

PART I. PROJECT SUMMARY (limit 10 pages) MOVEIUS CONTEMPORARY BALLET

Name of Project: Bringing Professional Contemporary Ballet to Takoma Park through a Spring Performance Series and Year-long Neighborhood Preview Series

A. Describe your project.

Grant funds will be used to bring an annual season of MOVEIUS Contemporary Ballet's professional contemporary ballet performances to Takoma Park. MOVEIUS Contemporary Ballet is Montgomery County's premiere ballet company, and has received critical acclaim throughout Montgomery County as well as the District.

MOVEIUS rehearses regularly in Takoma Park, and has sponsors informal concert previews for the neighborhood in May and June of 2013-2014. In 2013-2014, MOVEIUS performed a fall and spring series at the Montgomery College Cultural Arts Center (Takoma/Silver Spring campus). However, due to funding restrictions and an agreeable arrangement with an alternate venue, our 2015 season is currently slated only for Rockville at American Dance Institute.

MOVEIUS therefore seeks to this grant in order to present a spring series in Takoma Park, building off of our successful 2014 Silver Spring productions. This will continue MOVEIUS' connection with Takoma Park residents, and ensure that the eastern "side" of Montgomery County continues to enjoy professional contemporary ballet productions.

The season would be comprised of two types events:

*2-3 performance preview and "meet the choreographer" events at Takoma Park Community Center, Takoma Park Recreation Center, or Dance Exchange.

*A spring professional concert series for Takoma Park residents, to be held at Montgomery College Silver Spring/Takoma campus, Takoma Park Community Center, or the newly-operated Silver Spring Black Box theater, with special pricing and marketing specifically for Takoma park residents.

The program will include the restaging of a ballet by Montgomery County's most esteemed dance luminary Eric Hampton and a new ballet by rising local choreographer Diana Movius on climate change, and a third premiere.

Admission fee: \$25 Adult \$12 student/senior; \$5 Tickets for Teens

B. How does the project further the mission and long term goals of your organization?

As a Montgomery-County publically funded organization, we strive to connect the residents and key cultural areas of Montgomery County with innovative contemporary ballet performances. This includes improving outreach to our immediate neighborhoods where we regularly rehearse (Takoma Park and Rockville). Some of our most rewarding events have been "Meet MOVEIUS" informal neighborhood engagement evenings at Dance Exchange where works were performed in a studio setting. With competitive rental rates and well-equipped theaters available

elsewhere, Takoma Park is being overlooked for professional dance productions. This grant provides an opportunity for us to connect to a city that has seen the development of much of our creative work and new premieres, yet has seen fewer public performances of dance in general compared to other areas of Montgomery County and the district. We want to connect residents of Takoma Park to contemporary ballet as part of our mission as Montgomery County's premiere ballet company.

C. Briefly explain how the project will contribute to the livability of Takoma Park, engage diverse populations, and/or strengthen the community's commitment to the arts, humanities, or the sciences.

This project is particularly important because, until MOVEIUS was founded, there has not been a resident ballet company in the Takoma Park area. MOVEIUS aspires to fill this niche in the local arts community through our presentation of biannual performance programs. This will encourage the large number of existing arts (and specifically ballet) patrons in Montgomery County to support local, homegrown artists in addition to choosing to travel to dance venues in Washington, DC, where the work of national touring companies is often showcased. It will make ballet more accessible to this audience, and show it can reflect and strengthen our community.

Our performances will also impact the local community by emphasizing that ballet can be conceptually interesting and approachable, as well as enjoyable-especially through ticketing programs designed for students, which will anticipate will encourage greater enjoyment of the arts by middle and high school students.

Finally, we hope to underscore to local teens engaged in pre-professional ballet training that it is possible to pursue a career not only in classical but also contemporary ballet, by providing a local, active company that regularly performs work in this genre. This message is especially important in economic times when larger ballet companies are hiring fewer dancers.

D. Briefly describe past programming offered by the organization and how effective it has been. Does the project differ from past efforts of the organization or is it a continuation of existing programming?

This is a new program for Takoma Park that extends our existing programming to Takoma Park. We will bring our highly successful professional ballet performances to Takoma Park, by offering a new Takoma Park performance run. In addition, we will offer a more regular series of audience engagement "Preview Night/Meet MOVEIUS" activities in downtown Takoma Park building off of previously successful choreographic showings at Dance Exchange. This preview series will be exclusively for Takoma Park residents.

