



## **FY24 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.

### **Gin Dance Company**

#### **Project Marketing Description**

Project Marketing Description: 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.

Gin Dance Company (GDC) will present a captivating full-length production consisting of three distinct pieces, each with its own profound meaning, cultural influences, and artistic style. Our first piece, titled "Insight," is an original work inspired by the powerful quote, "When an old person dies, a library burns down." This thought-provoking quote serves as a reminder of the vast wealth of knowledge and experience possessed by older generations. Through choreography and dance, GDC's Artistic Director, Shu-Chen Cuff, conveys the important message of respecting and caring for our seniors, appreciating their contributions to the younger generation, and recognizing the invaluable wisdom they possess. To actively involve seniors, we will conduct workshops where they can explore how movement can express the piece's meanings. Several workshop participants from senior communities will be selected and integrated into the performance, joining our company dancers on stage. This opportunity not only provides these seniors with a sense of purpose and achievement but also fosters intergenerational connections.

Due to overwhelming positive feedback and popular demand, we will also include as part of the full production encore performances of two previously acclaimed pieces, "I Am Here" and "A Cup of Tea". "I Am Here" is a collaboration with kinetic sculpture artist Kevin Reese, where Shu-Chen, as a first-generation immigrant, delves into her personal experience of desire, dreams, struggles, opportunities, and celebrations associated with immigrating to the United States. Combining kinetic sculpture design and dance, this piece presents a unique perspective on how immigrant life experiences intersect with the broader community. The second piece, "A Cup of Tea," draws inspiration from Asian culture and features live music accompaniment by Chinese Dulcimer musician, Chao Tian. Through dance, Shu-Chen explores the philosophy and cultural significance of the Chinese tea ceremony, unveiling its adoration of beauty amidst the complexities of everyday life, as well as its emphasis on refinement, spirituality, humility, restraint, and simplicity. By sharing this work with the community, we aim to provide the audience with an inspiring experience that encourages introspection and fosters appreciation and connection with others and the possibilities around us.



## Project Schedule

Name of Project Activity	Activity Ty	Date Range (mm/dd/yy - mm/dd/yy)		Venue Nam	Zip Code	Magisterial District
		mm/dd/yy	mm/dd/yy			
Shu-Chen Cuff works on the concepts and ideas of the piece "Insight".	Creativity	07/05/23 - 07/14/23		Gin Dance Company	20190	Hunter Mill
Sabrina Cohn, GDC Board of Director, contacts senior homes to provide complimentary tickets to the show and free workshop.	Meetings	07/06/23 - 07/14/23		Gin Dance Company	20190	Hunter Mill
Shu-Chen Cuff choreographs "Insight" on GDC dancers and adult senior dancers.	Rehearsals	07/05/23 - 09/08/23		BalletNova Center for Dance	22041	Mason
Shu-Chen Cuff re-stages "I Am Here" and "A Cup of Tea" with GDC dancers	Rehearsals	07/10/22 - 09/08/23		BalletNova Center for Dance	22041	Mason
Shu-Chen Cuff works on costumes for all dances.	Creativity	07/05/23 - 07/22/23		Gin Dance Company	20190	Hunter Mill
Ruth Judson, photographer, have a promotional photoshoot with Shu-Chen Cuff, GDC dancers, and adult senior dancers.	Photoshoot	07/23/2023		BalletNova Center for Dance	22041	Mason
Shu-Chen Cuff maps out and designs the stage and lightings for "Insight," "I Am Here," and "A Cup of Tea."	Creativity	07/24/23 - 09/29/23		Gin Dance Company	20190	Hunter Mill
Gary Cuff designs posters, flyers, and website. Shu-Chen Cuff creates E-Newsletters, promo videos, and social media posts.	Marketing Preparation	07/31/23 - 08/11/23		Gin Dance Company	20190	Hunter Mill
Launch the campaign and start promoting the show and and put our posters to all different locations.	Promoting Activities	8/14/23 - 11/11/23		Gin Dance Company	20190	Hunter Mill
Sabrina Cohn, Board of Director of GDC reach out to managers at the senior homes to finalize complimentary tickets and free workshop schedules.	Meetings	09/05/23 - 09/22/23		Gin Dance Company	20190	Hunter Mill
Shu-Chen Cuff, Artistic Director, Kevin Reese, Sculpture Artist, Chao Tian, Chinese Dulcimer Player, GDC dancers, and adult senior dancers share and discuss our creating process with the community.	Open Rehearsal	09/16/2023		BalletNova Center for Dance	22041	Mason
Discuss the technical plan and lighting designs (Several meetings at the Capital One Hall, teleconferences, and emails)	Production meetings	10/09/23 - 11/11/23		Capital One Hall	22102	Providence
Shu-Chen Cuff conducts "Insight" workshop with some of the senior cast members at senior homes.	"Insight" Workshop	10/16/23 - 10/20/23		Gin Dance Company	20190	Hunter Mill
Technical rehearsal, dress rehearsal, and performance (This is the show day. We'll have technical rehearsal in the morning to early afternoon and dress rehearsal afterwards. At 7:30 pm show time.)	Technical rehearsal, dress rehearsal, and performance	11/11/2023		Capital One Hall	22102	Providence
Evaluate the ticket sales, surveys, the amount of complimentary tickets, the whole event of our performance quality and experience.	Meeting	11/16/2023		Gin Dance Company	22190	Hunter Mill



