



FY25 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.

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.

Fairfax Symphony Orchestra

"Link Up: The Orchestra Swings!" is an innovative education program for third to sixth-grade students. Over three months, students explore the beginnings of swing as a style of jazz music in their classrooms through a repertoire of music, including Ellington's "Duke's Place"; Gershwin's "I Got Rhythm"; Florence Price's "Juba" from Symphony No. 1; and Wynton Marsalis' "Symphony for Jazz Ensemble and Orchestra," among other pieces.

Link Up provides extensive standards-based teacher and student materials created by the FSO and our partner, Carnegie Hall's Weill Institute. Linking the classroom to the concert hall, the program culminates in an interactive concert with the FSO, during which students sing and play their recorders from their seats in the audience at GMU's Center for the Arts.

Through evidence-based classroom activities and professional development for teachers, Link Up engages students in a meaningful musical experience that promotes a lifelong appreciation of music while building skills in reading and math. The program helps fill the critical need for high-quality music education for thousands of students in disadvantaged areas across this region. It also addresses the inequity that exists among underserved students in accessing the performing arts.

The Virginia Commission for the Arts awarded the FSO's Link Up program the 2021 Dominion Energy Art Stars award for its innovation, providing meaningful access to and increasing equity in the arts.

NextStop Theatre

NextStop Theatre Company will provide a free, 12-week "Stars on Stage" Theater Residency program to 100 under-resourced students in grades 3-6 at two, local Title 1 elementary schools. Students will rehearse and prepare a full musical, receiving coaching in acting, singing, dancing, character development, and theater design/stage tech from NextStop's professional teaching artists. The after-school program will culminate in multiple performances at both schools, reaching approximately 1,200 school community members. This program will make opportunities for deep and meaningful engagement in the arts available to students in schools where 57% to 70% qualify for the Free and Reduced Lunch program and 72% to 83% identify as minorities.

Outline the schedule of completion for major project tasks included in your project. Who is planning and executing the major project tasks?

Fairfax Symphony Orchestra

Celeste Duplaa, FSO Link Up Coordinator and a former elementary school teacher, will head the program implementation under the supervision of Executive Director Jonathan Kerr.



JULY-NOVEMBER 2024 Recruiting schools, with an emphasis on bringing in new Title 1 schools. In addition to sending brochures to current and prospective schools, follow-up emails and phone calls will be made. Finally, our lead teacher, Carrie Ragona of Woodburn Elementary School, will be making a presentation to music and arts teachers at FCPS' in-service professional workshops in August 2024.

OCTOBER-DECEMBER 2024 Kicking off the school year with an Orientation Session for teachers and distribution of Teacher Guides, with English and Spanish versions, both digitally and printed copies by request. To streamline the curriculum, we will also distribute comprehensive, customized PowerPoint presentations aligning the Carnegie curriculum to specific Virginia Standards of Learning. These units, created by the FSO, will take classes through scaffolded lessons and embedded links to video/audio clips, sheet music, and student activity sheets.

OCTOBER 2024-APRIL 2025 Celeste Duplaa, along with lead teachers from Woodburn and Westlawn Title 1 schools, will provide technical assistance throughout the year by staying in touch with teachers to help them work through any unique challenges, especially teachers new to the Link Up program.

NOVEMBER 2024- FEBRUARY 2025 Jonathan Kerr, Executive Director, will work with musicians and videographers to produce Link Up Learning Moments to distribute to teachers to enhance their Link Up instruction and to introduce students to orchestra members, leading up to the culminating concert with the FSO.

FEBRUARY-APRIL 2025 Jonathan Kerr will work with FSO Assistant Conductor John Murton on preparations for the live culminating concert.

APRIL 2025 Rehearsal and Live Culminating Concert

Videographers will edit and finalize Virtual Concert for the one or two schools that cannot attend the live concert.

After the concert, an online evaluation survey will be sent to teachers to provide them with an opportunity to let us know how effective Link Up was for their students, including the teacher and student materials, support from the FSO, and the culminating concert. This feedback will inform the fine-tuning of the program for next year's Link Up program.

