

## PS Applicant Information FY15

Organization Name  
Project Support Grant Request

Broadway Center for the Performing Arts  
\$12,000

### PS Project Narrative and Expenses

#### Organization's Published Mission Statement.

*(maximum characters: 400)*

Our mission:

-Entertain our community through top quality and diverse performances;

-Ensure our children's development through education and the arts;

-Empower our citizens through participation;

-Enable our historic buildings and drive revitalization of the Theatre District.

Our vision: To energize and help lead a renaissance that brings shared joy and prosperity to our community.

Project Title:

Building Community: Diverse Arts Presenting

Project Summary: Provide a brief (1-2 sentence) overview of your project and its intent.

*(maximum characters: 400)*

The project is 8 public performances representing a wide cultural and ethnic mix: ¡FIESTA, FAMILIA, FOLKLORE!(Latino); OPERATION -STARS...(AND STRIPES) (Military); INTERNATIONAL GUITAR NIGHT (Guitar Showcase) and LES BALLETS TROCKADERO DE MONTE CARLO (LGBTQ). We intend to expand arts participation by bringing professional, high impact, accessibly priced performances to local/statewide audiences.

Describe the project, identifying the primary artist(s), ensembles and project director that are key to the proposal and a brief time frame for the project. Provide their brief credentials.

*(maximum characters: 2000)*

Project Director is Broadway Center Executive Director, David Fischer.

11.09.14 – ¡FIESTA, FAMILIA, FOLKLORE! Will be a 3-hour multidisciplinary event presenting regionally significant Latino artists, and featuring nationally renowned talent such as Bailadores de Bronce and Mariachi Huenachi. Presented inside the Pantages Theater, the event is interactive and

multi-generational. The Bailadores will hold a children’s dance workshop at the Pantages prior to the event, and a post-performance talk-back will be conducted by: Antonio Gomez, Curator - Currently at KCTS Television (PBS), he directs KCTS 9's educational offerings, and is considered an expert in ethnomusicology, Latino music and culture, and arts integration at K-6 level.

**11.16.14 – OPERATION - STARS... (AND STRIPES) One performance: Pantages. In collaboration with JBLM, it will highlight the “best” talent from our joint military community.**

**02.27. 15 – INTERNATIONAL GUITAR NIGHT (IGN). One performance: Rialto Theater, featuring four internationally acclaimed musicians, Brian Gore, Andrew York, Diego Figuerido, and Andrew Mongrain. Outreach will occur at Ted Brown Music.**

International Guitar Night (IGN) is the world’s premier guitar performing group, and the only production where world-class musicians create a unique blend of “guitar positivity,” making IGN the most successful guitar showcase of its kind.

**02.20.15 - LES BALLETS TROCKADERO DE MONTE CARLO (THE TROCKS) One performance: Pantages Theater. The Trocks have established themselves as a major dance phenomenon throughout the world. It is a Company of professional male dancers performing the full range of ballet and modern dance repertoire, including classical and original works.**

The Trocks have a large international following in the LGBTQ community, and were one of the primary choices in our 2007 Community Dialogues LGBTQ Sessions. Two Trocks artists will hold a master class at Hilltop Tacoma’s MLK Ballet.

**Describe Expenses**

<b>Description</b>	<b>Amount</b>	<b>Expense Date</b>
<b>Curator for Fiesta - (Total expense \$5,000)</b>	<b>\$ 3,000</b>	<b>11.09.2014</b>
<b>JBLM Partnership (Innovation)</b>	<b>\$ 3,000</b>	<b>11.16.2014</b>
<b>Trocks Artist Fees (Includes Outreach)</b>	<b>\$ 3,000</b>	<b>2.20.2015</b>
<b>Artist Fees for Int'l Guitar Night (Total expense \$8,000)</b>	<b>\$ 3,000</b>	<b>02.27.2015</b>

## **PS Public Benefit**

### **A. Public Benefit**

- 1. How does this project support the successful artistic and cultural development of a community and/or individuals in Washington State?**
- 2. Describe your collaboration with community partners and other means to broaden, deepen and diversify arts participation.**
- 3. Explain how this project will strengthen your community?**

