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City of Roswell
Recreation, Parks, Historic & Cultural Affairs
Contracts for Cultural Services
8/22/2014 deadline

Riverside Chamber Players, Inc. Creating a Musical Mosaic

Riverside Chamber Players, Inc.

825 Barrington Way
Roswell, GA 30076

Tel: 770-355-2556

Fax:

Web: www.riversidechamberplayers.org

EIN: 02-0704126

DUNS:

Project Contact

Joel Dallow

jadallow825@gmail.com

Tel: 770-355-2556

\$ 5,000 Requested

Submitted: 8/20/2014 1:06:20 PM (Pacific)

Additional Contacts

dhedges@mindspring.com

Artistic Director

Joel Dallow

jadallow825@gmail.com

Application Questions

CATEGORY

1. CATEGORY

(Check one)



Arts/Cultural Services



Project Support



Arts Education Support



Innovation and Collaboration

ARTISTIC DISCIPLINE

2. ARTISTIC DISCIPLINE

(Check one)



Literary



Theatre



Dance



Museum



Visual Arts



Multidisciplinary



Music



Media (audio/film/video)

Projected Audience

3. Projected Audience

Indicate the total of number projected to attend. Also break the total down into two categories: audience members and participants.

audience members 900

9 participants

Amount requested

4. Amount of CFCS funding requested

5000

Total CASH match

5. Total amount of CASH match to be provided

5000

Total Organization CASH budget

6. Total Organization CASH budget

20530

Scope of Services

7. Scope of Services

Provide a brief summary of the project.

We will present 2 chamber music concerts of the highest professional quality, and an educational collaboration with River Eves Elementary school in Roswell. These events will make educational, arts and cultural enrichment easily accessible for diverse audiences in the Roswell community.

Program Information

8. Program Information - Briefly describe your organization, indicate mission, goals, programs/services, and target audience.

Describe the artistic programs and services that your organization will be providing during the contract period (11/1/14-6/30/15). Be specific: provide dates, titles, nature of the program, number of performances, artists featured, venues/locations.

The Riverside Chamber Players, Inc. (RCP) mission is to present chamber music performances of the highest professional quality, while at the same time making educational, arts, and cultural enrichment easily accessible for diverse audiences in the Roswell community.

The RCP especially aims to reach those who either are unfamiliar with chamber music or who ordinarily do not have access to live chamber music performances, because of cost, venue location, or unawareness of this programming in Roswell. A primary goal of the Riverside Chamber Players is to expand our audience as we reach out to a larger and more diverse Roswell population, using innovative chamber music programming.

On November 10, 2014, we will perform a new composition by our composer in residence, Michael kurth. This piece will feature Violin, cello, viola, oboe, bassoon and percussion. A chance for the audience to experience a living composer's accessible style, who will be in attendance to meet the audience and introduce his work. This will take place at Bridge to Grace Church, located on 2385 Holcomb Bridge Road Roswell, GA 30076

On March 8 we will perform another concert at our principal location, Bridge to Grace Church in Roswell, GA. Entire program details for this have yet to be determined, but we will feature another world premiere and a mixture of compositions featuring a variety of instruments focused on introducing unusual styled accessible compositions, coupled with traditional repertoire.

Lastly, we have formed a collaboration with River Eves Elementary School in Roswell, GA for this school year. We will bring a string quartet in to the school and present an interactive program to the students focusing on the variety of repertoire available to this grouping of instruments, while working with the students in a program geared towards music they may already be familiar with and music that is new. The focus will be on the listening skills required to work as a team, and the inner workings of what it takes to bring a group of musicians together to provide a harmonious presentation that can be enjoyed by an audience. This also allows us to introduce them to our concert series that is family focused, that they will be able to attend free of charge at our venue in Roswell.

Audience Development and Outreach

9. Audience Development - Describe the target audience for the proposed program/project. Indicate the availability of or lack of similar services or programming in Roswell.

Describe any specific outreach or inreach (i.e., bringing audiences to your organization or site to provide services) efforts to reach underserved audiences, multi-cultural populations, people with disabilities, etc.