FY15 Programming Plans

Ongoing activities will include rehearsals in Takoma Park and Rockville; collaborations with choreographers, composers, and designers; programming development and commission of new works; dancer recruitment and auditions; open rehearsals prior to each major performance; public and private master classes for teens and adults; public performances.

Major Performances:

- **9/2014 **Preview series at Dance Exchange, Silver Spring Black Box (formerly Round House Silver Spring) or Takoma Park Community Center (PROPOSED FOR TAKOMA PARK GRANT)**
- 10/2014, American Dance Institute (100 min, 2 perfs). Fall production. Mixed repertory performance featuring a restaging of a work by prominent local choreographer Eric Hampton, plus world premieres by ADI's Kimberly Parmer and former Joffrey Ballet member Michael Smith and the remounting of Katya Vasilaky's Parts of a Quartet. (Proposed program; included in this listing as part of Silver Spring performance series.)
- 2/2015, Atlas INTERSECTIONS Festival--Mixed repertory performance on the theme of loss. Presenting Constantine Baecher's Viduity plus the premiere of Diana Movius' innovative new ballet on global warming.
- ****4/2015: Preview series at Dance Exchange, Silver Spring Black Box (formerly Round House Silver Spring) or Takoma Park Community Center (PROPOSED FOR TAKOMA PARK GRANT)**
- 4/2015, Spring Production. American Dance Institute. Montgomery College Cultural Arts Center or Round House Silver Spring (100 min, 2 perfs)--Mixed repertory performance featuring Diana Movius' new ballet on global warming plus three premieres.
- ****4/2015 or 5/2015: Takoma Park Production: Takoma Park Community Center, Montgomery College Cultural Arts Center Takoma Campus, or Round House Silver Spring (100 min, 2 perfs)--Mixed repertory performance featuring Diana Movius' new ballet on global warming plus three premieres. (PROPOSED FOR TAKOMA PARK GRANT)**
- 7/2015 Capital Fringe Festival--Premiere of a new ballet about the historical and cultural events of the 90s in America by Diana Movius.

Ongoing activities include: rehearsals in Rockville, Takoma Park; open ballet classes for teens and adults; open rehearsals; public performances.

[FY 14 Programming](#)

- 7/12-29 Capital Fringe Festival: BIG RIVER (60 min, 6 perfs). Premiere of Kimberly Parmer's Big River, set to the music of Johnny Cash, plus repertory by Diana Movius, Shelley Siller, and Katya Vasilaky.
- 10/11-12 VelocityDC: CLEAN SWEEP (45 min, 2 perfs)
- 11/2 Montgomery College Cultural Arts Center: LOCALLY GROWN (120 min, 2 perfs) Mixed repertory performance celebrating local choreographers. Repertory incl. Big River, Eric Hampton's Nocturne 1, Diana Movius' Praying for Rain, Olivia Sabee's Invisible Steps, and Kathleen Weitz's Goldberg Variations.

- 12/19 World Bank: excerpts from PRAYING FOR RAIN (10 min, 1 perf)
- 12/2013 Received DCMetroTheaterArts Special Award for season programming
- 2/3 Bloombars: excerpts from PRAYING FOR RAIN (10 min, 1 perf)
- 2/23 Atlas INTERSECTIONS Festival: SPARK! (75 min, 1 perf) Mixed repertory performance featuring inter-artistic collaboration and live music.
- 4/18-19 Montgomery College Cultural Arts Center: OUTSIDE IN (100 min, 2 perfs). Mixed repertory performance featuring the Metro-area premiere of nationally acclaimed choreographer Emery LeCrone. Plus Constantine Baecher's Viduity, Sabee's The Lorelei, The Albatross, and the Pine-Tree, Siller's In Flames, and a world premiere by Parmer with a new score by Erh-Jen Lee.
- 5/7-9 Johns Hopkins University: THE LORELEI... (30 min, 3 perfs) with live music by Parallel Octave.
- 6/21/2014 Dance Exchange: MEET MOVEIUS! (45 min, 1 perf)
- 7/2014 Capital Fringe Festival: Mixed Repertory and World Premiere

E. Is this a collaborative project involving other organizations? If so, please describe the role of the organization(s) participating in the planned collaboration.

No

F. Will volunteers be used to implement the project? If so, how will they be recruited and engaged in the project? How successful has the organization's efforts to recruit volunteers been in the past?

Our self-produced shows use volunteers that regularly attend our shows; we would not need new volunteers to present a series in Takoma Park. However, we would be interested to find neighbors and city residents that could volunteer as ambassadors to spread the word and bring locals to the performances and preview nights. If awarded a grant, we would seek out these volunteers.