*(maximum characters: 1500)*

#### **1. Artistic/Cultural Development**

**a) All four engagements were selected as ideal match for several overlapping cultural/ethnic segments of our community;**

**b) Performances strongly support the cultural development of artists and community members. More than 100 artists of color (directors, dancers, musicians, actors, choreographers and visual artists) will be performing in fully professional venues.**

**c) The Broadway Center has a strong record of initiating statewide block-booking opportunities, assuring that high-caliber performances come to the Northwest at a cost that is In this case, IGN will perform at the Lincoln Theater in Mt. Vernon (2.28.15), and The Trocks at the Edmonds Performing Arts Center (2.19.15.)**

#### **2. Collaboration**

**a) Collaborating with JBLM has been a goal for some time, and this project we will deepen this relationship in a way we hope will be replicated by others.**

**b) Making the 4 performances accessible, we will offer 475 free tickets total to the concerts, distributed through our social service partner non-profits, United Way, YWCA and Associated Ministries.**

**c) Education/program staff is proactive in providing free outreach to under served students.**

#### **3. Strengthening Community**

**These 4 projects represent an opportunity for many to experience for the first time each of the represented genre, the venues, and economically boost local restaurants and businesses. It strengthens**

the cultural, economy, and artistic fabric of the community through diversity and access.

**B. Broadening Access:** How does this project broaden access to, expand and diversify the audiences for the arts?

*(maximum characters: 750)*

The project will broaden access, expand and diversify by:

- a) Bringing a broad range of talent of interest to local and regional audiences;
- b) Providing affordable range of ticket prices starting at \$12.00, and will include steep military and family discounts;
- c) Providing free tickets through community partners;
- d) Serving youth with outreach at activities at Ted Brown Music, MLK Ballet and very likely, the Tacoma School of the Arts;
- e) Deepening our relationship with military and their families at JBLM.

**C. Evaluation:** How will you measure the quantitative and qualitative results of this project, for example using audience and/or artist surveys?

*(maximum characters: 750)*

The Broadway Center is data-driven in its evaluation processes. We survey our market to test potential artists/price points before we enter contracts. We conduct audience surveys after every performance, analyzing quality, service, and economic impact. Staff and board review results and adjust, if necessary.

Qualitatively, we primarily use comments drawn from surveys. In addition, personal follow up is undertaken with our under served community leaders, often leading to positive future collaborations. For example: conversations/surveys held with the Black Collective after three years of reading all 10 plays in August Wilson's Pittsburgh Cycle. It led to the highly successful, full production of "Joe Turner's Come and Gone" in 13-14.

List the Proposed Event Details for the Project

Date	Time	Price(s) Admission	Location	Number of Estimated Attendance	Facility Capacity
Fiesta. Perf  11.09.2014	3:00- 5:30 PM	\$ 25.00	Pantages Theatre	1110	1125
Fiesta Outreach (2)  11.09.2014	2:15- 3:00 PM and  5:30 - 6:00 PM	\$ 0.00	Pantages	180	1125
Operation - Stars...(and Stripes)  11.16.14	3:00 PM	\$ 12.00	Pantages Theatre	642	1125
The Trocks  2.20.2015/  MLK Ballet Outreach  2.20.2015 (Free)	7:30 PM/  2:00 PM	\$ 60.00	Pantages Theatre/  MLK Ballet	1109/  60	1125/  100
Int'l Guitar Night  2.27.2015/  Ted Brown Outreach  2.27.2015 (Free)	7:30 PM/  2:30	\$ 40.00	Rialto Theater  Ted Brown Music	709/  30	709/  30

