

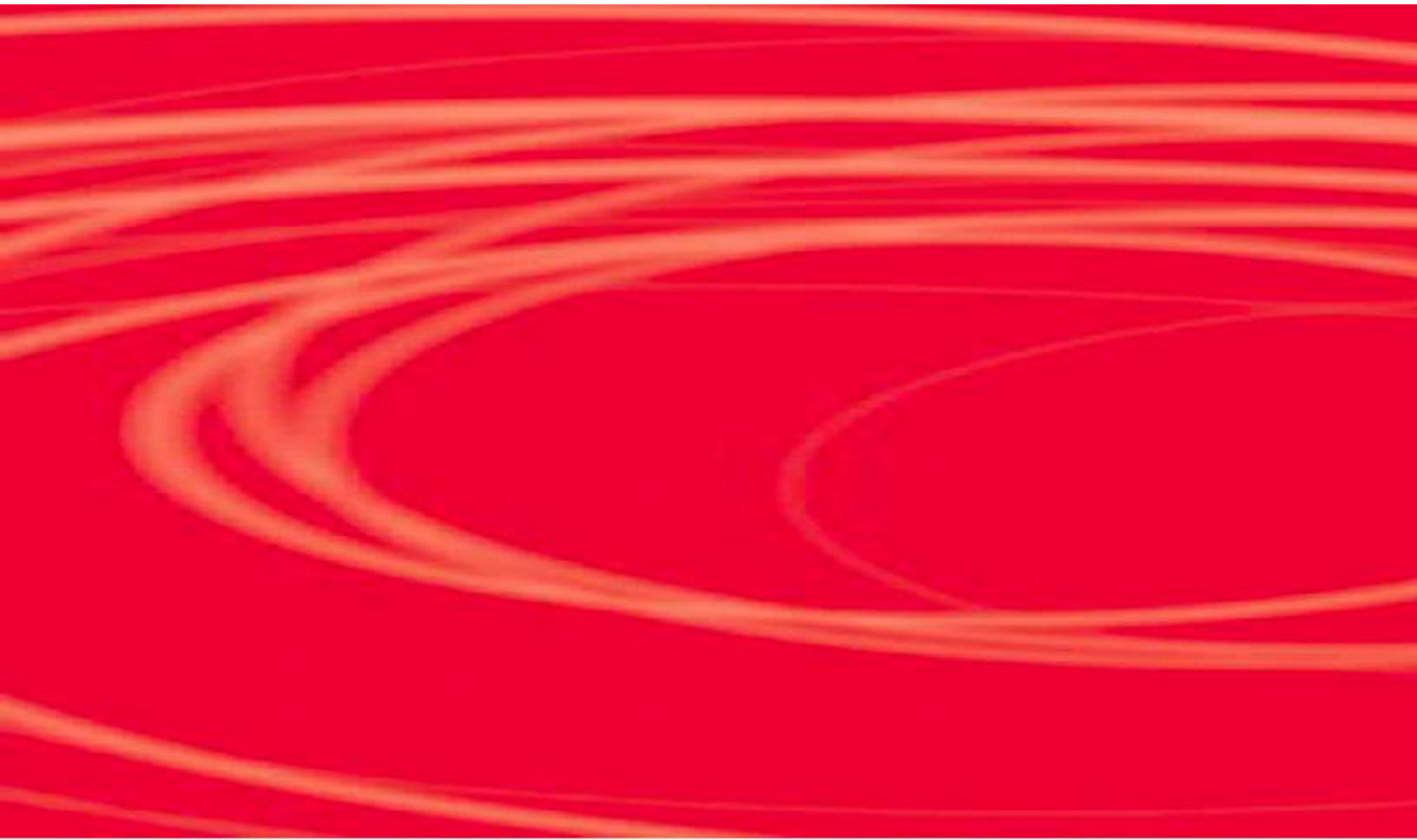
FLASHPOINT

A CULTURAL DEVELOPMENT CORPORATION PROJECT

916 G Street, NW | Washington, DC 20001

Mead Theatre Lab Program 2009-2010 Season REQUEST FOR PROPOSALS

DEADLINE: January 23, 2009, 5 PM



Mead Theatre Lab Program 2009-2010 Season Request for Proposals

Purpose of Request

Cultural Development Corporation (CuDC) is requesting proposals for theatrical productions and performing arts events seeking production sponsorship in the Mead Theatre Lab Program at Flashpoint. This request is open to artists, producers and arts organizations in the DC metro area choosing to present performing arts of any genre.