G. Identify your target audience and describe how the project will meet their needs.

Our goal is to serve the already burgeoning dance audience in Takoma Park, but also to develop new audiences, specifically among youth and teens. We also hope to build an audience among greater Montgomery County dance patrons and highlight Takoma Park as a destination for arts and culture. Takoma Park residents are known for being artistic and interdisciplinary, which our

programs are as well. Takoma Park residents have a desire to see more live performances while maintaining a neighborhood feel. The preview night series will allow residents to meet the dancers and choreographers and learn about the pieces in an informal, neighborhood setting. The professionally produced shows in a convenient theater will meet residents' needs for more public performance

To encourage attendance among teens, MOVEIUS runs a Tickets for Teens program (www.moveiusdance.org/tickets-for-teens/), providing \$5 tickets at the door to teens, who are too old for children's programming but too young for college discounts. We have applied for a grant from the EYA Cares Foundation to enlarge this program and bring related movement workshops into the public schools as well as to offer free tickets to schools in underserved areas.

Finally, we hope to serve and inspire the students and families associated with local dance schools.

H. How will you market the project to your target audience? Up to three pieces from past marketing campaigns may be included with the application.

In order to reach our audiences, we intend to utilize both free and paid sources of publicity and marketing:

- Online sources include our website, Facebook, and Twitter accounts, as well as local interest websites such as the Silver Spring Downtown Events Calendar, Silver Spring Patch, Visit Montgomery County's event calendar, A Parent in Silver Spring, Dance Metro DC, etc. We also have 1000+ addresses subscribed to our email blasts.
- Our printed season postcards will be placed at local ballet schools, community centers, and businesses. This approach has proven extremely successful during our FY14 season.
- Through AHCMC's MarketPower program we will continue to purchase cooperative advertising in Bethesda Magazine.
- We will also work with Massey Media, our PR team, to generate free advertising. In the past, MOVEIUS has received preview coverage from Bethesda Magazine, Washingtonian, the Washington Post, DC Metro Theater Arts, Dressing Room Writers, and NPR. See www.moveiusdance.org/press-archive/
- In cooperation with Massey Media, we will continue to run ticket giveaways and other promotions through prominent metro area blogs and media organizations to generate "buzz" in the six week period preceding our performances.
- We are also working with Massey Media to develop season-long branding and PR strategies to help generate company name recognition, patron recruitment and development, and audience building.

I. Identify and describe the methods to be used to evaluate this project (questionnaire, interview, survey, observation)? How will you know if it is successful?

We will know if our project is successful by a post-performance survey, the number of tickets sold and the quality of response at our preview night neighborhood engagement activities.

PART II. PROJECT GOALS / PERFORMANCE MEASURES (limit 1 page)

Name of Project: Bringing Professional Contemporary Ballet to Takoma Park through a Spring Performance Series and Year-long Neighborhood Preview Series

List your project goals, the steps that will be taken to reach your goal, and identify how you will determine if you have been successful in reaching your goal(s). Additionally, please include a preliminary project schedule with your application.

PROJECT SCHEDULE

Fall 2015: Preview series including pieces from fall repertory

Winter 2015: Preview series and rehearsal/set building for spring performances

Spring (April/May) 2015: Spring Series in Takoma Park (Likely one weekend of 2 performances)

| GOALS <i>“What do you want to achieve?”</i> | SERVICE DELIVERY ACTIVITIES <i>“How will you achieve this goal?”</i> | PERFORMANCE MEASURES <i>“How will you verify success?”</i> |
|---|--|--|
| Encourage more teens to enjoy ballet | Ticket for Teen \$5 program | Number of tickets to teens |
| Promote local neighborhood interaction with ballet | Preview night with choreographic showings and artists talks, question and answer session | Quality of discussion and number of neighbors met |
| Bring ballet to new areas of Montgomery County | Spring production series in Takoma Park | Tickets Sold, audience questionnaire |