# PS Project Budget

## Income

	Provide Details	Cash	Confirmed or Anticipated? Enter C or A
<b>Admissions</b>	Four events, including discounts, \$3 per ticket facility fee.	\$ 91,293	A
<b>Contracted Services</b>			
<b>Other Revenue</b>			
<b>Corporate Support</b>	MultiCare - \$5,000 ArtsFund - \$5,000	\$ 10,000	A
	Add'l Sponsors	\$ 10,000	A
<b>Foundation Support</b>	10% operating grants from Sequoia, Forest	\$ 15,000	A
	Paul Allen	\$ 8,000	C
<b>Individual Support</b>	Designated Gifts	\$ 12,169	C
<b>Other Private Support</b>			
<b>Government - Not ArtsWA</b>			
<b>Other ArtsWA Grants</b>			
<b>Applicant Cash</b>	Free Tickets	\$ 12,525	C

	<b>Applicant's Income Sub-Total:</b>	<b>\$ 158,987</b>	
	<b>Project Funding Request</b>	<b>\$12,000</b>	
	<b>Estimated Total Project CASH INCOME</b>	<b>\$ 170,987</b>	

**Expenses**

	<b>Provide Details</b>	<b>CASH</b>	<b>IN KIND</b>
<b>Personnel Admin</b>	<b>ED, Finance, Marketing</b>	<b>\$ 15,336</b>	
<b>Personnel Artistic</b>	<b>Performing Artists contracts</b>	<b>\$ 47,500</b>	
	<b>Performing Artist Contract riders (Backline, Boards, Monitors, Lodging)</b>	<b>\$ 3,100</b>	
<b>Personnel Technical and Production</b>	<b>Program Mgr, Ops Mgr, Production Mgr.</b>	<b>\$ 22,420</b>	
<b>Outside Artistic Fee</b>	<b>Curator for Fiesta</b>	<b>\$ 5,000</b>	
<b>Outside Fees Other</b>	<b>Credit Card Fees</b>	<b>\$ 3,569</b>	
<b>Tech/Prod Expenses</b>	<b>Stage Labor, FOH, Security</b>	<b>\$ 24,950</b>	
<b>Space Rental</b>	<b>Pantages and Rialto</b>	<b>\$ 7,708</b>	
<b>Travel</b>			
<b>Marketing</b>	<b>Print, mail, video, website, etc.</b>	<b>\$ 24,500</b>	
<b>Remaining Expenses</b>	<b>Royalties, Insurance, Piano Tuning, Parking, Catering</b>	<b>\$ 4,379</b>	
<b>Free Tickets for Low-income audiences</b>	<b>Broadway Center</b>	<b>\$ 12,525</b>	
	<b>Estimated Total Project CASH EXPENSES</b>	<b>\$ 170,987</b>	<b>0</b>

Year Ended On: 06-30-2013  
Income \$5,321,623.00  
Expense \$5,031,623.00

## PS Events List

**Events** Please provide a summarized list of your organization's last completed year of events that were open to the public. If you are a new applicant, this will serve as your evidence of one completed year of arts activities.

Title of Events - Programs - Services	Dates	Number of Events	Number of Events Days	Number of Event Attendees	Facility Capacity (single event)
<b>COMMUNITY (Free)</b>					
<b>Tacoma Free for All</b> (Readings, TedX, Improv, Indie music)	9.27.13-5.9.14	13	12	982	210
<b>Holiday Tree Lighting</b>	11.24.2013	1	1	1794	3000
<b>MUSIC: CLASSICAL</b>					
-Brentano Quartet	-11.8.2013				
-Judy Collins and Passenger Quartet	-1.24.2014	5	4	2686	720
-Black Violin	-3.7.2014				
-Project Trio	-3.1.2014				
<b>MUSIC: NPR Broadcast</b>					
O'Reilly's From the Top	4.24.2014	1	1	165	320

