

[Inside] the Ford

2010-2011 Winter Partnership Program

Deadline: Wednesday, March 17, 2010

History and General Information

The indoor theatre space at the Ford has a history of serving intimate theatre in Los Angeles. For decades it was rented by numerous groups, most notably the Mark Taper Forum, who made it the home of their second stage Taper, Too from 1972 to 1997. In 1998 the space was extensively renovated and re-named [Inside] the Ford. Its first season, 1998-1999, featured three productions presented under the Los Angeles County Art Commission's subsidized rental program designed to help theatre companies without permanent facilities. From 2000 through 2004, [Inside] the Ford hosted a season of new plays and musicals co-produced by County-based theatre companies and the Arts Commission and supported by A.S.K. Theatre Projects. In 2005, [Inside] the Ford became the home for the Ensemble Theatre Collective, known as ETC, a collaboration of five L.A.-based theatre companies supported in part by the L.A. County Arts Commission and the Flintridge Foundation. ETC ended its run at the Ford in early 2008.

On November 7, 2008, the Arts Commission launched the [Inside] the Ford Winter Partnership Program. Recognizing that many Los Angeles County-based theatre companies do not have permanent performance homes and that the cost of producing theatrical works has become prohibitively expensive in the area, the Arts Commission through the Winter Partnership Program provides an opportunity for theatre companies without a permanent performance venue to produce in one of the best under 99-seat theatres in Los Angeles County at a highly subsidized cost and with significant marketing support.

Similar to a grant program, proposals for the [Inside] the Ford Winter program are considered on a competitive basis. The Arts Commission will partner with three theatre companies and assist each to present a proposed theatrical work. To submit a proposal under this program, please read through the entire guidelines and then complete an application available at www.fordtheatres.org.

Eligibility

To be eligible to apply to the [Inside] the Ford Winter Partnership Program, applicants must:

- Be a Los Angeles County-based theatre company without a permanent performance home;
- Have a minimum of three years of theatre producing experience within the past 5 years;
- Propose a full length run of a production with an approximate 1 week load-in, 1 week rehearsal and tech and 6 weeks of performance with a minimum of 5 performances per week. Performances should be full-length and run between 90 minutes and 2 ½ hours;
- Be able to produce a new work (world premiere), a work new to the Los Angeles area (regional premiere) or classical repertory interpreted and presented in an innovative way; and
- Be able to produce and run their show in one of the following range of dates:

October 18, 2010 – December 13, 2010

January 3, 2011– February 28, 2011

March 7, 2011 – May 1, 2011

Application Workshops

Ford Theatre staff will host two workshops to review the application process, discuss eligibility and requirements of applying arts organizations, and answer questions about the Winter Partnership Program and producing at the Ford. **Applicants applying to the [Inside] the Ford Winter Partnership Program for the first time are required to attend one workshop.** These workshops will be held at the [Inside] the Ford Theatre at 2580 Cahuenga Blvd. East in Hollywood on the following dates and times:

Tuesday, February 2, 2010 at 7:00pm
Tuesday, March 2, 2010 at 7:00pm

Parking for these workshops is free. Please RSVP with your name, organization, email address and phone number to publicevents@arts.lacounty.gov or call 323-856-5793.

Presentation Support Provided by the Arts Commission

The following information itemizes some of the principal support provided by the Arts Commission to partners of the [Inside] the Ford Winter Partnership Program:

The Facility

The [Inside] the Ford Theatre is an intimate 87-seat proscenium theatre. The Ford's entryway, renovated in 2000, features disabled-accessible winding paths from the box office to the amphitheatre and indoor theatre. In 2008 the [Inside] the Ford Theatre Lobby underwent significant renovations and now offers a bar/concessions area, seating, photo display area and improved lighting.

House Management and Receptions

The Arts Commission will provide a house manager for each performance at no additional cost to partners. Group receptions, including opening night and closing night cast and crew parties, can be held. For additional information about receptions or house management contact Bill Berry, the Ford's Event Services Manager at wberry@arts.lacounty.gov or (323) 769-2170.

Light and Sound Equipment and Crew

The [Inside] the Ford Theatre has sound and lighting packages that are available to producers participating in the Partnership Program at no additional cost. A complete inventory of equipment is available on-line at <http://www.fordtheatres.org/en/rent/indoortechnical.asp>.

The Arts Commission will provide an on-site stage supervisor each day the company is on-premise for up to 12 hours each day. If a partner requires more than 12 hours of access to the theatre in a day, an hourly fee of \$66.00 per hour will be charged to cover the cost of the supervisor.

Partners must consult with the Ford's Production Manager to discuss technical details of the proposed project. Any additional equipment needed for a production will be the financial and organizational responsibility of the partner. For additional technical information about the theatre, contact Arthur Trowbridge, the Ford's Production Manager, at atrowbridge@arts.lacounty.gov or (323) 856-5785.

