

PART I. PROJECT SUMMARY (limit 10 pages)

Name of Project:

Community Stories Workshops

A. Describe your project. Be specific. (For example: Who will be involved in the development of the project? How long would it take to implement? When or how frequently would it be offered? Where would it be held?)

Stories define us, connect us, express our values, and relate our experience in human dimensions. Every community has a story, and documentary video is an effective means of conveying those stories to a wider and more diverse audience. Documentary production has expanded enormously in the past decade with reduced costs of cameras and editing software and the ease of sharing video via television, DVDs, the Internet, and cell phones making this literary form accessible to more people. Yet simply having access to the equipment does not make one a great storyteller. That is why Docs In Progress focuses on building a new generation of filmmakers who are as well-versed in storytelling skills as they are in technology.

Community Stories Workshops will address critical communications needs of Takoma Park individuals, nonprofits and community organizations by providing expertise in video storytelling skills by media experts and educators to those who want to share contemporary and historical stories of their communities and local impact through the video medium. There will be three workshop programs held between September 2014-June 2015:

Documenting Your Story Conference: This all-day conference will help build the outreach capacity of up to 50 local nonprofit organizations and community groups by helping them learn how documentary-style video can be used as a means to communicate their missions, achievements, needs, and examples of their artistic efforts in local communities. This will be a combination of panel presentations, screenings of best practices, and networking with local video producers and each other. The conference is scheduled to take place at the Takoma Park Community Center on September 11, 2014, and will be organized by Docs In Progress Executive Director Erica Ginsberg and Martha Dodge from The Video Effect, an organization focused on helping non-profits better leverage videos or visual media for social change. *Support from the City of Takoma Park will offset venue expenses, and allow Takoma Park-based nonprofits and community groups to register for a nominal fee (\$15 compared with the normal fee of \$50).*

Community Stories Workshop 1: Hands-on Video Production Workshop for Nonprofits: This workshop will give up to nine nonprofit participants a chance to learn documentary video production skills and make short documentaries about the mission and impact of their organizations. This workshop is scheduled to take place from October 7-30, 2014 (eight sessions of three hours each) at the nearby Docs In Progress Documentary House in Silver Spring, and will be taught by Sam Hampton, an experienced video teaching artist and nonprofit advisor. *Support from the City of Takoma Park will allow up to three Takoma Park-based nonprofits or community groups to participate in this workshop for \$50 (as opposed to the normal fee of \$600). While the fee is nominal,*

we have found it is important to charge some sort of fee to ensure full participation.

The videos created at this workshop will be featured in the free Community Stories Film Festival at the Takoma Park Community Center on November 13, 2014 (organized by Docs In Progress in partnership with We Are Takoma, with support from the Arts & Humanities Council of Montgomery County and the Takoma Foundation). The videos will also be featured online on the Docs In Progress YouTube page and embedded in the organizations' own websites, and will be made available for broadcast on Takoma Park City TV and Montgomery Community Media.

Community Stories Workshop 3: Hands-on Historical Documentary Production Workshop:

Scheduled to take place at Docs In Progress in nearby Silver Spring in April/May 2015, this workshop will give up to nine individuals a chance to learn documentary video production skills and make three short documentaries focused on spotlighting people, places, and events from local history. As part of the training, participants will learn more about archival research of photographs and moving pictures, visiting both national resources such as the National Archives and local resources such as Historic Takoma and the Montgomery County Historical Society. This workshop is scheduled to take place in April/May 2014 (six sessions of three hours each) at the nearby Docs In Progress Documentary House in Silver Spring, and will be taught by Richard Hall, an local video teaching artist who also produces short historical documentaries for C-Span. We will also work with Diana Kohn from Historic Takoma to help identify potential stories and resources from their archives. *Support from the City of Takoma Park will allow up to three Takoma Park-based individuals to participate in this workshop for \$50 (as opposed to the normal fee of \$600) and will support any costs of transferring footage or duplicating still images to produce short videos about Takoma Park history. While the fee is nominal, we have found it is important to charge some sort of fee to ensure full participation.*

The videos created at this workshop will be featured in the 2015 Community Stories Film Festival (organized by Docs In Progress in partnership with We Are Takoma). The videos will also be featured online on the Docs In Progress YouTube page and embedded in the organizations' own websites, and will be made available for broadcast on Takoma Park City TV and Montgomery Community Media. The Community Stories Film Festival is organized by Docs In Progress in collaboration with We Are Takoma and is free and open to the general public.