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

Fairfax Symphony Orchestra

Link Up was created by Carnegie Hall's Weill Music Institute with the input of 18 music teachers from across the county. The Fairfax Symphony has partnered with Carnegie Hall to implement the program locally in Fairfax County and the surrounding area. The partnership makes possible free evidence-based online teachers' guides, student workbooks, and online resources that have been developed and tested over the past 20 years. Since 2003, Carnegie Hall's work with educators and researchers has resulted in what has become a model for high-quality music education programs.

Our school partners include public elementary schools in the region, with a focus on Title 1 schools. Based on preliminary feedback, we expect at least 11-12 of the 14 elementary schools from Fairfax County listed below to participate in Link Up this upcoming school year:



Braddock ES*
Churchill Road ES
Deerpark ES
Daniel Run ES
Hutchison ES*
Lane ES
Lynbrook ES*
Mantua ES*
Mount Eagle ES*
Providence ES*
Springfield Estates ES
Stratford ES
Westlawn ES*
Woodburn ES*

*Over half the elementary schools qualify as Title 1 where over 40% of students are eligible for free or reduced-price meals.

We depend on the valuable feedback we receive from participating music teachers each year. In addition to receiving feedback during orientation and monthly check-in sessions, the teacher evaluations provide valuable information on challenges or problems they may have encountered and recommendations for meeting their needs more effectively in the next year. We also work with lead teachers whose schools have participated in Link Up since it was launched. They assist us with the provision of technical assistance for music teachers and provide valuable insights into program improvements.

Based on input from teachers, for example, we created comprehensive, customized PowerPoint presentations aligning the Carnegie curriculum to Virginia Standards of Learning to streamline the Link Up curriculum. Each PowerPoint features an Overview Unit Map for each of the four Carnegie Hall Link Up "Explore the Repertoire" units. These units take the classes through the scaffolded lessons and include embedded links to Carnegie resources: video/audio clips, sheet music, activity sheets and extension activities.

Funding partners are listed in the Project Budget Narrative section. Fairfax County's cable station, Channel 16, is FSO's media partner. The Channel covers the project, including video excerpts from the concert.

NextStop Theatre

Key partners for this project include the principals, school administrators, and PTAs at both Herndon and Clearview Elementary schools. Both schools have a strong after-school clubs program in place, allowing us to seamlessly integrate this performance-based program into their existing infrastructure. They also have engaged administrators and PTA leaders who are keen to have this program held at their schools.

NextStop expects to receive funding from two other sources: the Shrivastava Charitable Fund of the Community Foundation for Northern Virginia (which funded our "Stars on Stage" program this past Spring 2024) and Shelley's Fund for a Beautiful Tomorrow (a private fund that we are connected with through a former board member). We have also been in conversations with two potential corporate funders.



In addition, we will partner with key, individual donors to help offset specific expenses for this program, most notably after-school snacks for the students. As we learned from the pilot program and the performance-based program we ran at the schools in 2023 and 2024, there are many students at these schools whose families are financially unable to provide their children with an after-school snack. An after-school snack helps students refuel before the start of theater classes and is essential for maintaining focus throughout a class. We have, therefore, built this expense into our budget and will continue to seek support from individual donors to help cover this expense.

Describe how this project relates to your organizational mission. Is this a new project for your organization? If not, has the project received funding from ArtsFairfax previously? What's new or different from previous activity?

Fairfax Symphony Orchestra

The Link Up program aligns closely with the Fairfax Symphony Orchestra's (FSO) mission to be a leader of artistic excellence on the concert stage and to foster meaningful experiences, and promote learning opportunities for the broadest possible audience. In partnership with Carnegie Hall's Weill Music Institute, the FSO brings the Link Up program to Fairfax County with an emphasis on reaching underserved students in programs that propel academic achievement. The FSO is the only orchestra offering Link Up in this region.

Link Up was launched with the participation of two Title 1 schools and has tripled in the number of Fairfax student participation since then. ArtsFairfax has been a critical funder. Our request this year is for further expansion of Link Up and to increase student participation from 1,600 to 2,000 students, with priority given to Title 1 schools.

Link Up consists of four different themed programs. Last school year, schools implemented "Link Up: The Orchestra Rocks!" This upcoming year, they will implement "Link Up: The Orchestra Swings!"

