



FY23 Project Support Grant Sample Responses

The following responses are sections of applications that were highly rated and recognized by the review panels as being exemplary. Thank you to the applicants for allowing us to share their applications.

1st Stage (outreach strategy, demographics, and budget)

Describe how this project fits into a broader effort to serve a diverse range of audiences.

1st Stage is committed to diverse representation on and off stage. Last season 55% of artists employed by 1st Stage were BIPOC artists. This includes not just performers but directors, designers and playwrights. As previously mentioned, the artists selected for the commission project are exclusively BIPOC and reflect a diverse range of stories and the rapidly changing demographics of the theatre's community. By investing in these voices, 1st Stage will provide a platform for underrepresented artists and art forms in the American theatre. By offering a diverse array of artistic and educational programs, 1st Stage helps to create a vibrant and livable community. Fairfax County is shifting from quiet, residential neighborhoods to a series of walkable, urban centers attracting new businesses and diverse residents. Hispanic, African-American, and Asian-American individuals represented 52% of Fairfax County's population in 2020 (U.S Census Bureau 2020). These communities are anticipated to grow in the coming years. By offering this growing population relevant stories, 1st Stage can expand its service to its community. The workshops of the commissioned works will provide an extraordinary opportunity to engage students in a truncated production process. By inviting students into the rehearsal room and encourage their participations as audience members, 1st Stage can engage the County's youth. 1st Stage's education programs are aimed at nurturing a developing love for live theatre in the county's young people. Through these programs, the theater offers low cost or free tickets to area students. The Fairfax County Public School system is the largest public school system in Virginia and 28% of FCPS students' families earn less than 130-185% of the poverty level, or lower.

What are your plans for marketing and promoting your project activities?

To attract new audiences to 1st Stage, the company intends to partner with several organizations serving typically underserved arts populations in the County, including the African American, Asian American, and LGBTQ communities. 1st Stage will utilize existing partnerships with the Fairfax County NAACP and the National LGBT Task Force and develop partnerships with Us Helping Us (HIV/AIDS services), NoVA Pride, and Asian Americans Advancing Justice to reach out directly to these target populations. Further, 1st Stage will draw on research by the Economic Development Authority of Fairfax County to engage and advertise with local businesses. In addition to direct outreach, 1st Stage conducts ongoing marketing campaigns, reaching approximately 8,000 households through postcards and 6,000 individuals by email each production. The company also maintains an extensive social media presence (Facebook, Twitter, Instagram) throughout its season to engage current and potential audiences. During the initial drafting process of the solo work commissions, 1st Stage showcased the extraordinary work of the artists thorough the 1st Look series. As a result, 1st Stage has video of scenes, excerpts, and/or elements of each of the workshop productions that can be used to communicate with audiences.



1st Stage Project Budget Narrative

Expenses

Line 1: 5% of Engagement Director and 5% of Marketing Associate

Line 2: 5% Artistic Director, 5% Associate Artistic Director, 5% Seidel Fellow

Line 3: 10% Technical director, 10% Associate Producer

Line 4: Stipends for directors, designers, choreographers, musicians, performers, and artists

Line 5: Technical labor such as electricians and carpenters

Line 6: Equipment rental, costume pieces, small scenic materials

Line 7: 25% of rent for January- February 2023

Line 8: Social media advertising, collateral material

Line 9: Travel stipends for artists

Line 10: Licensing for music

Line 11: Accessibility equipment

Income

Line 1: Ticket sales will be low cost or free. Tickets will cost between \$5-\$10. Free tickets will be available to students, educators, artists, and community group partners.

Line 6: Allocation of resources from individual donors/ sponsorship opportunities for individual funders

Line 8: Opportunity to pursue new institutional funders/ Allocation of general operating funding for FY23

