

Founding Artistic Director  
Josefa Villanueva-Reyes



December 7, 2018

Santa Clara Cultural Advisory Commission  
1500 Warburton Avenue  
Santa Clara, CA 95051

Thank you for your wonderful support every year in our quest to enrich the cultural lives of our residents and the people of Santa Clara County.

For the Fiscal Year 2018-2019, the Santa Clara Ballet Association is kindly requesting funding support in the amount of Four Thousand Dollars (\$5,000) for production expenses and Six Thousand Dollars (\$5,000) for the theater rental subsidy at the Santa Clara Convention Center. The total amount of this funding request is Ten Thousand Dollars (\$10,000).

Enclosed are the budgets for Revenue and Expenses for the current Fiscal Year and for the next Fiscal Year. Also enclosed are Financial Statements for the most recent Fiscal Year 2017-2018.

The Santa Clara Ballet Association appreciates your continuous and invaluable support to our artistic mission as we strive to provide performance opportunities, cultural enrichment and community outreach to the residents of the City of Santa Clara as well as to all the people of Santa Clara County.

With Warm Regards,

A handwritten signature in black ink that reads "Dennis Mullen". The signature is fluid and cursive, with a long horizontal stroke at the end.

Dennis Mullen  
President  
Santa Clara Ballet Association





**City of  
Santa Clara**  
The Center of What's Possible

City of Santa Clara  
Cultural Commission  
1303 Fremont Street  
Santa Clara, CA 95050

## FUNDING REQUEST FOR FISCAL YEAR 2019-2020

Organization: Santa Clara Ballet Association IRS 501 (c) 3: ☒ Yes ☐ No

Main Contact: Josefa Reyes

Address: 3123 Millar Avenue, Santa Clara, CA 95051

Phone Number: (408) 247-9178 Email: santaclara.ballet@sbcglobal.net

Date Organization Founded: November 30, 1973

Has the organization name changed?: Yes ☒ No ☐

If yes, what was the previous organization name? \_\_\_\_\_

Are at least 51% of your Participants and/or Board of Directors Santa Clara Residents?  
☒ Yes ☐ No

Principal Office and Base of Operations in the City of Santa Clara? ☒ Yes ☐ No

### Proposed Use of Requested Funds:

For the Annual Nutcracker Production

- Production Expenses - \$5,000

- Theater Rental Subsidy of the use of the Santa Clara Convention Center - \$5,000

### List Cultural Events & Programs Approved for Funding in 2018-19:

For the Annual Nutcracker Production

- Production Expenses - \$5,000

- Theater Rental Subsidy of the use of the Santa Clara Convention Center - \$5,000

Previous Amount Granted by the Cultural Commission: \$ 10,000

Amount Requesting for Fiscal Year 2019-2020: \$ 10,000

Amount Requested is 15 % of Your Total Santa Clara Budget for 2019-2020

Please submit eight (8) copies of the completed application to the Senior Center, Attn. Cultural Commission, at 1303 Fremont Street, Santa Clara, CA 95050 by 5:00 p.m. on Friday, December 14, 2018. Applicants are invited to present at the Cultural Commission meeting on Monday, January 7, 2019. If you have any questions, please email [mpieracci@santaclaraca.gov](mailto:mpieracci@santaclaraca.gov).



List of Paid Staff & Salaries (July 1, 2018 – June 30, 2019)

Staff: Directors Fee/Royalties Salary: \$12,630  
Staff: Choreographic Royalties Salary: \$2,200  
Staff: Staging/Choreography/Rehearsal Asst Salary: \$18,000  
Staff: Lighting Designer/Artistic Consultants Salary: \$2,500  
Staff: Administrative Fees Salary: \$660  
Staff: \_\_\_\_\_ Salary: \_\_\_\_\_

Number of Volunteer Staff (July 1, 2018 – June 30, 2019): 75

Estimated Annual Number of Patrons, Members, and/or Subscribers: 2,000

List of Programs & Fundraisers (Current Fiscal Year – actual & predicted figures)

Program/Fundraiser: Nutcracker Ballet Dec '18 - 4 shows  
Dates: 12/8/18 and 12/9/18  
Attendance: 2,000 Revenue: Estimated \$58,180

Program/Fundraiser: Spring 2019 Show  
Dates: Planned for June 2019  
Attendance: 500 Revenue: Estimated \$7,000

Program/Fundraiser: \_\_\_\_\_  
Dates: \_\_\_\_\_  
Attendance: \_\_\_\_\_ Revenue: \_\_\_\_\_

Program/Fundraiser: \_\_\_\_\_  
Dates: \_\_\_\_\_  
Attendance: \_\_\_\_\_ Revenue: \_\_\_\_\_



**Total Actual & Estimated Revenue, Grants, Funding & Contributions:**

2016/17 \$ <sup>53,305 and 2017/2018: \$57,574</sup> 2018/19 \$ 65,680 2019/20 \$ 70,350

**List of Monetary Assets (including reserves):**

\$ 36,649 Description Cash - Bank of the West Checking Acct

\$ 500 Description Petty Cash

\$ Description

\$ Description

Total: \$ 35,500

**Estimated City Facility Rental Subsidy Requested for 2019-2020: \$ 5,000**

Please note, reservation is the responsibility of the applicant and is subject to the availability and approval of facility management.

**List All Publicity Related to Your Performances in 2018-19 & Attach Copies:**

Brochures, flyers, publicity inserts, calendar listings, e-blasts, local fundraisers, and paid advertisements in the local newspapers, feature articles, and reviews in the local weekly papers. Postings on Twitter, Facebook, Linked-in. Banners throughout city

**Describe How Your Organization Contributes to the Santa Clara Community:**

The Santa Clara Ballet Association was founded in 1973 and has continuously served the community of Santa Clara for 45 years with full-length Ballet productions such as the Nutcracker.