With funding from ArtsFairfax, we will be able to produce virtual "Link Up Learning Moments" and distribute them to teachers throughout the months of classroom instruction. Teachers will welcome our teaching artist, John "JT" Turman, and use the video Link Up Learning Moments in their classrooms to enrich their classroom instruction, further engage students in their learning and build anticipation for the culminating concert with the FSO. Based on teacher feedback, we

plan to produce 4 videos from 5-10 minutes in length. This will enable teachers to provide context for the videos and time for follow-up instruction with students.

Funding from ArtsFairfax will also cover the transportation costs of bussing up to 2,000 students from their schools to the concert venue, GMU's Center for the Arts, and back to their respective schools.

NextStop Theatre

The "Stars on Stage" Theater Residency program directly aligns with our mission, providing high quality programming that is both affordable and accessible to more members of our community. This 12-week, performance-based program will be held at two Title 1 elementary schools in Herndon, an economically and ethnically diverse community with a high percentage of underserved students.



The “Stars on Stage” program will provide 100 students the rare opportunity to delve into the exciting world of musical theater, through 24 after-school classes at their schools. To ensure that this program is fully accessible to all students, this program will be free for all participants, include a free, after-school snack, and free after-school busing home. Under the guidance of six talented teaching artists, students will rehearse, prepare, and present a full musical production for their school communities, reaching an anticipated audience of 1,200 through two to three performances at each school.

This program fills a critical gap in our community, providing access to high-quality arts programming to a racially, ethnically, and socio-economically diverse group of students from our local community. By holding this program after-school at students’ schools and offering this program for free to all student participants, we remove two major barriers for accessing high-quality arts programming – transportation and financing.

This program builds upon two years of success, beginning in 2023 with a free, after-school pilot program which served 185 students for eight weeks at four Herndon-area elementary schools (three of which are Title 1 designated with up to 71% of students qualifying for the free and reduced lunch program). In 2024, we focused on working at two of the elementary schools, providing a more in-depth program and expanding it to 12 weeks. Both of these programs were supported by ArtsFairfax.

In 2025, we will further expand this program by introducing a backstage, technical theater option for students interested in exploring technical theater and design (set/props/costume design, stage management, etc.). Under the mentorship and guidance of a technical theater artist, 20 students will have the opportunity to design and create costumes, sets, and props for the “Stars on Stage” production. They will also learn the basics of stage management and help backstage during performances. By introducing a technical theater option in our 2025 program, we aim to attract students who may traditionally be overlooked for a performance-based program (as they may have discomfort with being on stage or in the spotlight). This new option will offer a creative, inclusive, and engaging way for these students to participate in our program.

In addition, in 2025 we will hold a program overview session at each elementary school for interested students and parents during the enrollment period. This session will allow families to learn about our “Stars on Stage” program, meet the teaching staff, sign up for after-school busing, and ask questions about the program. We expect that many of the families attending will have limited exposure to the theater world. This session is designed to help them understand what their children will be working on so they feel more connected to the program, our staff, and teaching artists.

We will review important information at this session, including the afterschool rehearsal/performance schedule, important dates, attendance expectations, communication methods (and accommodations for those with special needs), audition information, and how to access practice tracks for songs/choreography. A Spanish translator will provide simultaneous translation, ensuring the program is accessible to all members of the school communities.

As an organization committed to breaking down barriers and providing access to the arts for all, our “Stars on Stage” program exemplifies NextStop’s unwavering dedication to the community we serve. We believe that every young person deserves the chance to explore their artistic potential and find inspiration and joy through the magic of theater. With the continued support of our partners and the community, we will make this experience a transformative one for every student involved, leaving a lasting impact on their lives.



*All statistical data is based on demographic data collected by Fairfax County Public Schools for the 2022-23 school year (the most recently available data).

What is the goal of the project?

Tephra Institute of Contemporary Art

The Festival Programming Initiative aims to enhance artist and audience engagement, boost Festival attendance, strengthen partnerships with local and regional arts organizations and universities, increase artist sales, and advance our Social and Cultural Equity Commitments by providing greater access for audiences and visibility for historically underrepresented artists.

