our 30th anniversary season, we wanted to plan a special, celebratory performance that would be offered in addition to our regular season of three concert cycles (six concerts). Because of the number of area music educators in Voce and the launch this past season of our new Voce youth initiative, a project involving young musicians (both singers and players) meshes especially well with our current identity, interests, and capacity as an organization. As an addition to our regular concert season, a fourth program of any kind (even one of modest scope) would present budgetary challenges. One as ambitious as our planned Noye's Fludde, involving so many additional singers and players (including a number of paid professionals) and requiring a larger (and more expensive) performing space, far exceeds the capacity of our annual operating budget. The Noye's Fludde project is a unique opportunity for Voce to build upon the networks of our membership to produce a performance of (for us) unprecedented scope to celebrate the achievements of the past 30 years and the community that is our home. At the same time, the project also looks to the future in supporting the future growth of our currently emerging youth program.

4. Describe how this project fits your organizational mission. Is the proposed project a new activity for your organization or different from your typical activities? if so, how? Is it a significant expansion of an existing program?

Voce is committed to providing leadership in developing, encouraging, and promoting broad public awareness and appreciation of choral and vocal performance. Musical excellence, innovative programming, audience engagement, education, and community are the pillars of our work, and all five of these will be central to this endeavor. This project offers us a unique opportunity to celebrate a milestone in our history with a project that, while powerfully resonant with our mission, is also unlike anything that we have ever done before.

5. How will you evaluate success in meeting your goals for this project (e.g., by # of participants, attendance as a % of capacity, ticket sales, testimonials, reviews)?

Success will be evaluated according to several criteria:

- the overall number of performers involved (with students, adult amateurs, and professionals, we hope to involve nearly 200 musicians in this project);
- attendance at the performance (we hope for an audience of approximately 500);
- testimonials from students and partner teachers;
- surveys distributed at the performance to assess whether we have attracted new patrons and a broader audience and increased awareness of Voce;
- our ability to use this performance to expand our general audience and patronage base throughout the greater DC area; and
- our ability to use this performance to support the continued growth of Voce's new youth initiative for high school singers.

6. Describe your organization's ability to carry out this project; if you have done a similar project in the past, was the project successful?

Due to the number of area music educators in Voce, the group is especially well-positioned to undertake a project like this that relies so heavily upon the participation of young musicians. Though ambitious in scope, it builds naturally upon the strengths and skills of our membership specifically. While the scope of this particular project is unlike anything that we have done before, two initiatives involving area high school students (who joined Voce for portions of our concerts in December 2017 and April 2018) have been quite successful. Building upon these experiences, we look forward to expanding our work with young musicians to include not only singers but also instrumentalists in this production. Early conversations with area educators suggest that we will be able to recruit the number of performers that we will need for this project. Artistic Director Dr. Richard Giarusso, working in conjunction with our Board, will ensure that the resources of the organization are stewarded efficiently and effectively in bringing this project to fruition.

7. What are your plans for marketing and promoting your activities?

In addition to our regular methods of advertising (newspaper calendar listings, season brochure, website, social media, e-newsletter, postcard mailings, etc.) we will seek additional opportunities to promote this event. In soliciting initial interest from participants, we will utilize email lists and bulletin boards to reach the population of FCPS music teachers. In promoting the performance, we will seek opportunities for preview articles in local publications and purchase ads in such publications, as well as on WETA 90.9 FM. Dr. Giarusso will also reach out to WETA Senior Producer, Deb Lamberton, to explore the possibility of a “Classical Conversation” to air in the week leading up to our performance. We will also launch a special social media campaign in the months leading up to the performance.

8. Explain how this project will specifically either engage new audiences in the arts and/or contribute to the vibrancy and quality of life in Fairfax County?

In bringing together nearly 200 performers of varying ages and backgrounds, this performance will serve as a showcase for the vitality of the broader cultural life of Fairfax County. In particular, the performance will highlight the talents of student musicians from many diverse Fairfax County communities, the creativity and commitment of its music educators, and the value and impact of arts education in our public schools. It will also provide the student participants, in particular, with a great opportunity to collaborate with and learn from professional musicians and distinguished soloists.