As the RCP has continued to build the target audience, a point is made to discount tickets to seniors (\$10) and keep prices for the general public (\$15) well below the typical cost of a program of this quality. This proposed contract with the Roswell Cultural Arts Board will help RCP fulfill these goals.

The combination of musical instruments found in the Riverside Chamber Players and the quality of musicians of this group make this a unique performing ensemble. There are simply no other "similar services" or performances involving chamber music available in Roswell.

The musical in-reach is singularly important to the RCP. For example, the Chamber Players provide highly discounted tickets to Roswell-area music students and their teachers. This low-cost ticket rate provides a music education resource not available anywhere else in Roswell – or, for that matter, Atlanta. RCP performances provide a musical model to be enjoyed and imitated by all levels of musicians.

Our collaboration with River Eves Elementary School this year is part of our many years of outreach in to the schools to help build our audience and raise community awareness with regards to our free tickets for students, children and teachers. In past years, the RCP has also reached into the Atlanta community providing concerts

at homeless shelters. Through special funding, the Chamber Players were able to provide two concerts and support to the Genesis Shelter for homeless mothers and newborn babies.

The RCP's audience size has increased over the past year, and a survey of concert attendees has attributed this to the diverse programming provided in each performance. A range of musical compositions from Bach to the Beatles, minimalist Phillip Glass to Atlanta composer Michael Kurth, has encouraged audience members to return and bring other guests with them.

A larger audience has also prompted an increase in donations to the RCP. These modest-sized gifts have helped the Chamber Players more closely meet our proposed budget for the 2013-2014 season, and have a small reserve to use as needed.

The Riverside Chamber Players also will be performing three additional concert (as reflected in our overall budget) outside of the two Roswell "Bridge to Grace" concert series. These concerts – funded by arts organizations in Norcross, Jasper, and a third as part of the Roswell United Methodist Concert series – further expands the reach of the Chamber Players. These concerts increase North Georgia's exposure to chamber music, and greatly benefits audience development for the Chamber Players' "Bridge to Grace" concerts.

Marketing

10. Marketing - Describe the marketing and promotional plans for the proposed programs.

The Riverside Chamber Players' current marketing strategies attempt to minimize ad costs while maximizing exposure. Much of our presence is Web-based, using social media (Facebook, RCP Website, Constant Contact).

Where low-cost or free advertising is available, ads are submitted prior to each RCP concert. The RCP marketing program is implemented by an RCP board member who volunteers her time for this crucial duty.

The RCP's major marketing expense is the \$360 yearly cost for Constant Contact (an online marketing service) and a \$100 yearly fee for Website maintenance.

Marketing Strategies include:

- Keep RCP Website current, fresh, inviting (monthly fee).
- Use e-mail database for concert promotion, end-of-year campaign, other announcements – with links back to RCP Website, guest artist/composer sites, and sponsors. (E-mail database maintained via Constant Contact; monthly fee is most cost-effective to date.)
- Submit media releases to community newspapers, arts publications/Websites, and other local media for publication in print and on-line, including Atlanta Journal Constitution (Access Atlanta), Creative Loafing, Roswell Neighbor, Roswell Current.
- Submit concert information to event calendars maintained by local print and broadcast media, including Atlanta PlanIt, WABE 90.1 FM, WSB.
- Submit public service announcements at local radio stations, including WABE 90.1 FM.
- At RCP concerts, include future performance information in concert programs or on flyers (printing/duplication cost).
- In e-mail announcements, advertise special features of the concerts such as the wine and cheese reception; raffle giveaway; and various coupon offers.
- RCP performances themselves serve as marketing tools, especially those at non-traditional venues that reach audiences who don't typically go to concert halls, such as Roswell Arts in the Parks (performance on the Roswell Town Square); school concerts; Eddie's Attic. Some of these venues provide advertising as part of their concert or concert series promotion, at no cost to RCP.
- The distribution of the Riverside Chamber Players recording, "The Music of Michael Kurth – String Quartets," (CD and MP3 download) has provided an even broader exposure to the RCP. Local media (WABE/public radio) have played parts of the CD, and this media exposure again strengthens the Roswell concert series. The CD is being locally distributed at the Atlanta Symphony store, and nationally distributed through Amazon, iTunes, and CD baby. CD sales promote the Roswell concert series with links listed in the jacket to our Website and Facebook.

