



## FY 23-24 Ticket Subsidy and Participation Grant Sample Responses

The following responses are sections of applications that can serve as examples for potential grant applicants. Thank you to the applicants for allowing us to share their applications.

### **Virginia Bronze (FY24)**

#### **Program Description**

Virginia Bronze (VAB), Northern Virginia's first community auditioned handbell group, has served the greater DC metro area for over 15 years. We offer opportunities for area residents of any age and background to participate in workshops, festivals and thematic concerts.

VAB's mission to expose a wide and diverse audience to handbells is the basis for the music and concert themes selected. We are excited to present a concert of holiday pop music called VAB FM Holiday Hits at the Fredgren Theater at BalletNova on December 9. We are also hosting a spring concert featuring time and space themed music at the James Lee Community Theater on May 4, 2024. Both venues are in Fairfax County's Mason District.

VAB performers are experienced handbell ringers ranging in age from mid-20's to mid-60's. They are professional musicians, graphic designers, psychologists, patent analysts, librarians, database managers, local school teachers, municipal planners, and small business owners.

#### **How Will Your Audience/Participants Access Transportation For This Program?**

While we have offered transportation assistance to everyone we have contacted, no one has accepted that subsidy to date. When asked whether families might need transportation help, Westlawn Elementary School stated that families are able to get to where they want to go. They offered a school bus for another arts event once and we were told that it was underutilized. None of the families that have requested subsidized tickets from Bailey's Upper Elementary School have requested transportation assistance. Gum Springs Community Center, when responding to the offer of tickets, said that they had transportation already available.

#### **Who Are The Audience/Participant Targets For This Program?**

Handbells are unique and can be enjoyed by anyone. Our concert venues are accessible and open to persons of any age, gender, sexual orientation, religion, marital status, language spoken at home, and immigration status. When connecting with NCS, we checked the box for every age group except preschool children. They are welcome but not a specific focus for this grant.

The largest barrier to access for the underserved population is the cost of tickets and transportation. The two concerts for which we are applying to use the Ticket Subsidy Grant are in the Mason District, which has the highest percentage of the population living below the poverty level in Fairfax County according to 2021 census data.

Of the nine magisterial districts, Mason District has the highest percentage of Hispanic/Latino residents, the 3rd highest percentage of black/African American residents and the lowest percentage of White residents in the County according to the 2020 census. (Source: U.S. Census Bureau, 2020 Redistricting Data (Public Law 94-171) Summary File; and Statewide 2020 Census Redistricting Data with prison adjusted population from the Virginia Division of Legislative Services (VDLS)).

Many of the schools in the proximity of our two venues are Title 1 schools. The only two middle schools on the list of Title 1 schools in the County are both located in the Mason District. While the Mason District has the 3rd highest percentage of arts venues, that does not necessarily translate to residents being able to attend those venues.

Bailey's Upper Elementary School for the Arts and Sciences' student population for the 2022-2023 school year was three-quarters Hispanic with almost two thirds of the students eligible for free or



reduced price meals last year. Hispanic/Latino students made up 76% of the school, white students made up 14%, black students made up 4%, Asian students made up 4%, and 2% were “other.” This Title 1 school, with grades 3-5, is located less than 3 miles from BalletNova Center for Dance—the venue for our December 9 concert. It is part of the Justice High School pyramid and students from that school would go to Glasgow Middle School for 6th grade.

Westlawn Elementary School, the closest school to James Lee Community Center, and another Title 1 school in FCPS, had a Hispanic/Latino population of over 70% for the 2022-2023 school year. Their free or reduced price meals population is 71%. Hispanic/Latino students made up 72% of the school, white students made up 14%, Asian students made up 10%, black students made up 2%, and 2% were “other.” Westlawn Elementary School is grades K-6 and is part of the Falls Church pyramid.

Glasgow Middle School, the closest middle school to BalletNova and one of 2 Title 1 middle schools in FCPS, is an extremely large school with a population of over 1,700 students for grades 6-8 for the 2023-2024 school year. Over half of the students during the last school year were Hispanic and almost two-thirds of the student body were eligible for free or reduced price meals. Hispanic/Latino students made up 53% of the school, white students made up 20%, black students made up 12%, Asian students made up 11% and 3% were “other.”