## **What Are The Key Partnerships For This Project? How Do These Partnerships Serve Or Advance Your Project's Goals?**

In the production of the work, "Insight", we will specifically engage local senior communities in developing the concepts presented in the work as well as conducting dance workshops in the months leading up to the performance, teaching portions of the choreography in the dance. It will all be specifically designed for the seniors. Shu-Chen will also share her ideas and inspiration about the piece and the creation process. Additionally, we will provide up to 100 complementary Capital One Hall performance tickets to the premiere on November 11, 2023 to under-resourced seniors who would not be able to attend the performance otherwise.

In creating the work "I Am Here", we reached out to immigrant communities. Shu-Chen interviewed a number of first generation immigrants to hear their experiences and stories. We added audio clips from their interviews to the audio for the dance so their voices and stories could be heard. We also offered complimentary tickets to the interviewees and their communities so that many who may not have the means to attend otherwise can see this work and enjoy an evening of dance at the theater.

Further, for this production, we crossed over and reached out to artists in the visual art community creating a multi-discipline collaboration with an experienced and innovative kinetic sculpture artist and educator, Kevin Reese. This layered experience creates an unlikely and unique opportunity for the choreographer, dancers and designer of differing ethnicities and from various cultures, communities, and nationalities to work together on a stage production. It also enables audience goers to experience the collaboration as it unfolded in unison illustrating how different art forms are intrinsically connected as are arts and humanity. Further, due to the fusion styling of the choreography with Shu-Chen Cuff's Asian roots and multi-discipline training, both the artists and the audience will be treated to a unique cultural experience. The complexity in the choreography was particularly challenging to the dancers and furthered their growth as artists.

## **What Is The Goal Of The Project?**

The overarching goal of this project is to foster artistic growth, collaboration, and inclusivity by creating and presenting a dynamic repertoire comprising of a new work, two encore pieces, and a focus on cultural diversity and social awareness. Through this project, we will provide our artists, dancers, and choreographer with a platform to challenge themselves, explore new artistic horizons, and achieve higher standards in their creative development. Additionally, by collaborating with senior artists, we seek to promote intergenerational learning, exchange of experiences, and the cultivation of meaningful connections.

Within this repertoire, we have included an encore piece entitled "I Am Here," which reaches out and eloquently tells the powerful stories of immigrants through the personal immigration story of our Artistic Director, Shu-Chen Cuff and other first-generation immigrants as we hear their voices and stories throughout the piece. Through the medium of dance, we are able to foster empathy, understanding, and appreciation for the immigrant experience, shedding light on their resilience, struggles, and invaluable contributions to society. This piece will serve as a catalyst for social awareness and meaningful dialogue, encouraging audiences to reflect on the diverse journeys of immigrants and the common humanity we all share.

Furthermore, we have incorporated a multicultural piece titled "A Cup of Tea" to embrace and celebrate the richness of diverse cultures. This work will showcase the beauty,



traditions, and shared experiences of various cultural backgrounds, utilizing movement vocabulary, music, and costumes to represent the multicultural fabric of our society. By exploring the metaphor of a cup of tea, we symbolize unity, harmony, and the strength that comes from embracing our differences. Through this piece, we hope to inspire audiences to appreciate and celebrate multiculturalism, breaking down barriers, challenging stereotypes, and fostering a more inclusive and understanding community.