The success of the initiative will transcend mere spectatorship, actively engaging Festival visitors in a dynamic cultural exchange. We aim to create an environment where creativity, knowledge, empathy, and art appreciation converge, resonating with artists, enthusiasts, and the public alike.

The Tephra ICA Arts Festival offers unique community engagement opportunities and over the years, we have adapted the Festival to align with market trends and audience needs. The Festival Programming Initiative seeks to inspire broader community engagement in arts interpretation, creating a more welcoming and accessible environment for viewing and discussing art, similar to our in-gallery exhibitions and programs, but harnessing the special, dynamic environment of an extensive outdoor arts event.

The initiative aligns with the approach seen in leading, national contemporary art fairs, such as The Armory Show in New York, among many others. Like our Festival, these large-scale events feature booths and live performances. Unlike our Festival, they also feature special programming that brings different elements of the contemporary art world together. The Armory Show, for example, hosts guided tours and panel discussions that connect contemporary artists to a wider audience.

Through the Festival Programming Initiative, we can offer some of the benefits and experiential aspects of leading contemporary art fairs to Festival audiences right here in our own neighborhood. The guided tours, artists demos, art-making activities, and collector gatherings will additionally place greater emphasis on accessibility and education while inspiring the public, our most valued supporter, and deepening their engagement with the arts.

Artists will have a generative platform for sharing their creative practices. This, in turn, will facilitate opportunities for nuanced dialogues that year-round exhibition programs at Tephra ICA are dedicated to fostering. Our commitment lies in celebrating artists and recognizing the inherent value and influence of art in generating new ideas and expanding perspectives, something we believe that the Festival is uniquely able to offer audiences.

If the proposed project is in the **Arts in Education** category: Describe the project's artistic and educational goals for the participants.

Fairfax Symphony Orchestra

EDUCATIONAL GOALS:

Developed specifically for third through sixth-grade students, Link Up was designed with three distinct program pathways, which allows teachers to prepare their students to fully engage in



classroom activities and the culminating concert regardless of differences in grade level, ability, or instructional time.

The primary learning objectives include:

- Perform by singing and playing the soprano recorder
- Analyze and interpret the essential structures of rhythm
- Connect with the orchestra and explore instruments, instrument families, and orchestration, and
- Develop imaginative capacities and make personal connections to the music

As mentioned earlier, the program was designed to meet National Core Standards, and the FSO has mapped the Virginia Standards of Learning onto the units of learning created by Carnegie Hall.

Link Up also helps teachers build core capacities in English and Math by encouraging reading, writing, and quantitative thinking. Through active listening, describing, analyzing the music, and a focus on the historical context of orchestral music, students will put these core capacities to use in a new domain.

ARTISTIC GOALS:

The artistic goal of Link Up is to expose students to high-quality music to help them develop a life-long love of classical music. The repertoire in the four Link Up programs represents a diverse range of music. The repertoire of music students will be studying includes:

- Ellington: "Duke's Place"
- Ellington: "It Don't Mean a Thing (If it ain't got that swing)"
- Gershwin: "I Got Rhythm"
- Florence Price: "Juba" from Symphony No. 1
- Courtney Bryan: "Do Your Thing"
- Cabaniss: "Come to Play"
- Bernstein: "Riffs" from Prelude, Fugue, and Riffs
- Wynton Marsalis: "Midwest Moods" from Swing Symphony

Carnegie Hall provides recordings of each of the works in the repertoire performed by its orchestra. The culminating concert is performed live by the Fairfax Symphony Orchestra, accompanied by all of the students who play their soprano recorders, sing and move to the music from their seats in the concert hall.

NextStop Theatre

As mentioned previously, the majority of the students at these schools have limited financial resources and little to no access to quality arts education opportunities. NextStop seeks to fill this gap of access through our "Stars on Stage" Theater Residency program.



NextStop will provide 12 weeks of free, weekly theater education classes to 100 students at two local elementary schools (Herndon and Clearview Elementary). Classes will be one and a half hours long and will take place twice a week at each school, immediately after school. This opportunity will be offered to students in 3rd through 6th grades, with classes split into small groups for instruction. The curriculum for this program will be based on our Summer Theatre Adventures program which produces three separate youth productions each summer. Classes will include: group coaching on acting and singing, learning show choreography, learning costume/scenery/props design and backstage management (and having the opportunity to apply those skills during the production process), and understanding how to work together as an ensemble. All students will participate in the culminating performances, which will serve approximately 1,200 friends/family and members of the school community.