All proposals must be received no later than 5pm on Friday, January 23, 2009.

About CuDC and Flashpoint

Cultural Development Corporation (CuDC) creates opportunities for artists and arts organizations that stimulate economic development and improve the quality of life. In line with this mission, in December 2003, CuDC opened Flashpoint, an arts incubator that offers strategic business services and affordable arts and office spaces in downtown DC. Flashpoint is a multi-use space, is home to a contemporary art gallery, dance studio, 75-seat black box theatre and shared office space. Each of these spaces attracts a diverse audience.

About the Mead Theatre Lab Program

During the 2009-2010 season at Flashpoint, CuDC will sponsor 15 weeks of performing arts programming. The productions selected will receive rent-free access to the Mead Theatre Lab, production management and organizational development advisement, as part of the intensive mentorship program.

The **Mead Theatre Lab** is a venue for playwrights, producers, directors, designers and actors to present new work, classic material with a distinct

vision or productions that combine multiple performance disciplines. CuDC is seeking presenters exploring challenging concepts that demonstrate artistic excellence and innovation from a variety of perspectives and techniques.

The Mead Theatre Lab Program **Advisory Panel**, comprised of prominent area theatre professionals, is integral to the program. The Advisory Panel shapes each season during the selection process, then supports producers by serving as **mentors** through the duration of the season. Each participant will be paired with a mentor from the Panel who can provide guidance and expertise to enhance the production process.

The **2009-2010 Advisory Panel** includes:

Michael Baron, Associate Director,
Signature Theatre

David Dower, Associate Artistic Director,
Arena Stage

Jenny McConnell Frederick, Artistic Director,
Rorschach Theatre

Renee Littleton, Development Director,
Washington Chorus and Marketing Consultant,
African Continuum Theatre Company

Mark Ramont, Associate Producer,
Ford's Theatre



(l to r) Chris Davenport & Kate Debelack in *The Small Things* (Solas Nua), photo by C. Stanley Photography; Dan VanHoozer, Niki Jacobsen & Josh Drew in *PUNCH – that's the way we do it* (dog & pony dc), photo by C. Stanley Photography; Marcus Kyd in *The Devil in His Own Words* (Taffety Punk Theatre Company), photo by Lise Bruneau

Evaluation Criteria

The Mead Theatre Lab Advisory Panel will consider applications based upon the following criteria:

- Artistic merit of the proposed production;
- Innovation and/or originality of work;
- Applicant's experience producing/presenting high-quality arts programming;
- Capacity to fully execute the proposed production in the Mead Theatre Lab; and
- Viability of the proposed production.

Benefits of Participation

CuDC will provide individually tailored production management, technical and marketing/press assistance from CuDC staff (past productions have received write-ups and/or reviews in the *Washington Post*, *express*, *DCist*, *The City Paper* and other print and online publications.); liability insurance for the production period; initiation of mentor relationship with member(s) of the Mead Theatre Lab Program Advisory Panel; access to OvationTix, an online ticketing service; and an opening night reception. Participants also receive one-time access to CuDC's mailing and press lists and inclusion in CuDC's monthly e-newsletter, weekly e-blast and online calendar *CulturalDC* and the Flashpoint website. Upon request, CuDC can serve as a fiscal agent accepting tax-deductible contributions on behalf of the project. All applications are read and discussed by the program's Advisory Panel and constructive feedback is available upon request.

Application Fee

\$30. The application fee is waived for current Red Circle members (see membership attachment for details). Proposals will not be considered without the application fee. Please make checks payable to: Cultural Development Corporation.

QUESTIONS? We're here to help.