Line 10: Allocation of general operating funding for FY23



1st Stage Project Budget Table

| REVENUES | | | | |
|--|----------------------|-----------------------|----------------------|------------------------------------|
| EARNED INCOME | A. Applicant | Notes | | |
| 1. Ticket/Admissions | \$ 2,700.00 | | | |
| 2. Contract Services | | | | |
| 3. Performance Fes | | | | |
| 4. Other | | | | |
| 5. SUB-TOTAL EARNED INCOME | \$ 2,700.00 | | | |
| CONTRIBUTED/UNEARNED | A. Applicant | Notes | | |
| 6. Individuals | \$ 10,000.00 | | | |
| 7. Corporations | | | | |
| 8. Foundations | \$ 10,000.00 | | | |
| 9. Federal | | | | |
| 10. State (VCA and/or line item) | \$ 2,000.00 | | | |
| 11. Local (not including ArtsFairfax) | | | | |
| 12. Non-profit arts organization | | | | |
| 15. Religious Organization | | | | |
| 16. College/University | | | | |
| 17. For-profit commercial organization | | | | |
| 18. Media Organization | | | | |
| 19. Sub-total Contributed/Unearned | \$ 22,000.00 | | | |
| 20. TOTAL REVENUES | \$ 24,700.00 | | | |
| 21. AMOUNT REQUESTED | | | | |
| 22. TOTAL INCOME | \$ 24,700.00 | | | |
| EXPENSES | | | | |
| PERSONNEL EXPENSES | A. Applicant Funded | B. ArtsFairfax Funded | C. Total | Notes |
| 23. Administrative staff salary & benefits | \$ 24,700.00 | \$ - | \$ 24,700.00 | |
| 24. Artistic staff salary & benefits | \$ 24,700.00 | \$ - | \$ 24,700.00 | |
| 25. Technical/Production staff salary & benefits | \$ 24,700.00 | \$ - | \$ 24,700.00 | |
| 26. Contract: artistic | \$ 24,700.00 | \$ - | \$ 24,700.00 | |
| 27. Contract: other | \$ 24,700.00 | \$ - | \$ 24,700.00 | Includes accessibility contractors |
| 28. SUB-TOTAL PERSONAL EXPENSES | \$ 24,700.00 | \$ - | \$ 24,700.00 | |
| OTHER EXPENSES | A. Applicant Funded | B. ArtsFairfax Funded | C. Total | Notes |
| 29. Program Expenses (production, exhibition, materials) | \$ 148,200.00 | \$ - | \$ 148,200.00 | |
| 30. Rental: rehearsal & performance | \$ 148,200.00 | \$ - | \$ 148,200.00 | |
| 31. PR/Marketing/Advertising/Promotions | \$ 148,200.00 | \$ - | \$ 148,200.00 | |
| 32. Travel | \$ 148,200.00 | \$ - | \$ 148,200.00 | |
| 33. Royalties/Licensing Fees | \$ 148,200.00 | \$ - | \$ 148,200.00 | |
| 34. Other | \$ 148,200.00 | \$ - | \$ 148,200.00 | Access equipment |
| 35. Other | \$ 148,200.00 | \$ - | \$ 148,200.00 | |
| 36. Other | \$ 148,200.00 | \$ - | \$ 148,200.00 | |
| 37. SUB-TOTAL OTHER EXPENSES | \$ 148,200.00 | \$ - | \$ 148,200.00 | |
| 38. TOTAL EXPENSES | \$ 172,900.00 | \$ - | \$ 172,900.00 | |

Creative Cauldron (depth of engagement)

What are the key partnerships are involved with this project? How do these partnerships serve or advance your project's goals?

Creative Cauldron will partner with Second Story, and Westlawn Elementary School for this project. Second Story is a 50 year old Northern Virginia non profit that has been serving the most vulnerable youth in our community for more than 50 years. We will be working specifically with their "Second Story in the Community"



program which provides drop-in centers for families and after school programs for youth who need more support outside their homes; many of them living in communities where human trafficking, violence, and gang activity are prevalent. They also work closely with youth and families to help them achieve their goals and work toward self-sufficiency, breaking cycles of homelessness, abuse and poverty. Creative Cauldron will be providing year round drama workshops at three of Second Story's Fairfax County based locations: Culmore, Annandale, and Springfield. Three 8-week sessions with 10-15 students will occur at each location. A final "sharing" for families will culminate each workshop, giving them an opportunity to see some of the drama exercises and story enactments that they have worked on. These workshops will be carried out bi-lingually.

We will also partner with Westlawn Elementary School a Fairfax County Title One school where 70% of the population is Hispanic/Latino and 69% of students are on the free and reduced lunch program. Working with the Principal and Staff we will provide an after school Drama Club for up to 40 students. Over the course of the 16 week session, Creative Cauldron will develop an original bilingual production that will be presented at the end of the program in a school assembly and an evening performance for families. Creative Cauldron design and production team will support this performance. Through these partnerships Creative Cauldron will broaden its reach and impact in the community furthering our JEDI (Justice, Equity, Diversion and Inclusion) goals. This project will remove economic and cultural barriers that sometimes prevent underserved students and families from participating in the performing arts. With the invitation to our final performances, we include the families of the workshop and drama club students to join in on the fun thus creating an activity that the entire family can do together. It will also help us forge meaningful relationships with these communities, and make Creative Cauldron a more accessible and welcoming place for our Spanish-speaking neighbors.