The international distribution of the Riverside Chamber Players recording recently brought worldwide recognition of the RCP, and Roswell GA, through a critic's review of the CD in the Czech Republic.

The Riverside Chamber Players have also received video recognition at the Atlanta Symphony Concerts. An interview with RCP oboist Emily Brebach was shown as part of the ASO's weekly concert series. In this interview, she promoted upcoming concerts with the Chamber Players in Roswell GA.

Evaluation

11. Evaluation - Explain evaluation and assessment plans for the proposed programs. Indicate the desired outcomes of the programs and the evaluation methods that will be used to measure the actual outcomes.

Four evaluative tools will be used to assess each of the Riverside Chamber Players' concerts. First will be a survey distributed to concert attendees. Second will be critiques written by recognized music authorities, third will be direct feedback from our audience attendees at our "meet the musicians" reception following both concerts, lastly will be communication with the teachers and staff at River Eves Elementary School following our educational presentation in the school.

The questionnaire completed at each RCP concert will help assess demographics of concert-goers, based on addresses on surveys, how attendees found out about the concert, opinions on programming, and general comments on any part of the program.

(survey is attached)

This "How are we doing" survey will give the Chamber Players a clear picture of likes and dislikes of concert attendees and provide valuable input to plan future

concerts.

The second assessment tool will be reviews by knowledgeable authorities from the Atlanta Journal Constitution, and critics employed by nationally published arts Web sites. (See reviews from past concerts in support materials.)

Besides helping to assess performances with a critical eye, concert reviews provide added exposure in the media.

Our "Meet the musicians" reception always gives us immediate responses from our audience as to what they liked and disliked about our concert

Our teachers and staff attending the River Eves Elementary presentation have always provided valuable feedback in the past programs we have provided for area schools, and the Atlanta Homeless shelter.

Organizational Structure

12. Organizational Structure - Provide details about the organization's short and long-term goals and how the proposed programs are related to these goals.

Describe the role of the board in setting policy, planning, fiscal controls, raising funds and promoting organizational activities. Describe the diversity of the board and staff and how it is reflective of the Roswell community.

Riverside Chamber Players' long- and short-term goals are always focused on presenting the highest quality performances possible and making these performances accessible to the greatest number of people.

The RCP board is solely responsible for financial and fiscal controls, raising funds for concerts, and promoting all of the Chamber Players' activities. Volunteers on the RCP board contribute more than 80 hours of time per year in board tasks. The board meets quarterly to review budgets and concur on plans for concerts for winter and spring. All musical decisions are made by Artistic Director Joel Dallow. The board works in support of his concert planning and arrangements.

The 10-person Riverside Chamber Players Board is a diverse group of music supporters. The board is made up of six men, four women in ages ranging from 40–75. Professions of the board are broad, including a home builder, wine merchant, music educators and church musicians, a CFO, Founders of a non-profit that works with veterans, and an engineer. Many of the board members are residents of Roswell and have made a point of living and raising families in this community.

Accessibility

13. Accessibility - Describe your organization's plans to ensure physical and programmatic accessibility through programming that is accessible to and inclusive of patrons, artists, and participants with disabilities (including compliance with ADA).

Riverside Chamber Players, Inc. performs only in locations that are fully accessible and in compliance with the Americans with Disabilities Act. This includes wheelchair ramps, accessible restroom facilities, and access to the auditorium. The RCP provides printed programs in 18-point type for the visually impaired, seating close to the front for people in wheelchairs, and assistance with any other needs that may arise.

Other aspects of accessibility include keeping the ticket prices as low as possible. This will be achieved by working tirelessly to raise funds in every way possible in order to help offset the cost of the event.

