



City of Santa Clara
Cultural Advisory Commission
1500 Warburton Avenue
Santa Clara, CA 95050

FUNDING APPLICATION FOR FISCAL YEAR 18/19

<u>ORGANIZATION</u>	<u>AMOUNT REQUESTED FOR FISCAL YEAR 19/20</u>
Santa Clara Chorale	\$ 5,000.00

Proposed use of requested funds:

**Funds will be used for generating operating expenses accumulated
in the pursuit of producing choral music of the highest quality
and performing it to the Santa Clara community.**

RECENT HISTORY

List Cultural Programs and Events
Approved for Funding in 18/19 (Previous Fiscal year)

"Musica con los Muertos" - 10/19/18

"Messiah" 12/7/18 and 12/9/18

"Pirates of Penzance" 3/15/19 and 3/17/19

"Lux Aeterna" 5/10/19

Amount Granted by the Cultural Advisory Commission for Fiscal Year 18/19:	\$ 5,000.00
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Please submit eight (8) copies of the completed application to the City Manager's Office at 1500 Warburton Ave. Santa Clara, CA 95050 by close of business, Friday, December 14, 2018. Applicants are invited to present at the Cultural Commission's special meeting scheduled for Monday, January, 8, 2018 at 7:00 p.m. If you have any questions, please email cjung@santaclaraca.gov.

CITY OF SANTA CLARA
CULTURAL ADVISORY COMMISSION
FUNDING REQUEST FOR FISCAL YEAR
JULY 1, 2019 - JUNE 30, 2020

FOR COMMISSION USE ONLY

Application No. _____

Date Received _____

Commission Approval _____

APPLICATION FORM

1. NAME OF ORGANIZATION:

Santa Clara Chorale

2. ADDRESS:

Street

City

State

Zip Code

PO Box 65

Santa Clara

CA

95052

3. CONTACT PERSON, ADDRESS & PHONE

Name

Title

Chantelle Urbina

Business Manager

Address

City

State

Zip Code

3014 Cameron Way

Santa Clara

CA

95051

Home Phone

Business Phone

n/a

408.420.7786

4. DATE ORGANIZATION FOUNDED:

WAS NAME THE SAME:

() Yes (**x**) No

Month, Day

Year

Previous Name

n/a

1963

Blossom Hill Oratorio Society

5 ARE AT LEAST 51% OF YOUR PARTICIPANTS and/or BOARD OF WAS NAME THE SAME:

YES

X

NO

6 LIST OF PAID STAFF AND SALARIES: (From July 1, 2017 - June 30, 2018)

Music Director

\$25,000.00

Concert/Business Manager

\$9,200.00

Marketing Manager

\$3,500.00

Intern

\$1,500.00

Accompanist

\$6,000.00

7 TOTAL NUMBER OF VOLUNTEER STAFF: (From July 1, 2018 - June 30, 2019)

40+

8 AS OF FEB 1ST, ESTIMATED ANNUAL NUMBER OF PATRONS,
MEMBERS AND/OR SUBSCRIBERS:

2400

8. LIST PROGRAMS AND FUNDRAISERS TO DATE DURING CURRENT FISCAL YEAR INCLUDING ATTENDANCE AND REVENUE FIGURES:

see attached (other side of form may be used)

10/19/18 Musica con los Muertos

Attendance: 200 Revenue: \$4,261.00

12/7/17 Messiah

Attendance: 300 Revenue: \$6,704.13

12/9/17 Messiah

Attendance: 403 Revenue: \$9,005.87

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9. LIST REMAINING PROGRAMS AND FUNDRAISERS THROUGH JUNE 30TH OF THIS YEAR.