Student teacher ratios will be kept low for all classes, with six different teaching artists working with each class of 50 students. This ratio is in alignment with how we administer our other education programs (most notably our Summer Theatre Adventures program) and ensures that the quality of this program remains high.

NextStop will prioritize hiring teaching artists who are bilingual (English/Spanish) and/or teaching artists who self-identify as BIPOC to lead these classes. We will hire a director, choreographer, music director, scenic/properties designer, costume designer and a technical theater artist to work with students. Costumes, props, and scenery for this production will be created by students who sign up to participate in the technical theater portion of this program, with the guidance and oversight of the technical theater artist.

This program addresses the Virginia Standard of Learning T11.5 Critical Thinking & Communication. Throughout this program, students will actively participate in collaborative rehearsals and performances to prepare a musical production. They will engage in specific theater games and improvisations to build trust and communication skills with their fellow cast members and our teaching artists. They will also learn through the production process to respect the ideas and viewpoints of others as well as how to communicate diverse ideas and perspectives of their own effectively to others.

Additional goals for this program include: helping students feel comfortable with performing on stage, learning about technical theater and design, growing their self-confidence, building self-esteem, and teaching them to work collaboratively with other students as part of a team (and all while having fun!). As with all of our theater education programs, students will gain valuable life skills from this experience, working on and practicing their skills with empathy, communication, and collaboration through ensemble work.

In conclusion, we strongly feel that our "Stars on Stage" program will deliver immeasurable benefits to participating students. This program will make an opportunity for deep engagement with the arts accessible and available to underserved students in our community.

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.

Tephra Institute of Contemporary Art

The recent, significant reorientation of the organization as an Institute of Contemporary Art coupled with the longstanding reputation of the Tephra ICA Arts Festival as a successful



community event has created the timely opportunity to launch the Festival Programming Initiative. The initiative aims to better align this marquee event with our mission of supporting contemporary art and its contribution to social and cultural impact while providing a unique opportunity to engage the larger Festival audience with our work, many of whom are new to Tephra ICA.

As mentioned earlier in the application, the Tephra ICA Arts Festival, now in its 34th year, is a highly regarded community event, bringing over 200 fine art and fine craft artists from around the country to engage with audiences as large as 25,000 visitors. The event is known for its caliber and the high-quality work presented by artists; in addition to the care provided by Tephra ICA in supporting artists and presenting a professional, seamless event experience for visitors. However, unlike our other exhibition and programmatic offerings, the Festival has not previously highlighted the important social and cultural contexts that are present in the exhibiting artists' work. Tephra ICA staff has since identified the opportunity of offering interpretive programming as a key growth area at the Festival and envisions the Festival Programming Initiative to meet that goal of providing robust opportunities for audiences to engage with ideas, histories, processes, and narratives through contemporary art.

With the success of the 2024 pilot program of the Festival Programming Initiative, which encompassed curator-led tours and art demonstrations, there is a unique opportunity to expand the initiative and build upon the momentum. With increased programming, we will be able to provide the same interdisciplinary engagement presented at the Tephra ICA gallery through our exhibitions, education initiatives, public programs, and special events to position the Festival as a more meaningful contributor to the region's cultural dialogue while also boosting tourism and the local economy.

Describe your organization's ability to carry out this project. Provide examples of similar or related activities and their outcomes.