This demographic information clearly shows the diversity of our County, but specifically of the schools we have connected with. It also shows that access to the arts, even in a district that is served by many arts venues, may be difficult due to economic reasons. These are some of the primary reasons we have chosen to connect with Title 1 schools near these specific concert venues.

#### **Describe Your Outreach And Partnerships To The Target Community Or Communities.**

For our December 9 concert, NCS reached out to area community centers on our behalf and Gum Springs Community Center Senior Program, in a predominantly African-American part of the County, replied that 12-16 people were interested in attending. Our May 4 concert is taking place at the James Lee Community Center and we intend to work closely with that community center to have tickets available on a first come, first serve basis to community members who attend that center regularly. Since that center is in the Mason District as mentioned above, we believe that we will be targeting an already economically, ethnically, and racially diverse community.

Virginia Bronze established a connection with the Mason District’s Bailey’s Upper Elementary School for the Arts and Sciences, an FCPS Title 1 school. Their principal, Marie Lemmon, took the initiative to get a notice out to the parents of the approximately 525 students in several of their weekly emails in both English and Spanish to offer tickets to our December 9, 2023 concert. Several families have requested tickets to the concert through the school’s family liaisons.

The handbell director at St. Matthew’s United Methodist Church, Tammy Freeman, is one of the band teachers at Glasgow Middle School, another FCPS Title 1 school in the Mason District. St. Matthew’s supports Virginia Bronze by allowing us to use their space to host workshops and other events so it seemed natural to establish a connection with Glasgow Middle School through Tammy. She has sent a notice to the 120 advanced band and percussion students offering two tickets to our December 9 concert. What was emailed out was similar to what was sent out by Bailey’s Upper ES. We expect an update from Tammy within the week.

One of our most exciting results of our outreach was the reaction and eagerness from Westlawn Elementary School in the Falls Church area of Fairfax County. Westlawn, also located in the Mason District, is the closest elementary school to the James Lee Community Center. We contacted them to offer free tickets to our May 4 concert and they quickly wanted to set up a virtual call to learn more. They have two great music teachers and a very supportive principal, Christoph Hill, all of whom are eager to partner with us and engage their student body. In an effort to get the students more interested in attending the May concert, they suggested that Virginia Bronze come in and “show and tell” our handbells and handchimes during some of the 5th and 6th grade music classes, which we plan to do in the new year. Our Board voted to expand our collaboration by loaning them our



handchimes in the new year and by developing plans to get handchimes into their music classrooms on a permanent basis. We are also sending a small group of ringers to perform before Westlawn's winter band, strings and chorus concert on December 14 to showcase bells to the parents and families of the music students.

Using our experience reaching out to area schools and NCS for our December concert, we are optimistic that our efforts to connect with the James Lee Community Center, Westlawn Elementary School, and Glasgow Middle School will lead to even more interest in our May 4 concert, as evidenced in the table below. If needed, we are able to expand our efforts to additional Title 1 schools in the Mason District, or other low income and highly diverse areas of the County to utilize as much of the Ticket Subsidy Grant as possible.

**How Many Are Being Served? What Is The Cost Per Person For Eligible Expenses (Ticket Price, Tuition, Transportation, Etc.)? Provide The Breakdown By Audience Demographics (County Of Residence, Student, Senior ...).**

Number of Subsidized participants	Subsidized Participants Demographics	Cost per participant	Subsidized Cost per participant	Requested Subsidy per participant	Zip Code for activity location(s)
38 on Dec 9	16 seniors from Gum Springs Community Center in Mt. Vernon District, 11 parents from Bailey's Upper ES in Mason District, 11 parents from Glasgow Middle School in Mason District	\$25/pp full price	0/pp	25/pp	22041, Mason District
22 on Dec 9	11 students from Bailey's Upper ES in Mason District, 11 students from Glasgow Middle School in Mason District	\$15/pp full price	0/pp	15/pp	22041, Mason District
65 on May 4	25 adults and seniors from James Lee Community Center in the Mason District, 20 parents from Westlawn Elementary School in the Mason District, 20 parents from Glasgow Middle School in the Mason District	\$25/pp full price	0/pp	\$25/pp	22042, Mason District
40 on May 4	20 students from Westlawn Elementary School in the Mason District, 20 students from Glasgow Middle School in the Mason District	\$15/pp full price	0/pp	15/pp	22042, Mason District

### Creative Cauldron (FY23)

#### **Program Description**

Artes Para Todos is a project, generously funded by Arts Fairfax and other funders, that provides year-round, after-school drama workshops and arts opportunities for young people attending Fairfax County Title I schools. Through the project, Creative Cauldron brings arts education programs to English learners and young people from homes where Spanish is the first language spoken.

