



**EMMA S. BARRIENTOS MEXICAN AMERICAN
CULTURAL CENTER**

LATINO ARTS RESIDENCY PROGRAM

HISTORY

2011 – ESBMACC Board discuss “Latino Arts Incubator”

August 2011 – City Council Adopt resolution “to research and create incubator.”

FY2013 – Funding allocated for program.

July 2013 – LARP Opening reception for excepted art organizations

October 2013 – LARP Programming begins.

WHY AN INCUBATOR

Concern expressed about small to mid sized Latino organizations not being able to gain access to facility.

Rental fees were high.

Inability to charge admission under collaborations.

Need for priority booking.

Potential to increase Latino organization presence at Center.



PROGRAM CONSIDERATIONS...

Ability to charge admission

- no pricing restriction

Subsidized rental

- \$1 per ticket sold

Priority booking

- booked 1-2 years ahead

Organizational development activities

- COA Cultural Arts, Pizza & Paperwork, Generous art workshops,

Shared marketing

- Bi-weekly newsletter, ads, banners, outreach, social media

Opportunities to teach, lecture and invite public participation in creative process.

- educational programming, PT's TIA program

Office space as funding allows for new construction.

- n/a
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LARP BUDGET

Initial budget - \$140,000

- Staffing (50%)
 - 1 FTE coordinator
 - PT / temp staffing
- Facility improvements (50% - one time allocation)
 - Auditorium
 - Risers, lighting, tech booth, audio equipment
 - Dance studio
 - Sprung flooring, mirrors, ballet barre, audio / visual
 - AV
 - Wireless audio, black box audio revamp, general portable equip
 - Media production equipment
 - Video camera, still camera, vinyl printer

LARP BUDGET

Annual budget – \$145,000

- Staffing (80%)
 - 2 FTE coordinator: program coordinator and tech lead
 - PT/temp staff: evening, tech, parking, photo and video
- Facility improvements (10%)
- Other (10%)
 - Marketing – newsletters, banners, media collateral
 - Expendables – gaffe tape, equipment, lamps, batteries, tie line, paint, etc.

FACILITY IMPROVEMENTS PENDING...

Auditorium stage, curtains, lighting and audio redesign – pending COA project management

- Stage – raised stage surface to address needs of dance groups, set installation support.
 - Curtains – to create wing space for entry and exit
 - Lighting – repositioning electrics for stage, increase fixture inventory
 - Audio – reposition required with new stage set-up, replace components of current equipment
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TEMPORARY SOLUTIONS UTILIZED

Secured lighting fixtures from Convention Center department.

Painted rear wall and installation of temp stage space as requested by residents.

Repurposing of lighting fixtures as needed from other on-site spaces.

Secured Marley flooring for groups to dance on, but Marley does not fit needs of residents.

- Dancing on hardwood floors would cause damage requiring costly repairs. Past estimations for the whole auditorium sand & refinish amount to over \$5,000.

STAFFING – LARP TIME COMMITMENTS

Latino Arts Residency Program Coordinator

- 70% program coordination
- 30% rentals, administration, special events

Lead Theater tech

- 50% LARP programming
- 50% special events

Part-time temp staff

- 80% LARP programming
- PM site attendants – resident classes, rehearsals and performances.
- AV tech – technical support for productions
- Media production staff – produce media collateral for resident groups.
- House management – POC of contact for performance nights, resident go to.
- Parking attendants – free parking offered to patrons of resident programming.

Marketing coordinator & graphic designer (5%)

- Prep and design of newsletter, newspaper ads, website and social media maintenance.

Education coordinator & specialist (5%)

- Educations program registrations and recruitment.
- Education coordinator & specialist (5%)

Facility maintenance staff (30%)

- Maintenance of facility.
- Installation support and post production facility repairs (i.e. patching, painting, etc.)

MARKETING SUPPORT OFFERED.

Inclusion in newsletters to announce programs.

Banner printed for all productions.

MACC website presence.

Social media event announcements.

Inclusion in print media, i.e. division brochure.

Distribution of media at outreach events.

Photo and video collateral produced for each production and given to resident for use.



LARP UPCOMING

Next application upcoming...

- Interest from additional theater and dance groups.
- Teatro Espacio Agua Viva, Oaxaca Arte en Movimiento
- Targeting visual and non-traditional artists for new residents to be added to program.

Application timeline

- Application opening October 28, 2015.
- Application deadline December 7, 2015.
- New residents orientation January, 2016.