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

Docs In Progress' vision is to create community through documentary film. While our main focus is on supporting new and diverse voices in documentary filmmaking, we also believe a key part of this process is connecting these filmmakers to the world outside our doors and deepening the public's appreciation for documentary as a form of art, expression, and community engagement. *Community Stories* bridges these goals by:

- **EMPOWERING EMERGING DOCUMENTARY FILMMAKERS** by taking them through the process of producing their first documentaries and then sharing their work and process with the public. Q&As following festival screenings give these burgeoning filmmakers their first experience answering questions about their creative work from an

audience beyond their peers, and can help build confidence to continue on their path as filmmakers.

- **BUILDING CAPACITY OF LOCAL NONPROFITS AND COMMUNITY ORGANIZATIONS:** Using the approach of "teaching a man to fish" rather than "giving him a fish," this program provides guidance to community-based organizations in how these institutions can effectively tell their own stories through the power of video storytelling.
- **CONNECTING THE PUBLIC TO THEIR OWN COMMUNITY:** By programming films on local topics as part of the festival component of Community Stories, we are giving the audience and those featured in the films a chance to reflect together on their own communities, and learn more about documentary filmmaking as an art form.

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.

Community Stories Workshops will expand Docs In Progress' commitment to documentary as a form of art and expression in Takoma Park by not only showing documentaries, but empowering city residents and groups to make their own documentaries about issues and topics of interest to them and the broader community. Documentary filmmaking is an empowering form of expression because it allows the creator(s) to reflect on and connect to the world around them both at the time of creating the film and in the experience of sharing it and discussing it with audiences. It also builds essential skills which can translate beyond the film itself - collaborative teamwork, project management, research, verbal and written communications, adapting to change, and leadership skills.

Having workshops targeted at nonprofits and community groups is another way to deepen the impact on the local community since these are aimed at building the communications capacity of smaller, community-based nonprofits which do not necessarily have dedicated communications staff. Participants will develop their skills and know-how in using video to tell their stories themselves or understanding better how to work with filmmakers to tell those stories.

With all the workshop-produced films produced being shown in a community film festival and other online and broadcast venues, they will have the power to build connections and engagement of local residents about what is happening in their community. This is not only a way to celebrate and reflect on local community, but also to document people, places, and perspectives in a way those outside of Takoma Park can better understand what makes that community unique.

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 program builds on Docs In Progress' existing programming while expanding its focus in Takoma Park. For the past two years, Docs In Progress has had a partnership with the City of Takoma Park's *We Are Takoma* program to screen and lead discussions about finished and work-in-progress documentary films produced by local and visiting professional filmmakers. Thanks to the support of *We Are Takoma* and the Takoma Foundation, we also expanded our Community Stories Film Festival into Takoma Park in 2013 and will do so again in November 2014. Last year, this five-day festival drew more than 300 people of all ages and backgrounds.

Docs In Progress will build on its track record of organizing workshops aimed at training and developing aspiring documentary filmmakers. Since 2009, these programs have resulted in 60 short documentaries about people, places, and events from the local community. The hands-on video workshops will be modeled on existing *Intro to Documentary Production* workshops, but adapted specifically for community organizations, and those wanting to delve deeper into local history. The *Documenting Your Story Conference* is modeled on similar conferences we organized in Washington DC in 2012 and 2013 which drew more than 100 area nonprofits.

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

Docs In Progress will collaborate with the following organizations:

The Video Effect, an organization focused on helping non-profits better leverage videos or visual media for social change. Martha Dodge from The Video Effect will co-produce the *Documenting Your Story Conference*.

Historic Takoma, Inc, founded to preserve the heritage of Takoma Park, MD and the Takoma Park neighborhood of DC through educational activities and the preservation of historic landmarks and artifacts, especially documentary archives. We will work with HTI's President Diana Kohn to identify potential historic and contemporary stories of interest to be documented in the hands-on *Community Stories Workshops*.