<b>MUSIC: INTERNAT'L</b>					
<b>-Caladh Nua</b>	<b>-3.16.2014</b>	<b>3</b>	<b>3</b>	<b>1000</b>	<b>720</b>
<b>(US Premiere)</b>	<b>-4.11.2014</b>				
<b>-Hawaiian Heritage: Kamakahi &amp; Inglis</b>					
<b>MUSIC: VOCAL ENSEM.</b>					
<b>- Seattle Men's Chorus</b>	<b>- 12.12.2013</b>				
<b>- Ten Tenors</b>	<b>-2.14.2014</b>	<b>3</b>	<b>3</b>	<b>1095</b>	<b>1125</b>
<b>- New Directions Veterans Choir</b>	<b>-11.1.2013</b>				
<b>MUSIC: OTHER</b>					
<b>- JacksonHIStory</b>	<b>-6.13.2013</b>	<b>2</b>	<b>2</b>	<b>1905</b>	<b>1125</b>
<b>- Rufus Wainwright</b>	<b>- 10.30.2013</b>				
<b>Tony Bennett</b>	<b>6.15.2013</b>	<b>1</b>	<b>1</b>	<b>1079</b>	<b>1125</b>
<b>Jethro Tull's Ian Anderson</b>	<b>10.27.2013</b>	<b>1</b>	<b>1</b>	<b>1148</b>	<b>1125</b>
<b>Lyle Lovett/John Hiatt</b>	<b>11.23.2013</b>	<b>2</b>	<b>2</b>	<b>1147</b>	<b>1125</b>
<b>Cindy Lauper</b>	<b>6.16.2013</b>	<b>1</b>	<b>1</b>	<b>862</b>	<b>1125</b>
<b>Pink Martini</b>	<b>4.18.14</b>	<b>1</b>	<b>1</b>	<b>1004</b>	<b>1125</b>
<b>Indigo Girls</b>	<b>1.10.2014</b>	<b>1</b>	<b>1</b>	<b>1027</b>	<b>1125</b>
<b>Blues Brothers Revue</b>	<b>1.24.14</b>	<b>1</b>	<b>1</b>	<b>940</b>	<b>1125</b>

<b>Ann Hampton Callaway Streisand Songbook (w/ TSO)</b>	<b>3.22.14</b>	<b>1</b>	<b>1</b>	<b>691</b>	<b>1125</b>
<b>MUSICALS:</b>					
	<b>11.20.2013</b>	<b>1</b>	<b>1</b>	<b>732</b>	<b>1125</b>
<b>American Idiot</b>					
<b>HAIR</b>	<b>4.26.14</b>	<b>1</b>	<b>1</b>	<b>996</b>	<b>1125</b>
	<b>8.31.13</b>				
<b>Chicago</b>		<b>2</b>	<b>2</b>	<b>1645</b>	<b>1125</b>
<b>THEATER:</b>					
<b>- Hamlet</b>	<b>- 10.25.2013</b>	<b>2</b>	<b>2</b>	<b>1044</b>	<b>720</b>
<b>- Joy Luck Club</b>	<b>-11.1.2013</b>				
<b>August Wilson's Joe Turner's Come and Gone</b>	<b>2.8- 2.23.2014</b>	<b>14</b>	<b>12</b>	<b>2525</b>	<b>320</b>
<b>ONE MAN:</b>			<b>1</b>		
	<b>3.20.2014</b>	<b>1</b>		<b>220</b>	<b>320</b>
<b>See Me Naked</b>					
<b>Afternoon with Ira Glass</b>	<b>5.4.2014</b>	<b>1</b>	<b>1</b>	<b>734</b>	<b>1125</b>
<b>COMEDY</b>					
	<b>- 5.17.2013</b>				
<b>-Paul Reiser</b>					
	<b>- 7.12.2013</b>				
<b>-Paula Poundstone</b>					
	<b>- 9.20.2013</b>	<b>4</b>	<b>4</b>	<b>3076</b>	<b>1125</b>
<b>-Brian Regan</b>					
	<b>- 1.18.2014</b>				
<b>-Craig Gass</b>					