City of Roswell Support

14. City of Roswell Support - Detail support your organization currently receives from the City of Roswell. Support may include cash (e.g., grants) or in-kind (e.g., space, marketing assistance, etc.) Include the nature of the support and its value

For example, free or reduced fee paid for use of space at a city facility that would normally rent for a fee. Please enter "NONE" if not applicable. Be as specific as possible. Indicate the period of time over which the support has been provided.

None

CFCS Funds Breakdown

15. CFCS Funds Breakdown Provide a breakdown of how the City of Roswell requested funds would be used to support the specific services outlined in your application.

Use the same line items as the detailed budget (for example, if the amount requested is \$2000, the breakdown could be shown as: Personnel - Administration - \$1,000; Contract Services - \$500; Printing - \$500).

Contract services - 6 musicians at \$500 each for the 2 Bridge to Grace performances = \$3000

Commission of new work by Michael Kurth - \$1000

Contract services - 4 musicians at \$250 each for our collaborative presentation with River Eves Elementary = \$1000

Total = \$5000

New Programming

16. New Programming - Is there any programming included in the scope of services that is being undertaken over and above your normal operations? What would you do if you receive less than 50% of your requested amount?

Our collaboration with River Eves Elementary School is over and above our normal operations. If we received less than 50% of our requested amount, we would be forced to potentially scale back our concert musicians required for our two concerts at Bridge to Grace, and the new collaboration would have to be looked at whether it can realistically be done. Of Course we always work to identify new sources of funding which could potentially lower the impact of receiving less than the requested funds and using funds we have saved from last season we would make our best effort to complete all of our intended programming.

Bonus Points

17. Bonus Points - Please indicate if the proposed program (s) involve a new collaboration with another organization and how the collaboration is creating innovation. Bonus points earned may positively impact the amount of funding awarded.

In order to receive the Bonus Points, you must provide specific program information of CONFIRMED ACTIVITIES AND LOCATIONS (complete street address) and include a detailed description of each.

Collaborations with Rivers Eves Elementary School, 9000 Eves Rd., Roswell is a proposed part of this year's work of the Riverside Chamber Players. General music teacher Katherine Clark and principal Neil Pinnock at River Eves ES are both excited about the possibility of having the Riverside Chamber Players as a part of their school music education program this school year.

We will bring a string quartet in to the school and present an interactive program to the students focusing on the variety of repertoire available to this grouping of instruments, while working with the students in a program geared towards music they may already be familiar with and music that is new. The focus will be on the listening skills required to work as a team, and the inner workings of what it takes to bring a group of musicians together to provide a harmonious presentation that can be enjoyed by an audience. This also allows us to introduce them to our concert series that is family focused, that they will be able to attend free of charge at our venue in Roswell.

Further clarification

18. Further Clarification - Please clarify any issues that you think may cause concern as the staff and panel review your application.

It is important to clarify that the budget for the musicians has been raised to \$500 per musician. We have been falling behind our peer groups in the metro area that have been able to pay significantly more, and due to the amount of time required to perform at this level, it is necessary to raise the pay for the quality of musicians we have been able to get involved with our programs. It takes about 20 hours per performance to rehearse and prepare our programs. Many of the metro groups have been paying nearly double what we have budgeted in the past, but it needs to be stated that even at \$500 we are well below what we should be paying.

Fortunately last season was a record year in attendance and fundraising. This allowed us to pay our musicians slightly more for their superior performances.

Budget

Operating Budget	2013 Actual Figures	2014 Current Budget	2015 Proposed Budget
TOTAL expenses	\$ 12,504.00	\$ 14,630.00	\$ 20,530.00
TOTAL revenue/income	\$ 12,776.00	\$ 14,702.00	\$ 20,550.00
Operating Deficit			
Operating Surplus	\$ 272.00	\$ 72.00	\$ 20.00
Total	\$ 25,552.00	\$ 29,404.00	\$ 41,100.00