We Are Takoma, the series which features monthly arts events at the Takoma Park Community Center. The completed works produced in the *Community Stories Workshops* will be featured at the Community Stories Film Festival which is co-sponsored by We Are Takoma.

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?

The two hands-on workshops will be taught by staff and paid contractors. However, we will also have two interns who will assist with each of the hands-on workshops as they gain professional development experience as teaching assistants. We have budgeted to give them a small stipend to cover transportation costs. Volunteers will be a big part of making the *Documenting Your Story Conference* happen -- all the panelists except for the keynote presenter will be volunteers, and we will recruit an additional five volunteers to assist with the registration tables and documenting the event on video and in photographs. Docs In Progress has a strong track record of recruiting volunteers and interns to assist in these areas - drawing them from postings to our own mailing list and social media, the Montgomery County Volunteer Center, and Idealist.org.

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

The Community Stories Workshops have three target audiences:

- Aspiring filmmakers interested in learning how to make historical documentaries;
- Nonprofit and community organization staff or volunteers interested in developing their capabilities in video storytelling;
- The beneficiaries of the videos produced by these individuals and organizations - from those served by a nonprofit which can better tell its story through video production skills to community members who are learning more about stories and history of their neighborhoods.

Based on past participation in similar programs, we know that participants reflect a diversity of ages, genders, races, ethnicities, and interests (in keeping with the region's diversity). Funding from the City of Takoma Park will help us target participant recruitment efforts at individuals and organizations in the city.

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.

Docs In Progress has a strong track record of grassroots outreach and effective promotional partnerships with other institutions. Outreach for the *Community Stories Workshops* will include flyer/postcard distribution at libraries, community centers, cultural centers, cafes, restaurants, and other local businesses; advertisement in the Montgomery Gazette Southern Montgomery County Edition; newsletter blurbs; social media outreach (especially through Facebook, Twitter, and LinkedIn groups); and sharing blurbs for distribution in e-newsletters and social media of promotional partners, including Maryland Nonprofits, Nonprofit Montgomery, Volunteer Montgomery, We Are Takoma, Arts & Humanities Council of Montgomery County, Takoma Foundation, the Historic Takoma Newsletter, Takoma Patch, The Voice, and the City of Takoma Park Newsletter.

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?

At the *Community Stories Workshops*, we will collect written questionnaires at the end of each of the workshops to track both outputs (participant numbers and demographics, as well as determining which marketing was most effective) and outcomes (what takeaways they had from the conference or the hands-on workshops and how they improved upon whatever base knowledge they had coming into the program). We will also conduct a follow-up online survey several months later to help gauge longer-term impact on their know-how and whether the works created are making an impact in areas beyond our own tracking. Our teaching artists and staff will also observe and report on progress made with projects created directly in the hands-on workshops or indirectly as a result of knowledge gained and contacts made through the conference.

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

Name of Project:

Community Stories Workshops

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.

(Preliminary Project Schedule was included as part of Project Summary in Question A)

<p>GOALS <i>“What do you want to achieve?”</i></p>	<p>SERVICE DELIVERY ACTIVITIES <i>“How will you achieve this goal?”</i></p>	<p>PERFORMANCE MEASURES <i>“How will you verify success?”</i></p>
<p>Empowering aspiring documentary filmmakers</p>	<p>Take them through the process of producing their first documentaries, building their confidence and know-how through training, feedback, encouragement, and the opportunity to share and discuss their films with the community.</p>	<p>Completion of short documentaries by conclusion of workshop. Written evaluations from participants. Teaching artist observation of progress made in developing key video production skill sets. Tracking continued work in video production beyond workshop.</p>
<p>Building capacity of local nonprofits and community organizations.</p>	<p>Help nonprofits and community organizations improve their know-how and skills in using video to relay the impact of their work.</p>	<p>Short-term written and long-term online evaluations from participants. Public interactions with completed videos (online views and conversion rates, use at events, actions taken as result of viewing). Videos produced following conference.</p>
<p>Connecting the public to their own community.</p>	<p>Produce short documentaries on local topics and then screen them for the public at a community film festival, on local broadcast, and online.</p>	<p>Attendees and engagement in Q&As at community film festival. Actions taken as result of viewing (increased attendance at community event profiled in video, for example).</p>
<p>Tell Takoma Park's story.</p>	<p>The works produced in the Community Stories Workshops will contribute to the collective story of Takoma Park.</p>	<p>Completed videos screened on local public access, featured in community film festival, shown online, and donated to local historical society.</p>