Box Office

Centralized box office services are provided at no cost to partners participating in the Winter Partnership Program. The Ford's box office has the capacity to handle phone orders, mail-in orders, web sales and walk-up window sales (both advance and day-of-event at-the-door sales). Partners may choose to participate in the Ford's Group Sales program. They may also consign tickets from the box office to use for their own off-site sales and promotional activities. For additional information about the Ford's box office services, contact Breanna Keeter, the Ford's Box Office Manager, at bkeeter@arts.lacounty.gov or (323) 856-5788.

Marketing/Public Relations

One of the most valuable components of the Winter Partnership Program is the marketing/public relations support that the Arts Commission/Ford provides to the partners. This help includes:

- A publicist to design and conduct a publicity campaign for each partner production in the season;
- A workshop to be held in May 2010 to help partners develop detailed marketing plans for their Ford productions;
- A \$1,000 allowance for each partner to achieve a key marketing strategy;

- A season postcard to promote the overall Winter Season highlighting partners in the Winter Partnership Program;
 - A Web Site that promotes the entire play series and includes individual event pages for each production with play descriptions, the ability to forward information to friends, an on-line sales mechanism to allow for internet ticket sales and the capability to host photo galleries, audio and video promotional clips provided by partners;
 - A season press release to the region's media announcing the season and including information about events included in the Winter Partnership Program;
 - Placement in the Ford's electronic (e-mail) newsletter; and
 - Use of the Ford's permanent mailing list for promoting the organization's event at the Ford.
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Responsibilities of Selected Partners

Partners of the [Inside] the Ford 2010-2011 Winter Partnership Program will be responsible for the following elements of production in addition to the costs of carrying out the production:

Rental Fee

Theatre rent for partners is offered at a discounted rate of \$1,000 per week of use (a total of \$8,000 for a standard 8 weeks use of space). The total rental fee is typically deducted from box office revenues at the end of the show's run.

Production Manager & Technical Crews

The Ford has a Production Manager who will meet with partners in advance of load-in to discuss all aspects of their technical and production requirements and to develop a detailed plan for their scheduled time in the theatre. Partners may provide their own technical crews or hire the Ford Theatre crew (for crew rates, please see our website at www.fordtheatres.org or contact Arthur Trowbridge at (323) 856-5785).

Each partner must have a professional Technical Director and/or Production Manager dedicated to working on the project that is familiar with the artistic and technical details of the event. This person must attend at least two production/technical meetings with the Ford's Production manager. One of those meetings will be scheduled 30 days in advance of the load-in. This person must also be present for all rehearsals and performances at the Ford.

Marketing

To aid the Arts Commission/Ford staff in the marketing of the Winter Partnership Program Season, partners are required to:

- Provide background on their productions for the Ford publicist by the end of April 2010;
- Attend the marketing workshop in May 2010; and
- Send an email to their own email lists timed with the press announcement of the season by the Ford.

For additional information about marketing/pr, contact Priscilla Jaworski, the Arts Commission's Productions Marketing Manager, at pjaworski@arts.lacounty.gov or (213) 202-5934.

Insurance

Partners are required to provide a certificate of third party liability insurance with the County's minimum coverage requirements at least thirty days prior to load-in. This can be provided through any qualified insurer. For convenience and to aid partners in obtaining appropriate insurance coverage, the County has arranged with a broker, Municipality Insurance Services, to offer a nominally priced insurance program with pre-approved coverage and limits of liability. To receive a free quotation through this program, call 800-420-0555 or visit the website: www.2sparta.com.

Partners are also responsible for providing Workers Compensation and Employers' Liability Insurance for the artists, administrators and crew employed by the organization. Automobile insurance may also be required, particularly in cases where larger delivery vehicles will be needed.

Merchandise and Concessions

Merchandise and concessions may be sold in the [Inside] the Ford lobby area. Partners are responsible for staffing the merchandise and concessions table and may keep all proceeds. Only bottled water may be consumed inside the theatre. All other food and drinks must be consumed in the lobby or on Edison Plaza.

Application Considerations and Evaluation Criteria

Before preparing an application proposal for the [Inside] the Ford's Winter Partnership Program, each applicant should carefully read the above information about the services and support provided by the Arts Commission and Ford Theatre staff and responsibilities of the selected partners. Applicants should also consider the following items:

Production Expenses & Budget: Applicants should budget for all production expenses, including costs of:

- Artists and Designers, including light and sound designers, etc;
- Rental fee for use of the [Inside] theatre;
- Producer's Stage Manager, Technical Director and/or Production Manager;
- Technical crew (both the Ford's technical crew, if utilized, and any other crew needed, for rehearsal and performance);
- Sets and costumes;
- Supplemental lighting, staging and sound equipment;
- Royalties/Licensing fees;
- House programs for each evening performance (the Arts Commission will provide a template for partners to follow and programs may not be sold);
- Marketing and publicity;
- Expendables (everything from water to gaffer's tape); and
- Insurance, including liability insurance and workers compensation insurance.