Through these encore pieces, our goal is to engage, educate, and inspire audiences while promoting cultural diversity, inclusivity, and social awareness. We strive to create a transformative artistic experience that not only pushes the boundaries of our artists but also leaves a lasting impact on the community by fostering empathy, promoting dialogue, and celebrating the shared human experience.

### **What Are Your Plans for Marketing And Promoting Your Project Activities?**

- We will print and distribute promotional pieces throughout the area focusing on high-traffic areas to get maximum impact.
- The event will be promoted extensively on Social Media.
- The event will be prominently promoted online on our website and, further, will be submitted to the events pages of websites and publications that maintain local event calendars (WashingtonPost.com, Fairfax Connection, Fairfax County Times, Northern Virginia Magazine, Virginia Living Magazine, Washingtonian, and numerous others)
- We will distribute Press Releases leading up to the event.
- We have successfully attracted attention of TV media in the past and been featured on WUSA9 & Fox5... We will actively engage all our media contacts in hopes of securing interviews/stories about the project.
- We will feature the event in e-Newsletters leading up to the performance.
- Capital One Hall, has committed to provide assistance from their marketing team in promoting the program.

### **NextStop Theatre Company**

#### **Describe Your Organization's Ability to Carry Out This Project. Provide Examples of Similar Or Related Activities And Their Outcomes.**

Over the past decade, NextStop has successfully run various theater education programs, ranging from masterclasses with Broadway stars to performance-based and process-based theater camps/classes (Summer Theatre Adventures), theater-intensive programs (By-Kids-For-Kids), and our recently completed Spring Theater Residency program. During our Summer Theatre Adventures program, we serve nearly 200 students, working closely with them to prepare and perform three musical productions each summer. Positive feedback from participants and parents highlights the program's ability to boost students' self-confidence (see Supplemental Materials for Letters of Support from both students and parents).

With a strong history of delivering high-caliber theater education, NextStop is well-positioned to offer impactful programming to area schools. Our extensive connections with sought-after teaching artists in the Washington Metropolitan region, combined with



personal connections to school leadership, will ensure a seamless and successful implementation of the "Stars on Stage" program. As an approved vendor in Fairfax County Public Schools, we can also easily bring our theater programs into schools. With our vast resources, networks, and connections, we are eager to make this program a resounding success for youth in our community.

### **What Are Your Plans for Marketing And Promoting Your Project Activities?**

NextStop will work closely with the administration and/or PTAs at both elementary schools to advertise this program to its students. We will create flyers in both English and Spanish advertising the "Stars on Stage" program, particularly emphasizing that it is a free program located at the schools as an after-school activity. Flyers will be distributed in weekly information folders that are sent home to all students' parents. We will distribute flyers two separate times over the course of six weeks leading up to the program start date.

We will also explore advertising this program through other channels that may be available to us, including: school video news programs, print and e-newsletters distributed by the schools, PTA websites/social media channels, and through in-person advertising at school events (e.g. Book Fairs, Career Day, etc.).

### **Describe How This Project Fits into A Broader Effort To Serve A Diverse Range Of Audiences.**

The "Stars on Stage" Theater Residency program is a prime example of how NextStop strives to make our work more compelling, accessible, inclusive, and equitable for all members of our community. Our short-term goal for this program is to spark students' interest in theater by making opportunities for participation readily available to them. We also seek to instill a love for the performing arts within student participants, to identify those students who wish to continue to explore their interests in theater, and to nurture and develop those students through NextStop's existing education programs (which are free and/or heavily underwritten by financial support).

One of our long-term goals as an organization is to help support the development of more BIPOC artists in our region and to build and grow a more diverse generation of arts participants. We believe that the "Stars on Stage" program is a crucial step in this process, as it creates a pipeline of access to the performing arts for minority youth in our region. By providing engaging and accessible arts education opportunities to a wide range of students of various backgrounds, we work to change the arts landscape of tomorrow, bringing more diverse voices into the arts ecosystem as students develop into future artists, arts educators, arts-lovers, arts patrons, and artistic leaders. We strongly believe that the performing arts industry will benefit greatly by establishing programs such as the "Stars on Stage" program as it will lead to the shaping of a richer and more vibrant arts environment for us all.