PART III. PROJECT BUDGET

Name of Project: **Community Stories Workshops**

A. EXPENSES (FOR THIS PROJECT)

<i>Personnel (administrative, artistic, and technical staff)</i>		
Executive Director/Program Manager (\$30/hour X 100 hours)		\$3000
Program Coordinator (\$15/hour X 80 hours)		\$1200
	Total	\$4200
<i>Outside Professional Services</i>		
Project Manager for <i>Documenting Your Story Conference</i> (\$25/hour X 80 hours)		\$2000
Keynote Speaker for <i>Documenting Your Story Conference</i> (\$500 flat honoraria)		\$500
Teaching Artist for <i>Community Stories Workshop I</i> (\$1500 flat fee)		\$1500
Teaching Artist for <i>Community Stories Workshop II</i> (\$1500 flat fee)		\$1500
Volunteer Panelists for <i>Documenting Your Story Conference</i> (15 people X 2 hours @ \$25.43 per hour)		\$763
	Total	\$6263
<i>Other Fees & Services</i>		
Intern Stipends for <i>Community Stories Workshops</i> (2 people X \$750 flat stipend)		\$1500
Volunteer Registration Table Support, Photographer, Videographer for <i>Documenting Your Story Conference</i> (5 people X 10 hours @ \$25.43 per hour)		\$1272
	Total	\$2772
<i>Marketing</i>		
Printing Postcards and Fliers to Promote Programs		\$750
Paid Advertising (Montgomery Gazette, Washington Post Local Living, Facebook)		\$2500
	Total	\$3250
<i>Space Rental</i>		
Takoma Park Community Center - Auditorium and Azalea Room for <i>Documenting Your Story Conference</i>		\$1,195
	Total	\$1195
<i>Miscellaneous Expenses</i>		
Catering Box Lunches and Coffee for <i>Documenting Your Story Conference</i>		\$1,500
Printed Handouts/Photocopies for <i>Documenting Your Story Conference</i>		\$350
Video Media Cards, Batteries, and Materials for two <i>Community Stories Workshops</i>		\$250
	Total	\$2100
	TOTAL PROJECT EXPENSES	\$19,780

B. INCOME (FOR THIS PROJECT)

<i>Matching Funds</i>	<i>Specific Source of Funds</i>	<i>Amount</i>
<i>Revenue (may be projected)</i>		
Admissions	Registration Fees (Nominal for Takoma Park residents to ensure attendance, more significant for non-Takoma Park Participants)	\$1000
Contracted/Other Revenue		
Other Revenue		
<i>Sponsorships and Donations</i>		
Corporate/Foundation	Takoma Foundation	\$1000
	Montgomery County Executive's Ball Fund	\$1000
Other Private Support	Individual and Corporate Sponsorships	\$1000
In-Kind Donations	Discount on Catering	\$500
<i>Government Grants (DO NOT include requested Cultural and STEM grant)</i>		
Federal		
State/Regional	Maryland State Arts Council	\$1000
Local	Arts & Humanities Council of Montgomery County (anticipated based on past support - to be notified by mid-July)	\$6550
<i>Applicant</i>		
Cash	Docs In Progress	\$501
Volunteer	80 hours x \$25.43 per hour	\$2034
	Total Matching Funds	\$14585
	In-Kind Community Grant Amount Requested (Waiver of Venue Fees)	\$1,195
	Cash Community Grant Amount Requested	\$4,000
	Total Project Income	\$19780

C. COMMUNITY PARTICIPATION

- Projected number of participants/audience: 120*
** Total participant numbers for all three workshops, but the films will also be shown online and in a community festival which will reach hundreds more.*
- Projected number of Takoma Park residents attending/participating: 56**
*** Up to six in the two community workshops. Up to 50 in the Documenting Your Story*

Conference. While not part of the grant proposal, the completed films will be shown in the Community Stories Festival which is expected to draw an additional 150 Takoma Park residents.