OPEN HOUSE

Learn more about our programs and services.
Saturday, January 10, 2009, 10:30am-12pm

FLASH CHATS

Chat online, in real time on Chatzy with the Mead Theatre Lab Program's Manager.

For more information visit:

http://www.flashpointdc.org/venues/theatre_lab.html

Monday, January 12, 5-7pm

Saturday, January 17, 10am-12pm

OFFICE HOURS

Need one-on-one advice?

Email theatrelab@culturaldc.org to set up an appointment (phone or walk-in).

Responsibilities of Participation

Selected productions in the Mead Theatre Lab are responsible for:

- Red Circle membership upon acceptance into the second round of the application process (see Membership attachment).
- Contractual commitment to produce the production: a participation agreement will be furnished by CuDC upon acceptance of the full production proposal.
- Refundable security deposit of \$500 due with participation agreement. (Security deposit returned upon satisfactory inspection of the Mead Theatre Lab at the end of the production period.)
- All costs associated with technical, artistic and administrative aspects of the production.
- 10% fee on gross box office to cover administrative costs and merchant service expenses.
- Timely and complete preparation of all marketing materials. Producer assumes responsibility for all costs associated with marketing and other published materials.
- Adherence to the Washington, DC, fire and health building code requirements and ADA accessibility requirements (see attached requirements and floor plan).

How to Apply

The Mead Theatre Lab Program Request for Proposals is a two-round process. Round one consists of the requirements detailed in the Application Checklist. The Mead Theatre Lab Program Advisory Panel will invite select applicants to submit full production proposals, which will be due in March 2009. Applicants may submit more than one production proposal but each proposal should be a complete, self-contained application.

Eligibility Requirements

Past and current participants may apply multiple years in a row. Selected participants may not participate in the program more than two seasons in a row.

"The MTLP was instrumental in the development of The Butcher Project. It wasn't simply a space to work, it was a nurturing and supportive environment that allowed us to explore and grow as artists no matter what the outcome of the project was."

- Merry Alderman, Mead Theatre Lab Program participant, The Butcher Project

APPLICATION CHECKLIST

Proposals must be received no later than 5 pm on Friday, January 23, 2009.

Please submit **one original and six copies** of your application to CuDC. Please use binder clips or paper clips; do not bind or staple applications. All applications **must contain**:

- ☐ **Completed Mead Theatre Lab Program Application Form.**
- ☐ **Letter of Interest.** *(Limit: 2 pages)* Description of the proposed production including: a brief plot synopsis, an overview of the production concept, key artistic components and key personnel, as well as why/how benefit/input the project.
- ☐ **Organizational Information.** *(Limit: 1 page)* If applicable. Description of the producing organization, mission and a brief production history.
- ☐ **Résumés.** *(Limit: 3 pages, 1 page each)* Include relevant résumés for key artistic personnel.
- ☐ **Press.** *(Limit: 2 pages)* Relevant reviews of work or press published within the past three years.
- ☐ **\$30 Application Fee.** The application fee is waived for current Red Circle members (see membership attachment for details). Proposals will not be considered without the application fee. Please make checks payable to: Cultural Development Corporation.

Mail/Deliver to:

Mead Theatre Lab at Flashpoint
ATTN: Sarah Coleman, Program Manager
Cultural Development Corporation
916 G Street, NW
Washington, DC 20001

Applications sent via facsimile or email will not be accepted. Incomplete applications will be considered ineligible.

Applicants selected to submit a round two proposal will be notified via mail on or before March 1, 2009.

MEAD THEATRE LAB PROGRAM APPLICATION FORM

I. APPLICANT INFORMATION

Individual/Organization name: _____

Legal Name (if different): _____

Mailing address: _____

City, State, Zip: _____

Lead Contact: _____ Title: _____

Phone: (____) _____ Fax: (____) _____

E-mail Address: _____ Website: _____

Alternative Contact: _____ Title: _____

Phone: (____) _____ E-mail: _____

II. PRODUCTION INFORMATION

Production Title: _____

Production Summary (max. 150 words):