Tephra Institute of Contemporary Art

The Tephra ICA Arts Festival is consistently recognized by participating artists, visitors, and partners as a well-organized, professionally run, and successful event. This is made possible by the five-person Tephra ICA team, a contracted logistics company, numerous community partners, and over one hundred volunteers. Reston artist, Annette Kramer, a first-time artist participant in the 2024 Festival, shared her enthusiasm for the event in a local newspaper interview. She remarked, "I have attended the Festival faithfully for years and I am very pleased indeed to be a part of the competitive and quality show I have so long admired." Each year, Tephra ICA strives to enhance the Festival experience by welcoming new artists like Annette and attracting diverse audiences. In 2024, our pilot initiative featured three curator-led tours and artist demo hours. This was positively received by artists, participants, and audiences. Dr. Lauren Davidson, who created and led a tour featuring ten artists from diverse cultural perspectives, later wrote, "Thank you so much for the opportunity to discover new artists and share my passion for shining a light on artists with diverse backgrounds with the public. I think this is a wonderful addition to the Festival and look forward to seeing it grow over the years!" Positive feedback such as this highlights the value of expanding the initiative. It also helps to identify key areas for growth which informs our strategy and how additional funding could significantly enhance the reach and impact of the Festival. As mentioned earlier in the application, Tephra ICA produces programming such as this inside our galleries, including the Insights lecture series, Creative Response, Art After Hours, Family Days, Explore More, Artist Talks, and Curator Tours. Creative Response has engaged poets, musicians, podcast



producers, chefs, and others to offer diverse perspectives on the artwork, and the Insights program provides academic views from curators and scholars, with past presenters from institutions like the National Portrait Gallery, the Smithsonian National Museum of American History, and the National Gallery of Art. Our established success of a large-scale, long-run, highly ranked event such as the Tephra ICA Arts Festival and the success of the 2024 pilot program paired with Tephra ICA's experience in developing and implementing interpretive programming for the year-round schedule of exhibitions sets us up for success in launching an expanded version of the Festival Programming Initiative at the 2025 Tephra ICA Arts Festival.

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

Tephra Institute of Contemporary Art

Each year, Tephra ICA employs a substantial marketing and advertising budget to promote the Festival. In 2023 and 2024, we were able to significantly increase this budget through generous grant awards from the Virginia Tourism Corporation. These funds augment extensive paid advertising in local and regional media outlets, including but not limited to FFX Now, District Fray Magazine, Source of the Spring, WAMU – Washington's NPR station, Washington City Paper, East City Art, Bmore Art, the Washington Post, and others. Paid social media advertising is also implemented on platforms like Instagram and Facebook.

Since receiving funding from VTC, we have also expanded our advertising reach by purchasing advertising space with the Washington Metropolitan Transit Authority (WMATA). For a month between April and the Festival in May, printed Festival ads are placed inside the Silver Line train cars and digital ads on digital kiosks inside the metro stations throughout the WMATA system – spanning from Virginia, to DC, to Maryland. Furthermore, Festival ads are placed on Fairfax Connector buses, which serve Northern Virginia with a daily ridership of 26,000 passengers. These advertising efforts aim to maximize exposure and attract a diverse audience to the Tephra ICA Arts Festival.

Local partners like Reston Association offer in-kind sponsorships through Festival ads in their Digital Activity Guide, reaching over 16,500 households. Reston Community Center also provides free event promotion in their printed Spring Guide with a distribution of 29,000.

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

Fairfax Symphony Orchestra

Since its inception, the FSO has held dual passions — to be a leader of artistic excellence on the concert stage and to take the transformative power of music to foster meaningful experiences and promote learning opportunities. The FSO targets most of its education programs to underserved and minority populations in Fairfax County. Currently, over 70% of the schools that benefit from our education programs fall into these priority populations.*

There is increasing evidence that students from schools in disadvantaged communities are most at risk with the fewest opportunities. They often have minimal access to the arts both within their schools and outside their classrooms.



Link Up addresses the urgent need for access to evidence-based music instruction that would be impossible for Fairfax Public Schools to finance. It also addresses the “excellence gap,” the disparity in the number of low-income versus high-income students who reach advanced levels of academic performance. The gap appears in elementary school and continues as students move through middle and high school, college and beyond.**

Research also shows that students with access to quality arts education classes are more likely to be engaged in all their classes, improve academic performance, attend school, achieve better test scores, graduate from high school, and obtain a post-secondary education. Link Up is a critical ingredient in realizing the FSO’s educational mission of building the audiences of tomorrow while contributing to the academic success of students. Link Up is helping to fill the pressing need for high-quality music education to enhance learning for hundreds of disadvantaged students.