## Project Budget Table

REVENUES		
EARNED INCOME	A. Applicant	Notes
1. Ticket/Admissions		
2. Contract Services		
3. Performance Fes		
4. Other		
<b>5. SUB-TOTAL EARNED INCOME</b>	<b>\$ -</b>	
CONTRIBUTED/UNEARNED	A. Applicant	Notes
6. Individuals	\$ 1,500.00	
7. Corporations		
8. Foundations	\$ 12,000.00	Shelley's Fund for a Brighter Tomorrow, Ruth and Hal Lauenders Charitable Trust, Cafritz Foundation
9. Federal		
10. State (VCA and/or line item)	\$ 1,500.00	Creative Communities Partnership Grant
11. Local (not including ArtsFairfax)		
12. Non-profit arts organization		
15. Religious Organization		
16. College/University		
17. For-profit commercial organization		
18. Media Organization		
<b>19. Sub-total Contributed/Unearned</b>	<b>\$ 15,000.00</b>	
20. TOTAL REVENUES	\$ 15,000.00	
21. AMOUNT REQUESTED	\$ 29,300.00	
<b>22. TOTAL INCOME</b>	<b>\$ 44,300.00</b>	

EXPENSES				
PERSONNEL EXPENSES	A. Applicant Funded	B. ArtsFairfax Funded	C. Total	Notes
23. Administrative staff salary & benefits	\$ 1,600.00		\$ 1,600.00	
24. Artistic staff salary & benefits	\$ 1,440.00		\$ 1,440.00	
25. Technical/Production staff salary & benefits	\$ 7,680.00	\$ 5,280.00	\$ 12,960.00	
26. Contract: artistic		\$ 16,320.00	\$ 16,320.00	
27. Contract: other			\$ -	
<b>28. SUB-TOTAL PERSONAL EXPENSES</b>	<b>\$ 10,720.00</b>	<b>\$ 21,600.00</b>	<b>\$ 32,320.00</b>	
OTHER EXPENSES	A. Applicant Funded	B. ArtsFairfax Funded	C. Total	Notes
29. Program Expenses (production, exhibition, materials)		\$ 5,700.00	\$ 5,700.00	
30. Rental: rehearsal & performance			\$ -	
31. PR/Marketing/Advertising/Promotions	\$ 500.00		\$ 500.00	Flyers advertising program
32. Travel	\$ 2,400.00		\$ 2,400.00	After-school buses
33. Royalties/Licensing Fees		\$ 2,000.00	\$ 2,000.00	
34. Other	\$ 180.00		\$ 180.00	Translation fee for flyers
35. Other	\$ 1,200.00		\$ 1,200.00	After-school student snacks
36. Other			\$ -	
<b>37. SUB-TOTAL OTHER EXPENSES</b>	<b>\$ 4,280.00</b>	<b>\$ 7,700.00</b>	<b>\$ 11,980.00</b>	
<b>38. TOTAL EXPENSES</b>	<b>\$ 15,000.00</b>	<b>\$ 29,300.00</b>	<b>\$ 44,300.00</b>	



### **Project Budget Narrative:**

The majority of the expenses for this program are human resources and represent the teaching artists and production staff we will hire to run this program (line 25. Technical/Production Staff Salary and Benefits and 26. Contract Artistic). As mentioned previously, in order to maintain low student to teacher ratios, we plan to hire six teaching artists for each class of 40 students. The teaching artists will divide classes into smaller groups for instruction. The student teacher ratios we propose are in alignment with the number of teaching artists we hire for our Summer Theatre Adventures program.

Funding of our two artistic staff members (Director of Education and Education Coordinator) are represented on Line 24. Artistic Staff Salaries and benefits. This expense will cover 40 hours of time, which will be used to coordinate this program with the schools, develop curriculums, and hire/communicate with all teaching artists.

Material supplies for classes will primarily consist of set materials, costumes, and props for the show (Line 29. Program Expenses).

We will support the expense of after-school busing for this program (line 32. Travel), as we anticipate that a number of students will be unable to participate without reliable transportation home after class.

We have included advertising/marketing fees (Line 31. PR/Marketing/Advertising/Promotion) for the creation and printing of flyers advertising these programs in both English and Spanish to nearly 1,500 students at the two schools. We will distribute two rounds of flyers to the schools (six weeks and three weeks before the start of the program). We have also included a fee for translation of the flyer into Spanish (Line 34. Other) and a line for providing after-school snacks to students (Line 35. Other).