| | | |
|--|---|-------|
| PART III BUDGET | | |
| <i>Personnel (administrative, artistic, and technical staff)</i> | | |
| | | |
| *Artist pay at 120/show | 2880 | |
| Lighting Designer | 350 | |
| Set Designer | 500 | |
| Rehearsal pay (dancers and choreographers) | 12715 | |
| | | |
| | <i>Total</i> | 16445 |
| <i>Outside Professional Services</i> | | |
| | | |
| *Eric Hampton Trust licensing Fee | 1000 | |
| *Eric Hampton Trust rehearsal fee | 1500 | |
| *Set building | 1800 | |
| | | |
| | | |
| | | |
| | <i>Total</i> | 4300 |
| <i>Other Fees & Services</i> | | |
| | | |
| Costumes and pointe shoes | | 5000 |
| | | |
| <i>Marketing</i> | | |
| <i>Massey Media-Public Relations</i> | 600 | |
| * <i>Marketing materials (Ads, Postcards)</i> | 500 | 1100 |
| | | |
| <i>Space Rental Miscellaneous Expenses</i> | | |
| *Meet MOVEIUS Series | 1200 | |
| *Spring Show venue rental Takoma Park | 2000 | |
| Rehearsal space rental | 1000 | 4200 |
| TOTAL PROJECT EXPENSES | * denotes items fully or partially funded by proposed grant | 31045 |

| INCOME (FOR THIS PROJECT) | <i>Specific Source of Funds</i> | <i>Amount</i> |
|---|---|---------------|
| | | |
| <i>Matching Funds</i> | | |
| <i>Revenue (may be projected)</i> | | |
| | | |
| Admissions | | 6200 |
| | | |
| Contracted/Other Revenue | Ad Sales | 500 |
| | | |
| Other Revenue | | |
| | | |
| <i>Sponsorships and Donations</i> | | |
| | | |
| Corporate/Foundation | EYA CARES FOUNDATION | 500 |
| | | |
| Other Private Support | MOVEIUS personal Donors | 1000 |
| | | |
| In-Kind Donations | | |
| | Materials for set | 1200 |
| <i>Government Grants</i> | | |
| <i>Applicant</i> | | |
| | | |
| Cash | | |
| | | |
| Volunteer | | |
| | | |
| hours x \$25.43 per hour | (Dancer/choreographer donated rehearsal time) | 12715 |
| | | |
| Total Matching Funds | | 22115 |
| | | |
| Community Grant Amount Requested | | 8930 |
| | | |

C. COMMUNITY PARTICIPATION

D. Projected number of participants/audience: 700 (combined productions + neighborhood series)

E. Projected number of Takoma Park residents attending/participating: 500

F. Will the project be open to the general public? YES

G. Anticipated admission or registration fee:

- For Spring Production: Adults 25 \$ Students 12\$
- For Preview Night/Meet MOVEIUS neighborhood series: Donation only, \$5-\$10 suggested

OTHER:

A note on the budget:

As we are pending our 501C3 status approval by the IRS, we do not have any filed 990s. Our budget is such that we would file electronically, but need our tax-exempt status finalized before doing that. We currently receive grants through a fiscal agent, Fractured Atlas, an artist service organization.

In addition, our financial statement sent is FY14, and therefore does not reflect an upcoming grant from Montgomery County for our Fall production in Rockville or ticket sales from that show which will make up for the negative balance.

MOVEIUS Contemporary Ballet

PROFIT AND LOSS

September 1, 2013 - July 9, 2014

| | TOTAL |
|----------------------------------|--------------------|
| Income | |
| Donations | 0.00 |
| Website FA donations | 73.25 |
| Total Donations | 73.25 |
| Grants | 7,065.66 |
| Non-Profit Income | 0.00 |
| Donations | 3,477.55 |
| Fundraising events | 4,402.77 |
| Performance fees honorarium | 4,415.31 |
| Ticket Income | 7,246.71 |
| Total Non-Profit Income | 19,542.34 |
| Sales | 0.00 |
| Advertisements | 150.00 |
| Total Sales | 150.00 |
| Sales of Product Income | 20.00 |
| Total Income | \$26,851.25 |
| Gross Profit | \$26,851.25 |
| Expenses | |
| Advertising | 370.87 |
| Bank Charges | 4.45 |
| Commissions & fees | 3,300.00 |
| Cost of Labor | 7,346.40 |
| Freight & Delivery | 62.53 |
| Insurance | 520.35 |
| Insurance - Liability | 618.32 |
| Job Materials | 1,505.22 |
| Office Expenses | 156.49 |
| Other General and Admin Expenses | 1,143.81 |

| | |
|-----------------------------|---------------------|
| Promotional | 672.00 |
| Rent or Lease | 0.00 |
| Rehearsal space | 3,455.00 |
| Theater rental | 7,765.00 |
| Total Rent or Lease | 11,220.00 |
| Stationery & Printing | 391.57 |
| Subcontractors | 1,350.00 |
| Travel | 152.00 |
| Total Expenses | \$28,814.01 |
| Net Operating Income | \$ -1,962.76 |
| Net Income | \$ -1,962.76 |

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