Proposal Requirements: The Arts Commission will consider applicant proposals that are world premieres or works new to the Los Angeles area. Classical reparatory may be considered if the proposal offers a new interpretation or artistically innovative production of the work. The Arts Commission will not consider productions that travel from venue to venue. Companies that produce a single, signature work are not eligible to apply.

Evaluation Criteria: Applicants should address each of the following criteria which will be considered in evaluating and determining the relative strength of proposals:

- Artistic innovation and vision;
- Suitability of proposed work and/or artists for an 87 seat indoor venue;
- Demonstrated financial, administrative and producing capabilities of producer and/or artist(s);
- Realistic marketing plan with an adequate budget;
- Realistic production plan with an adequate budget;
- How proposal will contribute to the creation of a diverse, interesting and stimulating theatre season that reflects the diversity of the County's population; and
- Ability to work cooperatively with other organizations and production staff.

Application

Each organization must submit a complete application to be considered for the [Inside] the Ford 2010-2011 Winter Partnership Program. Applications for the 2010-2011 Winter Partnership Program can be downloaded from www.fordtheatres.org. The application must be emailed by Wednesday, March 17, 2010 and mailed materials received by this date. Late, incomplete or faxed applications will not be accepted.

Application Form Components

To access application materials, go to the Ford website at (www.fordtheatres.org), roll your mouse over the “Opportunities” tab on the home page, and click on “Artists Partnership Programs” from the drop down menu. You will be taken to a page with links to the application guidelines and the application. The application is a Microsoft Word document that will require additional supporting materials.

The application consists of the following sections:

1. **Organization Information:** Provide main contact information for your organization. If your theatre company is a non-profit organization, please attach 501 (c) letter and list of Board of Directors. Please note: For-Profit organizations are also eligible to apply and may skip this section. **If you are a new applicant, attendance at one of two application workshops in February or March is required.** Select either February 2, 2010 or March 2, 2010.

Attachments:

- **501(c)3 Letter:** If applicable, provide a copy of your organization’s official non-profit status documentation.
 - **Board of Directors:** If applicable, provide a list of your organization’s Board of Directors with each member’s affiliation.
2. **Organization Background:** Include the organization’s artistic mission, brief history, biographies for the Artistic and Executive Directors, and a description of the applicant’s community/core audience.
 3. **Organizational Budget-Expenses and Support:** Using the provided line items, provide the organization’s operating costs and funding received for the most recently completed fiscal year. If your organization has completed a California Cultural Data Funder Report, you may include the document as an attachment and skip this section. These budget forms will provide information to the review panel about the overall financial stability of the applicant organization.

Attachments:

- **California Cultural Data Funder Report:** If applicable, you may submit your organization’s report and skip Section 3 of the application.
4. **Performance Proposal:** In this section you will provide information about your proposed production including title, premiere status, number and length of performances and preferred date range. You will also enter detailed information about your project including plot narrative, marketing plan and technical information. You will be required to attach written acknowledgment of the playwright’s permission to produce and additional preliminary technical documentation relevant to your proposed production.

Attachments:

- **Playwright’s Permission:** Attach written acknowledgement by the playwright or author’s agent that the work may be produced by the applicant company. This should be in the form of a letter or email, originating from the playwright or author’s agent and should include contact information (address, phone number, and email address) for the signator.
- **Copy of the Proposed Script:** Provide 3 copies. One electronic copy via email and two hard copies should be mailed or delivered to the Ford Administrative office.
- **Technical/Scenic Documentation:** Attach preliminary technical or scenic plots or visual materials relevant to your proposal. Concept drawings of staging, costuming, lighting, or sets are accepted as well as photographs and other visual materials. Please provide descriptive information in the box provided about each attached document and how it relates to your proposal.

5. **Artistic Documentation:** Provide information about the Artistic Documentation that your organization will submit including:
- Title of the sample;
 - Artists featured;
 - Date the work was completed;
 - Total running time;
 - Track or Chapter you would like the panel to review; and
 - Brief Description of the artistic sample discussing the relationship of the sample to the application.

Your artistic sample should be recent, of high quality, and as relevant to the applicant and/or project as possible. Up to 2 samples of artistic documentation will be accepted. Each sample should be no longer than 5 minutes. If submitting 2 samples, each must be submitted on a separate DVD, clearly labeled and must represent segments of two separate works.