**Describe How Your Organization Contributes Reflects the Diverse City of Santa Clara Community. This reflection may be in the group's structure, artistic vision, membership composition and/or direction, or in tis repertory choice:**

The group has a diverse board that includes executives and professionals from the Corporate World as well as professionals who are classically trained and have been professional ballet instructors/directors for decades. The company is focused on bringing World Class Ballet to all residents of the City of Santa Clara. Focused programs have included free tickets for Veterans, under-served children's groups, as well as Senior Citizens. We have a specific outreach program for Military Personnel as well. Additionally, we're working with the French American School of Silicon Valley for a group show.

**Describe Your Organization's Marketing Strategies:**

Advertising in Mercury News, at Local Retailers, as well as advertising with Local Businesses and Corporations. Additionally, we've partnered with local schools in Santa Clara for specific discount programs for Students to attend a world-class Ballet Performance.



| REVENUE:            | *2017/2018<br>Actual<br>Previous Year | *2018/2019<br>Actual<br>Current Year | *2019/2020<br>Proposed | **2018/2019<br>Actual<br>Current Year | **2019/2020<br>Proposed |
|---------------------|---------------------------------------|--------------------------------------|------------------------|---------------------------------------|-------------------------|
| Private Business    | \$ 5,306                              | \$ 5,000                             | \$ 5,000               | \$ 5,000                              | \$ 5,000                |
| Foundation          | \$ 0                                  | \$ 0                                 | \$ 0                   | \$ 0                                  | \$ 0                    |
| Government          | \$ 10,000                             | \$ 10,000                            | \$ 10,000              | \$ 10,000                             | \$ 10,000               |
| Individual Donation | \$ 2,619                              | \$ 2,500                             | \$ 3,000               | \$ 2,500                              | \$ 3,000                |
| Gate Receipts/Sales | \$ 34,119                             | \$ 39,900                            | \$ 43,900              | \$ 39,900                             | \$ 43,900               |
| Other: Fundraising  | \$ 5,530                              | \$ 7,780                             | \$ 7,950               | \$ 7,780                              | \$ 7,950                |
| <b>Total</b>        | <b>\$ 57,574</b>                      | <b>\$ 65,180</b>                     | <b>\$ 69,850</b>       | <b>\$ 65,180</b>                      | <b>\$ 69,850</b>        |

| EXPENSES:                              | *2017/2018<br>Actual<br>Previous Year | *2018/2019<br>Actual<br>Current Year | *2019/2020<br>Proposed | **2018/2019<br>Actual<br>Current Year | **2019/2020<br>Proposed |
|----------------------------------------|---------------------------------------|--------------------------------------|------------------------|---------------------------------------|-------------------------|
| <b>Salaries, Fees</b>                  |                                       |                                      |                        |                                       |                         |
| Directors Fee/Royalties                | \$ 9,000                              | \$ 12,630                            | \$ 13,650              | \$ 12,630                             | \$ 13,650               |
| Choreographic Royalties                | \$ 2,200                              | \$ 2,200                             | \$ 2,200               | \$ 2,200                              | \$ 2,200                |
| Staging/Choreography/Rehearsal Asst    | \$ 16,376                             | \$ 18,000                            | \$ 20,000              | \$ 18,000                             | \$ 20,000               |
| Lighting Designer/Artistic Consultants | \$ 2,500                              | \$ 2,500                             | \$ 2,500               | \$ 2,500                              | \$ 2,500                |
| Administrative Fees                    | \$ 660                                | \$ 700                               | \$ 700                 | \$ 700                                | \$ 700                  |
|                                        | \$                                    | \$                                   | \$                     | \$                                    | \$                      |
|                                        | \$                                    | \$                                   | \$                     | \$                                    | \$                      |
| <b>Subtotal</b>                        | <b>\$ 30,736</b>                      | <b>\$ 36,030</b>                     | <b>\$ 39,050</b>       | <b>\$ 36,030</b>                      | <b>\$ 39,050</b>        |
| <b>Supplies, Materials</b>             |                                       |                                      |                        |                                       |                         |
| Production Expenses/Audio-Visual Supp  | \$ 6,663                              | \$ 7,200                             | \$ 7,500               | \$ 7,200                              | \$ 7,500                |
| Costumes/Dance Shoes/Wardrobe/Prof     | \$ 953                                | \$ 1,200                             | \$ 1,500               | \$ 1,200                              | \$ 1,500                |
| Office Expenses/Postage/Phone/Copyr    | \$ 2,500                              | \$ 2,500                             | \$ 2,500               | \$ 2,500                              | \$ 2,500                |
| <b>Subtotal</b>                        | <b>\$ 10,116</b>                      | <b>\$ 10,900</b>                     | <b>\$ 11,500</b>       | <b>\$ 10,900</b>                      | <b>\$ 11,500</b>        |

\*This section applies to expenses and income related to programs in the City of Santa Clara only.

\*\*This section applies to the organization's entire budget including the City of Santa Clara's portion.



Artistic Director, Josefa Villanueva-Reyes

Composer: Tchaikovsky | Choreography: Benjamin Reyes

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# The Nutcracker

45th Anniversary Celebration

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Saturday, December 8: 2PM & 7PM

Sunday, December 9: 2PM

Santa Clara Convention Center Theater

5001 Great America Parkway, Santa Clara

Free Parking



[www.santaclaraballet.com](http://www.santaclaraballet.com)

[info@santaclaraballet.com](mailto:info@santaclaraballet.com)

408-247-8178

Ticket Prices: \$26 - \$40

or Sponsor a Child in Need to see the Nutcracker

Family Friendly / Full Length / Traditional Version