*Racial breakdown of students who participated in Link Up during the 2022/2023 school year: Black - 28%, Hispanic/Latino - 27%, Asian - 7%, Native American - 1%, White - 30%, Others - 7%.

**Re-Investing in Arts Education: Winning America’s Future Through Creative Schools, President’s Committee on The Arts and the Humanities, 2009

Project Budget Narrative & Table

Tephra Institute of Contemporary Art

The Festival Programming Initiative budget revenue is attributed to strong ongoing partnerships: Reston Community Center (Line 11) and Reston Town Center Association (Line 7) each provide a monetary sponsorship of \$25,000. BXP provides a monetary sponsorship of \$10,000 (Line 7), and the Special Events & Marketing Grant from Virginia Tourism Corporation to which we are currently applying, and have previously received, provides an award of \$10,000 (Line 10). Artist application fees also contribute to event income at the projected amount of \$17,000 total (Line 1).

More than 50% of ArtsFairfax funding will go directly to properly compensating artists, program presenters, and production staff; offsetting staff salaries, and creating a funded Festival Programs Internship. Tephra ICA is W.A.G.E. Certified institution. W.A.G.E. Certification is a national program founded in 2008 that establishes sustainable economic relationships between artists and institutions by introducing mechanisms for fair compensation. All honoraria in this budget meet or exceed W.A.G.E. designated fees.

Line 26, Contract Artistic: Artist honoraria (\$125 each for 20 artists participating in artist demos) are intended to both compensate the artists and offset the costs incurred for providing materials for their demonstrations. Tour guides receive a fee of \$400 each, jurors a fee increase of \$150 each for leading a tour, and the Family Art Park lead a \$500 fee for project development and implementation.

Line 23, Administrative and Staff Salaries: ArtsFairfax grant monies will fund a new paid internship, creating a valuable learning and professional experience for a regional aspiring arts administrator (\$2,250 for 150 hours at \$15 per hour), and contribute to the salaries of Tephra ICA staff members who produce the event and programming: Festival Director, Advancement Officer, Education and Public Programs Manager, and the Senior Gallery and Communications Manager. Additionally, \$1000 of ArtsFairfax funding (Line 25) Technical Production Staff) will allow for the hiring of



additional production crew to support Festival Programming. Tephra ICA will cover the bulk of staff salaries and contracted production crew salaries.

Other significant expenses include program, rental, and advertising costs. Tephra ICA will cover \$44,000 in production expenses related to the overall production of the Festival as a major community event including: RTC on site advertising; Festival T-shirts for artists, volunteers, and staff; onsite wayfinding and informational signage; tent rentals; port-a-potties; gold carts; event radios; all paid advertising placements; computer services; and artist awards.

ArtsFairfax grant monies will fund production elements that are directly related to the Festival Programming Initiative, as outlined below. To note, many of these items are reusable, and will allow for future years of Festival Programs. Line 29, Program Expenses: includes monies for portable microphones for tours (\$750), additional onsite maps, schedules and wayfinding signage (\$1,000) and a printed Festival Program Guide available to the public for free (\$4,550).

Additionally, ArtsFairfax monies will go towards rental of event infrastructure for the programming hub and the Family Art Park tent (\$2,500, Line 30), reusable signage to designate artist booths participating in programs (\$2,725, Line 31), postcards with program schedules (\$175, line 31) and hotel rooms for program presenters (\$450, Line 32.)

Together, each of these line items will collectively fulfill the requirements for producing the Festival Programming Initiative at the 2025 Tephra ICA Arts Festival. In result, access and engagement with a diverse range of artists, media, and artistic practices will be available through a thoughtfully curated selection of free public programs and the Tephra ICA Arts Festival will more significantly contribute to the region's cultural dialogue, boosting tourism and the local economy.

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

Due to the long-standing success of the Tephra ICA Arts Festival and the positive outcomes from last year's pilot program, the Festival Programming Initiative can proceed in a more modest structure if full funding is not received. The honoraria for artists and arts professionals will be prioritized. While the programming hub infrastructure will be simplified, some programming can continue, thanks to existing sponsorship from the Reston Community Center, Reston Town Center Association, and BXP. However, elements such as wayfinding and informational signage may not be feasible. Paid advertising would be significantly reduced, and both the printed Festival Program Guide and the paid Festival internship would be eliminated.