Budget Detail	CURRENT (2013/14) - CASH ONLY	NEXT YEAR (2014/15) - CASH ONLY
OPERATING BUDGET / CASH EXPENSES:		
Personnel-Administrative	\$ 2,880.00	\$ 2,880.00
Contract Services	\$ 8,690.00	\$ 14,590.00
Supplies	\$ 1,300.00	\$ 1,300.00
Advertising	\$ 460.00	\$ 460.00
Postage		
Travel		
Other Operating Expenses	\$ 1,300.00	\$ 1,300.00
Total CASH EXPENSES	\$ 14,702.00	\$ 20,530.00
OPERATING BUDGET / CASH INCOME:		
Earned Income	\$ 4,330.00	\$ 5,850.00
Corporate Support	\$ 4,600.00	\$ 4,600.00
Foundation Support		
Other Private Support	\$ 2,500.00	\$ 2,500.00
Government Support (federal, state, county)		
City of Roswell Support (from other Roswell City departments/divisions)		
Applicant Cash (from endowment, interest, cash reserves)	\$ 272.00	\$ 2,600.00
Total CASH Income	\$ 11,702.00	\$ 15,550.00
Cultural Arts Board/City of Roswell funds (amount awarded in the 2013/2014 column (n/a) and amount requested in the 2014/2015 column)	\$ 3,000.00	\$ 5,000.00
TOTAL INCOME	\$ 14,702.00	\$ 20,550.00
Total	\$ 70,438.00	\$ 97,710.00

Budget Narrative

There is a significant change in the budget from 2014 to 2015. This change involves income from 3 concerts by the Riverside Chamber Players at outside venues - those other than the Bridge to Grace Roswell Concert Series. Musician payment is provided by the venue, and this revenue is shown in the 2014-15 budget. This is a break-even proposition (cost of the musician and payment by venue), but the 3 concerts' revenue is reflected in the budget.

The RCP budgets for an Artistic Director, but as in previous years, this position has remained unpaid. Not funding this position allows a slight pay raise for the musicians performing at Bridge to Grace concerts, in lieu of the Artistic Director being paid.

Because of better-than-average attendance and fundraising last season, we were able to pay musicians and composers a bit closer to union scale. Musicians of the RCP's high caliber who are committed to the needed time for rehearsing and performing should be paid at union scale. This higher pay scale has been reflected in the 2014-15 budget.

One new budget item we hope to provide with this funding is a proposed collaboration with River Eves Elementary School during the 2014-15 school year.

Documents

Documents Requested *

Required?

Attached Documents *

Current bios of key administrative and artistic personnel (NO RESUMES)



[Artistic personnel](#)

List of board of directors, including physical and email addresses, telephone numbers, and business/community affiliation



[Board of Directors 2014](#)

One page description of all Artistic Support materials submitted either as attachments here or hand delivered to the Historic & Cultural Affairs Manager



[Artistic Support materials](#)

Deficit Reduction Plan (if applicable)



Strategic Plan (if applicable)



[Strategic Plan](#)

Copy of the most recent Financial Statement or Audit



[Year end financial statement](#)

Form 990 or 990-EZ, most recent copy submitted to the IRS



[990 EZ](#)

Current State of Georgia Certificate of Incorporation / Annual Registration



[corporation status](#)

IRS 501(c)(3) letter (determination of tax-exempt status) OR Fiscal Agent Form



[IRS letter](#)

Affidavit For City of Roswell Public Benefit Application
[download template](#)



[affidavit](#)

[GA drivers license](#)

W9

[download template](#)



[w-9](#)

Fiscal Agent (if applicable)

[download template](#)



Certification

[download template](#)



[certification](#)

Artistic Support Materials



[GA Drivers License](#)

Artistic Support Materials



[evaluation form](#)

Artistic Support Materials



[eddie's attic preview, review of cd](#)

Artistic Support Materials



[preview of world premiere, march 2013](#)

Artistic Support Materials



[Review of Mussorgsky - karen freer recital](#)

Artistic Support Materials



[Eddie's attic preview, 7-16-12](#)

Artistic Support Materials



[review of fall concert, 2011](#)

Artistic Support Materials



[review of shostakovich 11-15-10](#)

Artistic Support Materials



[Program March 9, 2014](#)

Project Budget Breakdown: If you are applying for funding for a project vs. annual operating support, please submit the project budget breakdown form.

[download template](#)



Application ID: 33018

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