3. Will the project be open to the general public? YES NO

Anyone who works for a nonprofit or community organization may register for the Documenting Your Story Conference on a first come, first served basis. Community Stories Workshop I will involve an application and review process. Community Stories Workshop II will be open for registration on a first come, first served basis. All films completed as part of the Community Stories Workshops will be screened in a Community Stories Film Festival which will be open to the general public.

4. Anticipated admission or registration fee: Adults \$see below Students \$

Registration Fee for Documenting Your Story Conference will be \$15 for Takoma Park residents or organizations (nominal fee charged just to ensure attendance) or \$50 for non-Takoma Park residents. Registration Fee for Community Stories Workshops I or II will be \$50 for Takoma Park and Takoma DC residents (nominal fee charged to ensure attendance). Cost for other Montgomery County residents will be \$200 and residents from other counties or parts of Washington DC outside of Takoma will be \$600.



**CITY OF TAKOMA PARK, MARYLAND
FY15 COMMUNITY GRANTS PROGRAM**

**CULTURAL AND STEM GRANTS
APPLICATION CHECKLIST**

Please be sure to use the checklist to assure that all required documents are included with your application. The City reserves the right to reject any application deemed to be incomplete.

REQUIRED SUBMISSIONS

These items are required for a complete application

- Cover Sheet with authorizing signatory
- Part I. Project Summary (limit 10 pages)
- Part II. Project Goals and Performance Measures (limit 1 page)
- Part III. Project Budget
- Listing and brief bio of key staff members
- Resumes of participating presenters, performers, and/or artists
- Letters of support from listed participants, partner organizations and funders
- Preliminary Project Schedule
- Membership listing of current Board of Directors
- Certificate of Good Standing from State of Maryland
- IRS Letter documenting applicant's 501(c)3 nonprofit status (if applicable)
- W-9 Taxpayer Identification and Certification
- City of Takoma Park Living Wage Certification
- City of Takoma Park Nuclear Free Certification
- IRS Form 990 Return of Organization Exempt from Income Tax
- Audited Financial Statement or Account Statement

- Completed application and all supporting documentation must be submitted electronically to SaraD@takomaparkmd.gov before the established deadline. An email confirming receipt of your application will be sent to you within 24 hours.

Docs In Progress
Income and Expenses FY 2013 (January 1-December 31, 2013)

	Total
Income	
Earned Revenue	
IE1-Educational and Professional Development Programs	50,709
IE2-Public Programs	1,023
IE3-Artist Services	29,009
IE4-Technical Support	2,880
Total Earned Revenue	83,621
Support Revenue	
IS1- Board Contributions	5,064
IS2-Corporate Contributions	900
IS3-Foundation Contributions	24,950
IS4-Individual Contributions	19,003
IS5-Local Govt Grants/Contracts	20,002
IS6-Special Events-Fundraising	1,035
IS7-State Grants/Contracts	3,625
INK-2-In-Kind Donations	13,495
Total Support Revenue	88,074
Total Income	171,695
Expenses	
ENP01-Accounting & Payroll	8,729
ENP02-Advertising and Marketing	3,016
ENP03-Bank Fees	2,859
ENP04-Catering & Hospitality	1,021
ENP05-Conferences & Meetings	2,249
EP1-Contract Fees (Teaching Artists)	10,041
ENP07-Dues & Subscriptions	755
ENP08-Equipment Rental	140
ENP09-Honoraria	700
ENP10-Insurance	2,203
ENP11-Internet & Website	3,479
ENP14-Miscellaneous	109
EP2-Payroll Taxes, Worker's Comp, Disability	4,354
ENP15-Postage & Shipping	500
ENP16-Printing and Reproduction	4,479
EP3-Staff Salaries	55,800
ENP17-Staff and Board Professional Development	2,112
ENP18-Rent	30,275
ENP19-Repairs & Maintenance	1,504
ENP20-Supplies & Equipment Purchase	1,164
ENP21-Telephone	1,846
ENP22-Travel	2,319
ENP23-Utilities	2,935
EK2 - In-Kind Donations	13,495
Total Expenses	156,083
Net Income	15,612