Our previous Arts Fairfax funding allows us to provide tickets to "The Snow Queen" and camp scholarships for the participants of Artes Para Todos Second Story workshop students. The Ticket Subsidy Grant will allow us to further build upon this program by

- 1) providing transportation to and from the theater for the Artes Para Todos Second Story students families so that parents and siblings may enjoy the bilingual production of "The Snow Queen" on March 18, 25, and April 1, together.



- 2) providing transportation for Westlawn Drama Club families from Monticello Gardens to and from Westlawn Elementary school June 5 and 6 for rehearsals for a June 7th evening performance of "Tales from the Andes"
- 3) offering additional Arts Adventure Camp scholarships beyond what is covered in the Artes Para Todos Project Grant.
- 4) Providing free tickets to the Snow Queen March 18, 25, and April 1 to Westlawn Elementary Artes Para Todos students and their families.

#### **How Will Your Audience/Participants Access Transportation For This Program?**

We are specifically focused on overcoming transportation barriers with this grant. A chartered bus will be hired to provide transportation from Second Story sites in Culmore, Annandale and Springfield to Creative Cauldron. A bus will also be hired to bring Westlawn families to and from their school for the drama club rehearsals for the "Tales from the Andes" evening performance at Westlawn. For the additional Camp scholarship, student transportation will be provided by Second Story, and/or parents.

#### **Who Are The Audience/Participant Targets For This Program? Describe Your Outreach And Partnerships To The Target Community Or Communities.**

Creative Cauldron partners with Second Story, a local nonprofit serving at-risk youth in Northern Virginia, through their "Safe Youth Projects" program. They have three site locations in Culmore, Annandale, and Springfield that allow young people a place during after school hours to get help with homework, and enjoy enrichment programs like the ones that Creative Cauldron is providing. At Westlawn Elementary, a Fairfax County Title I school with a majority (75%) Latin/Hispanic population and families who qualify for the free and reduced lunch, we work with the Principal and Staff to identify students in their population who might best benefit from our free, Drama Club workshop experience. Our bi-lingual Artistic Associate, Lenny Mendez, serves as the Project Leader and teaching artist, providing Spanish language translation and support to parents who have enrolled their children.

When we first offered our Drama Club at Westlawn Elementary School in the Fall, we learned that there were barriers keeping students from Spanish-speaking households from participating. The majority of the students were from households that live nearby the school. We learned that the vast majority of the students from Spanish-speaking households live in Monticello Gardens, an apartment complex that is quite distant from the school. No after school bus was available to transport these students back to their homes after school, and many parents often do not have cars or are sharing a car in order to get to their work. We reached out to the Thomas Jefferson Library adjacent to Monticello Gardens, and are now able to provide the Westlawn Drama Club weekly workshops at this site. This grant will be a critical to our ability to serve these families and provide the best possible experience for their children.

#### **How Many Are Being Served? What Is The Cost Per Person For Eligible Expenses (Ticket Price, Tuition, Transportation, Etc.)? Provide The Breakdown By Audience Demographics (Student, Senior ...).**

Our program partnership with Second Story serves approximately 36 students, and with this grant, and our extended outreach to families, we will serve approximately 135 children and adults who will attend the production of "The Snow Queen," that will feature bi-lingual content.

At Westlawn we are reaching 22 students in the Drama Club, and an additional 15 in their school based workshop. By providing transportation for families we will reach 90 children and adults participating in our Westlawn program. We estimate transportation costs at \$20 per person for a 45 passenger bus. For an estimated total of \$4,500.

We will provide 2 additional scholarships to Arts Adventure camps through this grant. Our normal enrollment fees range from \$410 for a one week camp and \$650 for a two week camp.