Creative Team: _____

Writer(s)/Composer(s)/Creator(s): _____

Director: _____ Other Key Personnel: _____

Proposed Production Dates (Mo/Yr): _____ Length of Run: _____

Alternative Production Dates (Mo/Yr): _____ Length of Run: _____

Total Production Expenses: _____ Lead Source(s) of Funding*: _____

**Please note funding sources that are confirmed.*

III. **ADDITIONAL INFORMATION**¹

Is the presenting entity's leadership or exhibitor a minority, female or disadvantaged person? If so, please describe:

Does the individual/organization serve a minority or underserved population? If so, please describe, including ward or jurisdiction:

Does the individual/organization provide services to low or moderate-income families? If so, please describe, including ward or jurisdiction:

How did you find out about the program at the Gallery at Flashpoint?

☐ Blog/Facebook
 ☐ DC Artists
 ☐ Newspaper/Radio
 ☐ Past Flashpoint Participant
 ☐ Postcard
☐ Website
 ☐ Visited Gallery
 ☐ Word of Mouth
 ☐ Other _____

IV. **ATTACHMENTS**

- A. Letter of Interest
- B. Organizational Information
- C. Résumés
- D. Press Materials

¹ This information does not affect selection but is collected and reported as required by CuDC funders.

EXPERIENCE THE RED CIRCLE

MEMBERSHIP APPLICATION

Join artists, arts organizations, business leaders and patrons in the creative network we call the **RED CIRCLE**.
Membership applications are accepted throughout the year. Questions? Please email redcircle@culturaldc.org

MEMBERSHIP CATEGORIES & ANNUAL DUES

☐ SOLOIST (ARTIST, ARTS PRO) \$75

An artist or arts professional pursuing a career in the industry
Just starting out? Enclose your resume to receive a \$25 discount.

☐ UNDERGROUND MOVEMENT \$100

An arts group or coalition of artists that is recognized publicly but does not have 501.c.3 status

☐ LEGALLY ORGANIZED

Nonprofit arts organization with 501.c.3 status, based on
annual budget

Up to \$249,999	\$175
\$250,000 to \$499,999	\$250
\$500,000 to \$999,999	\$325
\$1,000,000 and up	\$400

Arts or art-friendly business, based on annual gross income

Up to \$499,999	\$250
\$500,000 to \$2,499,999	\$500
\$2,500,000 and up	\$1000



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Please complete and remit to the Cultural Development Corporation
along with your membership dues.

YES, I WOULD LIKE TO JOIN THE RED CIRCLE

☐ SOLOIST \$75 ☐ SOLOIST \$50*

☐ UNDERGROUND MOVEMENT \$100

LEGALLY ORGANIZED

Nonprofit arts organization (501.c.3)

- ☐ Up to \$249,999 \$175
☐ \$250,000 to \$499,999 \$250
☐ \$500,000 to \$999,999 \$325
☐ \$1,000,000 and up \$400

Arts or art-friendly business

- ☐ Up to \$499,999 \$250
☐ \$500,000 to \$2,499,999 \$500
☐ \$2,500,000 and up \$1000

* Please include resume for \$25 discount.

PAYMENT INFORMATION

☐ Check enclosed ☐ Please bill my: Visa MC AmEx Discover

Name: _____

Card #: _____ Exp: _____

Signature: _____

For office use only Rec'd: _____ Staff: _____

MA start date: _____ Letter sent: _____

MEMBER CONTACT INFORMATION

Name: _____

Organization/Company: _____

Address: _____

City/State/Zip: _____

Email address: _____

Phone: _____

INTERESTS (please check all that apply)

- ☐ Theatre ☐ Dance ☐ Visual Art ☐ Music ☐ Film
☐ Live/Work Housing ☐ Peer Networking ☐ Workshops/Roundtables
☐ Is your business/organization seeking space?
☐ Other _____

PLEASE SIGN ME UP FOR THESE E-NEWSLETTERS:

- ☐ CulturalDC: weekly free, cheap and off-the-beaten-path arts events
☐ DCArtists: weekly local and national opportunities for artists
☐ CuDC Live/Work Housing Scoop: monthly artist housing news

Please make checks payable to: Cultural Development Corporation
 916 G St, NW
 Washington, DC 20001