Do not submit marketing/promotional materials as artistic documentation. Preview the artistic documentation before submitting them to ensure that there are no technical problems that might interfere with the panel's review of the work. While panelists generally spend no more than three to five minutes on the work sample(s) for each application, please be aware that the entire sample (not just the selected segment) is considered a part of the application package and may be reviewed. Panelists respond more favorably to substantive artistic excerpts rather than short edited clips with heavy narration. Place selection(s) in priority order.

Attachments:

- **DVD/Artistic Documentation:** Up to 2 samples of artistic documentation no longer than 5 minutes each will be accepted. Each must be submitted on a separate DVD and labeled. If submitting two samples, they must represent segments of two separate works.
6. **Project Budget:** Using the provided line items, provide the projected expenses and income associated with the proposal. When completing this form, please keep the following in mind:
- **Production Cost:** If you anticipate needing access to the facility for more than 12 hours for load-in or tech/rehearsals, please factor in the cost of a stage supervisor per the Light and Sound Equipment and Crew Guidelines (please refer to page 2).
 - **Insurance:** All participating partners must hold a certificate of liability. If your organization has year-round coverage, please provide a prorated estimate of what your insurance would cost for 8 weeks of residency. If your organization would need to purchase insurance for this event, you can receive an online quote for estimating purposes at www.2sparta.com (please refer to page 3).
 - **Rent:** The full length of residency of each accepted partner will be 8 weeks. Please include \$8,000 as the total budgeted rent in the expenses section of the budget.
 - **Ticket Income:** Full-price tickets for the 2010-2011 [Inside] the Ford season are \$20 and student tickets are \$12. With discounts for subscriptions, group sales and any special promotions your organization may offer the average real ticket price will fall between \$20 and \$12. When projecting ticketing income, you should budget for no more than 50% capacity unless you have a demonstrated audience base which is higher.
7. **Past Productions:** Provide information for the three most recent past productions that your organization has produced, including title, name of playwright, dates of run, number of performances, venue and location, seating capacity, average number in attendance, total attendance over run, and price of admission. For each Past Production, attach the corresponding supporting visual and review information. One review must be submitted per performance. Visual documentation may be in the form of set and lighting designs, plots, technical riders, digital photos, etc.

Attachments:

- **Past Technical/Scenic Documentation:** Attach any previous set and lighting designs, plots, technical riders, and digital photos of sets from productions included in the Past

Productions section. If available, the specific technical rider or requirements for the proposed program should be submitted.

- **Recent Reviews for Productions from Past Year:** Attach reviews for productions included in the Past Productions section in the application. One review per past production is required.
8. **Productions Scheduled for Upcoming Season:** Provide information for upcoming productions in 2010-2011 that your organization will produce, including title, name of playwright, dates of run, number of performances, venue and location, seating capacity, average number in attendance and price of admission.
 9. **Final Checklist:** Instructions on submitting application with a checklist for supplemental materials to be submitted via email or mailed/delivered.

Instructions on Submitting Application

The following documents should be **emailed** to publicevents@arts.lacounty.gov:

- [Inside] the Ford application: Sections 1-8
- 501(3) Letter (if applicable)
- Board of Directors (if applicable)
- California Cultural Data Funder Report (if applicable)
- Playwright's Permission to Produce
- 1 Copy of Proposed Script
- Technical/Scenic Documentation for Proposal
- Technical/Scenic Documentation for Past Productions
- Recent Reviews for Past Productions

The following documents should be **mailed or delivered**:

- 2 hard copies of Proposed [Inside] the Ford script
- Artistic Documentation

John Anson Ford Theatres
Winter Partnership Program
2580 Cahuenga Blvd. E
Hollywood, CA 90068

Materials must be received by March 17, 2010. This is not a post marked date. Please call the Ford Administrative office at 323-856-5793 if you are interested in delivering or dropping off copies of your script or Artistic Documentation.

Applicant Review and Notification

Applicant notifications are expected to be distributed in April.

March 2010

- Proposals audited and evaluated by staff to determine completeness of application, meeting of eligibility requirements, and fulfillment of criteria.

April 2010

- Recommendations presented to Arts Commission.
- Emails sent to organizations announcing whether their proposals have been accepted or declined.

May 2010

- Joint meeting for all companies selected to participate in the [Inside] the Ford 2010-2011 season.
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Questions and Comments

For any questions or other communication regarding the [Inside] the Ford Winter Partnership Program or application process, please contact the Arts Commission's Administrative Coordinator, Alma Guzman, at 323-856-5793 or email publicevents@arts.lacounty.gov.

These guidelines and on-line application forms, as well as information about the Ford Theatres can be accessed on the Ford Theatres web site: www.fordtheatres.org. For information on other programs of the Los Angeles County Arts Commission, visit www.lacountyarts.org.