

[Inside] the Ford

2012-13 Winter Partnership Program

Deadline: Wednesday, March 14, 2012

General Information

The [Inside] the Ford Winter Partnership Program, running from October through April, supports Los Angeles County resident theatre companies by assisting them to successfully present performances in its 87-seat indoor theatre.

Similar to a grant program, proposals for the [Inside] the Ford Winter Partnership 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 at the [Inside] the Ford theatre at a highly subsidized rental rate and with significant marketing support. 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 venue **or** with a permanent venue and an annual budget of under \$500,000;
- 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 performances with a minimum of 5 performances per week. Performances should be full-length and run between 90 minutes and 2 ½ hours; and
- Be able to produce and run their show in one of the following range of dates:

October 15 – December 10, 2012

January 2 – February 25, 2013

March 4 – April 29, 2013

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. **First-time applicants to the [Inside] the Ford Winter Partnership Program are required to attend a workshop.** Workshops will be held at the [Inside] the Ford Theatre at 2580 Cahuenga Blvd. East in Hollywood on the following dates and times:

Monday, February 13, 2012 at 7:00pm

Tuesday, February 28, 2012 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 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 features disabled-accessible winding paths from the box office to the amphitheatre and indoor theatre. The [Inside] the Ford Theatre lobby offers a bar/concessions area, seating and a photo display area.

Light and Sound Equipment and Crew

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

The Arts Commission will provide an on-site stage supervisor during load-in and technical rehearsals for up to 12 hours each day.

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 and House Management

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. 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 Box Office Manager, Eve Childs, at echilds@arts.lacounty.gov or 323-769-2147.

The Arts Commission will also provide a house manager for each performance at no additional cost to partners. Group receptions, including opening night and closing night parties, can be held.

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 the overall season and each partner production;
- A workshop to be held in May 2012 to help partners develop detailed marketing plans for their Ford productions;
- Ford marketing staff working to promote the season and individual productions, in concert with each partner.
- Intensive social media guidance tailored to each production;
- A season postcard to promote the overall Winter Season highlighting partners in the Winter Partnership Program;
- Graphic design services for each show postcard in the season;

- A Web Site that promotes the entire play series and includes individual event pages for each production;
 - Placement in the Ford's electronic (e-mail) newsletter and on the electronic sign; and
 - Access to the Ford's mailing list for promoting the organization's event at the Ford.
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Responsibilities of Selected Partners

Partners of the 2012-13 [Inside] the Ford Winter Partnership Program will be responsible for certain 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

Partners must meet with the Ford's Production Manager 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 Production Manager, Arthur Trowbridge, at 323-856-5785 or atrowbridge@arts.lacounty.gov.

Each partner must have a professional Technical Director and/or Production Manager 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. Each partner is also required to have Master Electrician present at all 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 to the Ford publicist by the end of June 2012;
- Attend the marketing workshop in May 2012; 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 Kim Glann, Productions Marketing Manager, at kglann@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.

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 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;
- Master Electrician;
- 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 Recommendations: The Arts Commission encourages applicants to propose productions with premiere status, but will consider non-premiere works as well. 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 and production plans with adequate budgets;
 - How proposal will contribute to the creation of a stimulating theatre season that reflects the diversity of the County's population; and
 - Ability to work cooperatively with other organizations and production staff.
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Filing a Partnership Program Application

Each organization must submit a complete online application to be considered for the 2012-13 [Inside] the Ford Winter Partnership Program. To access the Winter Partnership application, please visit <http://lacounty.culturegrants.org>. You will be directed to the Arts Commission Culture Grants homepage where you will be required to sign up and login. We recommend the following internet browsers when working on the application: Mozilla's Firefox, Safari and Google Chrome. We strongly recommend submitting your application no later than 5 days prior to the deadline to give yourself ample time to troubleshoot and resolve any problems that you might encounter.

The application must be submitted by Wednesday, March 14, 2012 at 4:00pm. Late, incomplete, mailed or faxed applications will not be accepted.

Opening an Application

1. On the Arts Commission grants homepage click on **Sign Up**.
2. On the registration page provide contact information for yourself or organization. You will be asked to provide a username and password. Your password must have one uppercase letter, one lowercase letter, one number and a special character within the password. **Remember to write down your username and password** as you will not receive an email confirmation. Click on **Submit**.
3. Click **Yes** on the Terms and Conditions agreement and then **Submit**.
4. You will then be directed to the **My Forms** page. On the My Forms page, you will see the following folders: **All Available Programs** and **My Grants**. The All Available Programs folder contains **open** applications for all Arts Commission programs. The My Grants folder contains the application(s) you are working on or have submitted. Click on **All Available Programs** to access the Winter Partnership application.
5. On the All Available Programs page locate the Winter Partnership application on the list and click on the **green arrow** under **Actions**.
6. You will then be directed to the Winter Partnership application. **IMPORTANT:** once you begin the application, please remember to click **Save** or **Save & Continue** at the bottom of each page before proceeding to the next page or closing your application.