REVENUES

EARNED INCOME	A. Applicant	Notes
1. Ticket/Admissions	\$ 17,000.00	Artist Application Fees
2. Contract Services		
3. Performance Fes		
4. Other		
5. SUB-TOTAL EARNED INCOME	\$ 17,000.00	
CONTRIBUTED/UNEARNED	A. Applicant	Notes
6. Individuals		
7. Corporations	\$ 35,000.00	RTCA and BXP sponsorships
8. Foundations		
9. Federal		
10. State (VCA and/or line item)	\$ 10,000.00	VTC Special Programs Grant
11. Local (not including ArtsFairfax)	\$ 25,000.00	RCC sponsorship
12. Non-profit arts organization		
15. Religious Organization		
16. College/University		
17. For-profit commercial organization		
18. Media Organization		
19. Sub-total Contributed/Unearned	\$ 70,000.00	
20. TOTAL REVENUES	\$ 87,000.00	
21. AMOUNT REQUESTED	\$ 30,000.00	
22. TOTAL INCOME	\$ 117,000.00	

EXPENSES

PERSONNEL EXPENSES	A. Applicant Funded	B. ArtsFairfax Funded	C. Total	Notes
23. Administrative staff salary & benefits	\$ 22,500.00	\$ 12,250.00	\$ 34,750.00	30% of Festival Director's salary, and 10% of salary for 3 staff members and Festival Programs Internship (150 hours at \$15 per hour)
24. Artistic staff salary & benefits			\$ -	
25. Technical/Production staff salary & benefits	\$ 18,650.00	\$ 1,000.00	\$ 19,650.00	MBlogistics contracted for event planning and week of production crew staffing
26. Contract: artistic	\$ 1,800.00	\$ 4,650.00	\$ 6,450.00	Arts Fairfax to funding: 3 tour guides (\$400 each), 1 Teaching Artist for Family Art Park (\$500), 3 program participation fees for Festival jurors jurors (\$150 each), 20 Artists for artist demos (\$125 each). Standard Juror fee (\$600 each) funded by applicant.
27. Contract: other			\$ -	
28. SUB-TOTAL PERSONAL EXPENSES	\$ 42,950.00	\$ 17,900.00	\$ 60,850.00	
OTHER EXPENSES	A. Applicant Funded	B. ArtsFairfax Funded	C. Total	Notes
29. Program Expenses (production, exhibition, materials)	\$ 11,550.00	\$ 6,250.00	\$ 17,800.00	ArtFairfax Funding: 3 portable mic systems for tours (\$750), maps shchedule and wayfinding signage (\$1,000), and printed program booklet (\$4,500). Tephra ICA funding covers Festival t-shirts (\$4,000) and \$4,550 of wayfinding/informational sigange and RTC onsite banners and poster advtsergs starting April 1 (\$2,500)
30. Rental: rehearsal & performance	\$ 5,500.00	\$ 2,500.00	\$ 8,000.00	Artsfairfax funding: Rental tent, tables, and chairs for Family Art Park and Programming Hub set ups. Tephra ICA funding: all other tent rentals, golf carts, portapotties, and radios.
31. PR/Marketing/Advertising/Promotions	\$ 20,000.00	\$ 2,900.00	\$ 22,900.00	ArtsFairfax Funding: Featherflags, asphalt sigange, and booth signage to designate artist booths participating in programming (\$2,725) and 1500 postcards for promoting programs schedule (\$175). Tephra ICA funding all paid advertising.
32. Travel		\$ 450.00	\$ 450.00	3 hotel rooms for tour guides (\$150 each)
33. Royalties/Licensing Fees			\$ -	
34. Other	\$ 2,000.00		\$ 2,000.00	Annual Fees for application and event platforms
35. Other	\$ 5,000.00		\$ 5,000.00	10 Artist Cash awards (\$500 each)
36. Other			\$ -	
37. SUB-TOTAL OTHER EXPENSES	\$ 44,050.00	\$ 12,100.00	\$ 56,150.00	
38. TOTAL EXPENSES	\$ 87,000.00	\$ 30,000.00	\$ 117,000.00	