<b>DANCE</b>					
<b>Whim W'Him</b>	<b>3.10-4.06.2013</b>	<b>3</b>	<b>2</b>	<b>834</b>	<b>1125</b>
<b>TOURING:Civil Rights</b>					
<b>(Public Performances of school tour)</b>	<b>1.21.2014</b>	<b>2</b>	<b>1</b>	<b>130</b>	<b>200</b>
<b>FAMILY</b>					
<b>Potted Potter</b>	<b>10.29-11.3.2013</b>	<b>8</b>	<b>6</b>	<b>3997</b>	<b>720</b>
<b>Theater of Illusion</b>	<b>4.25.2014</b>	<b>1</b>	<b>1</b>	<b>492</b>	<b>1125</b>
<b>Stunt Dog Experience</b>	<b>2.8.2014</b>	<b>2</b>	<b>2</b>	<b>2232</b>	<b>1125</b>
<b>Fiesta, Familia, Folklore</b>	<b>11.10.2013</b>	<b>15</b>	<b>1</b>	<b>676</b>	<b>720</b>
<b>SPECIAL EVENTS:</b>					
<b>Rick Stevens (for Habitat for Humanity)</b>	<b>9.22.2013</b>	<b>1</b>	<b>1</b>	<b>660</b>	<b>720</b>
<b>Leaping Frog Films:</b>					
<b>Salmon Stories</b>	<b>11.08.2013</b>	<b>1</b>	<b>1</b>	<b>232</b>	<b>320</b>
<b>Brew Five Three</b>	<b>6.22.13</b>	<b>1</b>	<b>1</b>	<b>1663</b>	<b>2000</b>
		<b>97</b>	<b>75</b>	<b>39413</b>	<b>31260</b>

## **Innovation Incentive**

**Are you applying for the Innovation Incentive? Yes**

**Additional Narrative Question for Innovation Incentive Award. Please answer the additional question if you are applying for the optional Innovation award. If you do not answer this question, it will not detract from your consideration for the Project Support grant.**

- 1. What is the innovation you propose as an additional effort to your Project Support application? (i.e. "introduction of something new, or a new idea, method or device" to build arts participation.)**
- 2. Include a summary of your plans for implementing the innovation, including staffing, budget, and engagement and/or stakeholders.**
- 3. Include your goals for the innovation, with plans for assessing the results.**

***(maximum characters: 2000)***

**OPERATION- STARS (AND STRIPES) has the potential to bridge civilian and military communities in new and dynamic ways through an evening of great performances. The goal of the project is to break down the image projected by the general public on our troops as only "fighting machines" to recognize those who serve as "whole people" with great talents in the performing arts.**

**The effort to engage military personnel is part of the Broadway Center's mission to "empower our community members through participation" and as part of our ongoing initiative to engage young and underserved audiences.**

**The project was initiated by the new I-Corps leader, General Steven Lanza and embraced by Broadway Center's Executive Director. For the first time, both Broadway Center staff and JBLM leadership will craft a project in partnership. Interestingly, there is a tradition from the 1940 and '50's where the USO and the base worked to highlight the troop's talent at the Pantages. Now, we want to reignite that event some 70 years later, but with greater intention on an outcome of bridging the two communities. This will be a theme that is of primary focus during the program.**

**All active members of the military and their families will receive a 20% discount on their tickets. Getting the word out to more than 40,000 members of the JBLM community will demand new and experimental expenditures on the bases – on-base postering (for both auditions and the event itself), onsite visits and "visibility days" by BCPA staff at JBLM, advertising in on-base publications, and partnering with the JBLM Moral, Welfare, Recreation Team.**

**Gauging our qualitative success will include surveys to the artist participants, audience post-performance, and JBLM leadership teams. Quantitative data will be gathered through our ticket office**

volume of military discounts and non-military attendees.

## PS C Upload Additional Material

Click here to upload files:



[Bailadores de Bronce](#)

Performance at Pantages



[The Trocks](#)

The Trocks

[FYE P&L 6.30.13](#)

FYE P&L Budget

[Board List](#)

Board 2013-14

[Annual report](#)

Non-Profit Ann Rpt.

IRS tax exempt 501©(3) determination letter (For  
New Applicants Only)

Nonprofit Corporation Annual Report                      Attached

Enabling legislation or local or tribal  
government ordinance

List of Board of Directors                                      Attached

Artistic Work Sample    Attached

Completed Year Budget (12 Month Statement of  
Income and Expenses)                                      Attached