If the proposed project is in the Arts Access category: Describe how the project strengthens arts engagement in an underserved and/or economically disadvantaged community or district.

Through our partnership with Second Story, and Westlawn Elementary, a Fairfax County Title One school with a majority Latino/Hispanic population and families who qualify for the free and reduced lunch program, we will be able to bring the arts directly to these underserved and economically disadvantaged young people and families.

Second Story articulates the problem of these underserved communities on their website: "Fairfax County is the second wealthiest county in the U.S. (only second to Loudon county, our neighbor,) but opportunity is not necessarily distributed evenly. A recent study found that 23,650 children in Fairfax County struggle with hunger. Many parents live in poverty and work around the clock to support their children. They may share a small apartment with



many other families, leading to overcrowding and unsafe living conditions. They may have to work a second or third shift and struggle to spend quality time nurturing and caring for their children. These youth may receive less support at home to help them thrive in school, and their vulnerability makes them more likely to be recruited to join a gang or fall into human trafficking—both legitimate threats in Fairfax County."

Growing up as a child of immigrants living in Fairfax County, our bilingual Artistic Associate, Lenny Mendez, knows intimately the experience of the young people and families that we will work with on this project. In her words: " I know first hand how difficult it is for Latinos to fully understand the art community and that is because there is no easy or tangible access to it. I had to introduce that idea to my family, the idea of pursuing my dreams as an artist was foreign to them. The worst part was that they didn't trust this art community because there was no one who looked like me in it. Having a Latino communicate with other Latinos, especially when it comes to their children, is very important for the trust to build. There is a cultural acceptance that eases the unknown."

We know from our 20 years of working with young people that theater and the arts can have a profound impact on self-esteem and confidence. It helps young people develop problem-solving and team-building skills, tools that will help them develop to their fullest potential. We are excited to be working with these partners who support these young people every day and hope that through this project we can bring the joy of learning and participating in the arts to their young people and families.

Gin Dance (project details)

| Name of Project | Activity | Activity Type | Date Range (mm/dd/yy - mm/dd/yy) | Venue Name | Zip Code | Magisterial District |
|--|--------------------------|--------------------------|-------------------------------------|-------------------------|----------|----------------------|
| Shu-Chen Cuff meets w Kevin Reese, Sculpture | Creativity meetings | Creativity meetings | 7/1/2022 -7/8/2022 | Gin Dance Company | 20190 | Hunter Mill |
| Choreograph & rehears | Rehearsals | Rehearsals | 7/05/2022 - 9/30/2022 | BalletNova Center For I | 22041 | Mason |
| Shu-Chen Cuff, meets a | Interviews | Interviews | 7/11/2022 - 7/25/2022 | Gin Dance Company | 20190 | Hunter Mill |
| Shu-Chen Cuff and dan | Rehearsals | Rehearsals | 8/14/2022 - 10/15/202 | BalletNova Center For I | 22041 | Mason |
| Shu-Chen Cuff, Artistic | Open Rehearsal | Open Rehearsal | 9/17/2022 | BalletNova Center For I | 22041 | Mason |
| Shu-Chen Cuff maps ou | Creating | Creating | 7/25/2022 - 9/30/2022 | Gin Dance Company | 20190 | Hunter Mill |
| Design E-Newsletters, p | Marketing preparation | Marketing preparation | 8/2/2022 - 8/6/2022 | Gin Dance Company | 20190 | Hunter Mill |
| Launch the campaign ar | Promoting Activities | Promoting Activities | 9/7/2022 - 11/12/2022 | Gin Dance Company | 20190 | Hunter Mill |
| Discuss the technical pl | Production meetings | Production meetings | 10/8/2022 - 11/12/202 | Capital One Hall | 22102 | Providence |
| Shu-Chen Cuff, Kevin Re | Rehearsals | Rehearsals | 10/1/2022 - 11/12/202 | BalletNova Center For I | 22041 | Mason |
| Sabrina Cohn, Board of | Meetings | Meetings | 7/6/2022 - 7/16/2022 | Gin Dance Company | 20190 | Hunter Mill |
| Shu-Chen Cuff and Kevi | "I Am Here" workshop | "I Am Here" workshop | 10/17/22 - 10/21/22 | Metropolitan School of | 22315 | Mount Vernon |
| Technical rehearsal, dre | Technical rehearsal, dre | Technical rehearsal, dre | 11/12/2022 | Capital One Hall | 22102 | Providence |
| Evaluate the ticket sale | Meeting | Meeting | 11/16/2022 | Gin Dance Company | 20190 | Hunter Mill |