Dr. Ysaye Bardwell is a transformative musical leader with an international reputation. Dr. Barnwell’s participation in this project is sure to generate interest among potential audience members. Read more at <https://www.ymbarnwell.com/>

The distinguished baritone, James Shaffran, has performed the role of Noye previously, and he is thrilled to join us for this production. Read more at <https://www.hyperion-records.co.uk/a.asp?a=A12464>

Barbara Hollinshead, a leading mezzo in the greater DC area, will join us to sing the role of Mrs. Noye. Read more at <http://www.kennedy-center.org/artist/B10369>

Since The Falls Church is a new concert venue for us, this performance will also bring Voce's music to a new audience, geographically speaking, within the County.

Project Budget Narrative

SOLOISTS, Ysaye Barnwell (God (speaking role), \$500), distinguished baritone, James Shaffran (Noye, \$1000), and leading mezzo-soprano, Barbara Hollinshead (Mrs. Noye, \$1000) will participate in six rehearsals plus the performance for relatively modest fees. Ms. Hollinshead will assist Dr. Giarusso in coaching our young singers.

Score includes instrumental parts for both professionals and students/amateurs. The PROFESSIONAL PLAYERS will participate in four rehearsals plus the performance.

Area teachers/musicians will help identify the student players. These “INSTRUMENTAL ORGANIZERS” will help gather players and conduct some preparatory rehearsals in advance of the full ensemble rehearsals. In some instances, the professional instrumentalists may also act as “ORGANIZERS” — thus the higher fee for Violin I/String organizer, and Trumpet/Brass Organizer. The higher fee for the Timpanist/Percussion Organizer assumes that he/she will also supply and provide cartage of percussion instruments.

REHEARSAL PIANIST(S) will play for eight rehearsals at a rate of \$125 each.

ASSISTANT CONDUCTOR will assist Dr. Giarusso in running a minimum of eight rehearsals with chorus, orchestra and soloists, overseeing details of rehearsal and performance planning, liaising with orchestral organizers, and sharing conducting duties.

STAGE DIRECTOR will work closely with Dr. Giarusso, overseeing planning for set and costume design, coordinating blocking and action, and running four staging rehearsals in addition to the dress rehearsal.

SPACE RENTAL fee (\$1140) includes use of multiple areas at The Falls Church for the dress rehearsal and performance, and represents a 40% discount in recognition of the educational impact of our performance. The additional \$750 is budgeted to cover the cost of venues for eleven rehearsals prior to the dress rehearsal.

Voce aims to raise nearly \$10,000 in ADDITIONAL FUNDING through ticket revenue, program advertising, corporate underwriting and individual donations. The Board will leverage the unique qualities of this project and the 30th anniversary to devise a robust fundraising strategy.

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

Yes, the project is feasible at less than full funding. If the budget were to be adjusted, the first item to be considered would be marketing and publicity. We could also attempt to negotiate reduced fees for our principals, professional players, rehearsal pianist(s), assistant conductor, and/or stage director. We might also be able to obtain loans for some or all of the vocal/choral scores, and hymn sheets, thereby reducing the cost of music purchase. Working in collaboration with the stage director, it may be possible to envision a way of using the performance space that would obviate the risers. In addition, we would seek in-kind donations for items such as set and costume materials, rehearsal space, and publicity design services.

Required documents

[VOCE.FY16.990N.pdf](#)

[Voce_Board_Bios_-2017-2018.FY19PSG.23May18.docx](#)

[Voce_FY18_Budget_revised_180214.pdf](#)

[Voce_Supplemental_Material_Cover_Sheet_for_FY19_PSG_Application.docx](#)

Required Tables

[FY_19_Project_Support_Tables.xlsx](#)

Work Samples

[Voce_Supplemental_Material_Cover_Sheet_for_FY19_PSG_Application.docx](#)

Support Material

[SM_Voce_01.pdf](#)

[SM_Voce_02.pdf](#)

[SM_Voce_03.pdf](#)

[SM_Voce_04.pdf](#)

[SM_Voce_05.jpg](#)

Upload Checklist

IRS Letter of Determination
Most recent IRS 990 (do not include schedules)
Treasurer's Report or Audit for most recently completed fiscal year (audit required if applicant's expenses exceed \$6000,000)
Fiscal Year to Date Budget
List of key project staff, Board members, and consultants with bios
Required Tables
Supplemental materials (reviews, articles, testimonials, programs, letters of support, flyers, etc.)
Work samples (photographs, audio, and/or video links)
Coversheet for work samples and supplementary materials

Project Contact Name **Nikki Ballard Rosengren**

Chief Administrator Title **President, Board of Directors**

Chief Administrator Name **Nikki Ballard Rosengren**

Board Member Title **Treasurer**

Board Member Name **Robert K. Weimer**

Date of Submission **05/23/2018**