The application consists of the following sections:

Organization Information: Provide main contact information for your organization. Applicants applying to the program for the first time are required to attend an application workshop on one of the following dates: Monday, February 13, 2012 or Tuesday, February 28 2012.

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.

Organizational Budget Forms – Income and Expenses: Using the line items, provide the organization's funding and operating costs for the most recently completed fiscal year. If your organization has completed a California Cultural Data Project Profile, you may submit a Ford Theatres Partnership Program CDP report instead and skip this section. This budget form will provide information to the review panel about the overall financial stability of the applicant organization.

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 the proposed script and supporting visual documentation relevant to your production.

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 (see "Production Manager and Technical Crews" on page 3).
- **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.
- **Rent:** The full length of residency of each accepted partner will be eight weeks. Please include \$8,000 as the total budgeted rent in the expenses section of the budget.
- **Ticket Income:** Full-price tickets for the 2011-12 [Inside] the Ford season are \$25 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 \$12 and \$20. When projecting ticketing income, you should budget for no more than 50% capacity unless you have a demonstrated audience base which is higher.

Past Productions: Provide information for the three most recent past productions that your organization has produced. For each past production, you will be required to attach digital photographs and reviews. Two reviews per performance must be submitted.

Upcoming Productions: Provide information for upcoming productions in 2012-13 that your organization will produce.

Instructions on Attaching Supporting Documentation

All applicants are required to submit supporting documentation with their application. Supporting documentation must be digitally uploaded. **Hard copies of documents/photos, CDs or DVDs will not be accepted.** Below are directions on how to upload supporting documents to your application. Please see the subsequent section "Supporting Documentation" for more information about what documents are required to complete your application.

1. On the Summer Partnership Support Material form in the application click on the **Assign Portfolio Folder** button.
2. To upload your supporting material click on the green plus sign located next to the folder titled **Winter Partnership Application– FY 2012-13.**
3. Provide a title and description for each document or sample you would like to upload. The system accepts the following file extensions: jpg, jpeg, gif, bmp, png, tif, 3gp, avi, flv, mov, mp4, mpg, rm, wmv, doc, docx, txt, xls, xlsx, pps, ppt, pptx, pdf, aac, mp3, mpa, ra, wav, wma, eps. Each item should be less than 256MB.

4. After you have uploaded all of your support material close the popup window and click **Save** at the bottom of this page. The titles and descriptions of the uploaded support material will display in a table in your application.

Supporting Documentation

The following documentation must be uploaded to your application:

1. **501(c)3 letter** (if applicable): Copy of 501(c)3 letter, if applicant is a non-profit organization.
2. **California Cultural Data Project – Ford Theatres Partnership Program Funder Report** (if applicable): If your organization has completed a California Cultural Data Project Profile, you may submit a Ford Theatres Partnership Program CDP report in lieu of completing the Organizational Budget Forms in the application.
3. **Playwright’s Permission to Produce:** 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.
4. **Proposed Script:** Attach you company’s proposed script as PDF or Word document.
5. **Supporting Visual Material:** Concept drawings of staging, costuming, lighting, or sets are accepted as well as photographs and other visual materials. Please provide descriptive information about each document and how it relates to your proposal.
6. **Reviews of past productions:** Two reviews for each production provided on the Past Productions form in the application are required.
7. **Photos of past productions:** Attach photographs of the productions included in the Past Production section of the application. Please title photos according to the production it corresponds to.
8. **Artistic Documentation:** Artistic documentation is crucial for evaluating the artistic quality of the applicant and/or project and is required of both new applicants and applicants that have participated in the Partnership Program in the past. Your artistic sample should be recent, of high quality, and as relevant to the applicant and/or project as possible. Up to two samples of artistic documentation will be accepted. Each sample should be no longer than five minutes. If submitting two samples, each must represent segments of two separate works.

Do not submit marketing/promotional materials as artistic documentation. 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. Label selection(s) in priority order.

Instructions on Submitting Application

The Ford Amphitheatre application and supporting documentation must be submitted online by **4:00pm on Wednesday, March 14, 2012**. Applications submitted after the deadline will not be considered.

Applicant Review and Notification

Applicant notifications are expected to be distributed in April.

March 2012

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

April 2012

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

May 2012

- Joint meeting for all companies selected to participate in the 2012-13 [Inside] the Ford 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 call 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.