



## **New Stages for Dance 2011 Guidelines**

**Project Period: January 1, 2011-June 30, 2012**

*Leadership Support for the New Stages for Dance Initiative is provided by MetLife Foundation*

### **The Need**

Producing dance companies and presenting organizations have limited access to many wonderful venues in Philadelphia because rental rates are often prohibitive for them. This has a negative effect on audience development, on production values and on visibility for the art form in general. It is important that dance programmers have affordable access to as many quality theaters as possible to accommodate Philadelphia's vibrant and growing dance community and to engage local audiences.

### **The Goals**

- Provide affordable access to quality venues for dance producers and presenters
- Increase the capacity of dance companies/artists to produce successful home seasons
- Build audience for dance by leveraging marketing support from the participating venues
- Encourage consortia of artists/companies to collaborate on shared seasons and mixed bill programs
- Reduce the financial risk related to self-producing
- Raise production values
- Increase rental income for area venues

### **Participating Venues in New Stages for Dance Theater 2011:**

Painted Bride Art Center  
The Performance Garage  
Suzanne Roberts Theatre, the home of The Philadelphia Theatre Company  
Wilma Theater  
The Baptist Temple at Temple University  
Mandell Theater at Drexel University  
Christ Church Neighborhood House  
Hal Prince Theater of Annenberg Center

## ELIGIBILITY

### Who Can Apply?

1. Dance companies and presenting organizations with 501(c)3 non-profit status based in the five-county Philadelphia region that have been presenting or producing in Philadelphia for three years or longer at the time of application.
2. Partnerships of multiple Philadelphia companies/artists sharing a program (may include individual artists and unincorporated performance groups based in the five-county Philadelphia region) with a designated lead organization that has 501(c)3 status based in the five county Philadelphia region for three years or longer, acting on behalf of the consortium. The application must be submitted by the 501(c)3 non-profit lead member of the consortium who is also the signer on the rental contract. Lead organizations presenting mixed bills will be, on a case-by-case basis, required to participate in the Technical Support Program (see below).

### Additional Eligibility Requirements

1. Past contracts and obligations related to this or any other program of Dance/USA Philadelphia must be in good standing in order to access this program.
2. Activity must fall between January 1, 2011-June 30, 2012
3. Companies/organizations are limited to one single-organization proposal a year. Participation through consortia proposals is unlimited.
4. Rental contracts must provide for a minimum of THREE Performances over a minimum of two days.
5. Renters funded by New Stages for Dance are required to credit the program and include the Dance/USA Philadelphia Logo and MetLife Logo in all printed materials, and electronic promotions including their website according to our specifications. Credit language & logos will be provided.
6. Rental fees must be paid in full within 30 days of the close of the production.
7. Attendance figures must be tracked and provided to Dance/USA Philadelphia in a final report.
8. The Renter will be required to vigorously survey their audiences with a standardized survey tool provided by Dance/USA Philadelphia. The data will be compiled by Dance/USA Philadelphia and shared with the producing company/presenter.

### Levels of Support

Subsidy will be provided, on a non-competitive, first-come first-served basis, according to these guidelines:

- 75% Subsidy: basic subsidy provided to all eligible applicants with a cap of \$7,500.
- 90% Subsidy: for mixed bills with a cap of \$9,000.

## Marketing Support

Partnering Venues will provide THREE or more marketing services in support of the subsidized production. Discussion of these services must be part of the contract negotiation.

Examples of marketing services include:

- Include the production in the venue's season brochure
- Announce the production on the venue's website with a link to the renter's website
- Insert a promotional flyer, provided by the renter, in programs during the weeks prior to the subsidized dance production
- Exhibit a poster in the marquee
- Announce the production in the venue's e-newsletter
- Provide one-time access to the venue's mailing list
- Donate ad space in playbill or other publication

**It is the responsibility of the dance company/presenter to provide publicity materials and ticket information to the venue according to their marketing timeline.**

### HOW TO APPLY

1. Before contacting any venues, all applicants are required to contact Director Lois Welk to discuss their intention to apply. *(In some cases Technical Support services will be scheduled.)*
2. Review the list of venue partners. Visit their websites to determine if the space is a good fit for your production.
3. Contact a venue from the list of partners, identify dates and negotiate a rental contract. Discuss marketing support as outlined in the application form and outline specific terms of agreement between venue and artist in regard to implementing the marketing support plan.
4. Download the application form from [www.danceusaphiladelphia.org](http://www.danceusaphiladelphia.org). Have the venue complete the form. Two signatures are required from the venue: the staff person responsible for rentals and a marketing staff person. Add your contact info and signature.
5. Make two copies of the application (one for yourself and one for the venue) and attach the original to a hard copy of the negotiated contract. **The rental contract does not need to be countersigned at this point.** If it is, the request will be processed immediately. If it is not, we will accept it as a "registered request" and hold the money for five business days pending the receipt of a countersigned contract. If a countersigned contract is not presented within five business days the money will revert back to the New Stages for Dance fund and be offered to the next applicant in line.
6. **Hand-deliver the contract with the signed one-page application stapled on top to Dance/USA Philadelphia on Monday Oct 12, 2010. At Noon, we will start processing applications at our office at 1427 Spruce Street on a first come, first-served basis.** Arrive early and be prepared to wait in line. All eligible organizations that submit complete applications will be processed and funded in the order they are received, until the funds for that year are depleted. **Applications cannot be dropped off in advance.**
7. After Oct 12, 2010, applicants are advised to contact Dance/USA Philadelphia staff for a fund balance update prior to negotiating contracts.

## Technical Support

Dance/USA Philadelphia will provide technical support to applicants who can benefit from one-on-one coaching related to contract negotiation, budgeting, union relationships, and production management. Some applicants may be required to take advantage of the technical support provided through the New Stages for Dance. The need for technical support will be determined during the initial conversation with Director Lois Welk. Some examples of applicants that might be required to take advantage of technical support include: an applicant who is using a specific venue for the first time, an applicant that is producing a mixed bill for the first time, or an applicant moving from a studio performance environment to a proscenium theater for the first time.