3/15/2019 *Pirates of Penzance, Sunnyvale Presbyterian Church*

3/17/2019 *Pirates of Penzance, Mission Santa Clara*

5/10/2019 *Lux Aeterna, Mission Santa Clara*

6/2/2019 *Encore Performance, St. Mark's Episcopal Santa Clara*

2/1/19-6/2/19 *Annual Fundraising Campaign*

10. SANTA CLARA EVENTS: (expected)

	2017/2018	2018/2019	2019/2020
NO. OF SANTA CLARA EVENTS	3 of 6	5 of 6	5 of 6
TOTAL ATTENDANCE	1058	2250	2300

11. A) DOLLAR AMOUNT OF FUNDING REQUESTED FOR 2018/19

\$ 5,000.00

B) AMOUNT REQUESTED IS 4.25 % OF YOUR TOTAL SANTA CLARA
BUDGET FOR 2019/20

12. TOTAL REVENUE, GRANTS, FUNDING AND CONTRIBUTIONS

2017/2018	2018/2019	2019/2020
ACTUAL	ESTIMATED	ESTIMATED
\$109,562.00	\$ 121,027.00	\$ 120,000.00

LIST MONETARY ASSETS (INCLUDE RESERVES) AS OF FEB 28, 2017

\$ 24,351.00	as of Nov 30, 2018	Checking
<u>\$ -</u>		
<u>\$ -</u>		

TOTAL **\$ 24,351.00**

13. LIST ALL PUBLICITY OF YOUR PERFORMANCES DURING THE PAST
YEAR AND ATTACH COPIES (INCLUDING PUBLICITY OBTAINED
THROUGH CITY RESOURCES AND OTHER RESOURCES):

(not all items available to submit)

- 1 Season brochure**
- 2 Full color postcards before each concert**
- 3 Full color individual concert fliers**
- 4 Websites: City of Santa Clara ([www. Ci.santa-clara.ca.us/cur.html](http://www.ci.santa-clara.ca.us/cur.html))
Santa Clara Chorale (www.scc.org)
Arts websites (www.livesv.com)**
- 5 Email messages (Vendini e-blast) for each concert**
- 6 Email blast: Cultural Commission**
- 7 Advertising flier**
- 8 Local newspaper listings: Inside Santa Clara, Metro**

14. CITY FACILITY RENTAL SUBSIDY REQUESTED FOR 2018/19. RENTAL COST ESTIMATED TO BE \$ n/a RESERVATION TO BE MADE BY APPLICANT AND SUBJECT TO AVAILABILITY AND APPROVAL OF APPROPRIATE FACILITY MANAGEMENT.
15. ON THE SCHEDULES THAT FOLLOW, SUMMARIZE TOTAL EXPENSES AND SOURCES OF INCOME FOR 2017/18, 2018/19 AND PROPOSED 2019/20 BUDGET. ITEMIZE AS INDICATED.
IF YOUR ORGANIZATION YEAR END DIFFERS FROM SANTA CLARA (JUNE 30) PLEASE SPECIFY: n/a

REVENUES: SOURCES OF INCOME, INCLUDING CITY OF SANTA CLARA, IF APPROVED.

REVENUE SOURCE	<u>CITY OF SANTA CLARA ONLY*</u>			<u>ENTIRE BUDGET**</u>	
	2017/2018 ACTUAL PREVIOUS YR	2018/2019 ACTUAL CURRENT YR	2019/2020 PROPOSED	2018/2019 ACTUAL CURRENT YR	2019/2020 PROPOSED
PRIVATE BUSINESS	\$ -	\$ -	\$ -	\$ -	\$ -
FOUNDATION (INCL. NAT'L FDN OF ARTS)	\$ 9,700.00		\$ 9,500.00		\$ 9,500.00
GOVERNMENT (CITY, COUNTY, STATE)	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
INDIVIDUAL DONATIONS	\$ 33,156.00	\$ 31,817.00	\$ 35,000.00	\$ 31,817.00	\$ 35,000.00
GATE RECEIPTS/SALES	\$ 41,501.19	\$ 19,971.00	\$ 45,000.00	\$ 19,971.00	\$ 45,000.00
OTHER (EXPLAIN)***	\$ 25,051.00	\$ 26,934.00	\$ 26,510.00	\$ 26,934.00	\$ 26,510.00
TOTAL	\$ 114,408.19	\$ 83,722.00	\$ 121,010.00	\$ 83,722.00	\$ 121,010.00

*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.

***OTHER:	2017/2018	2018/2019	2018/19 PROPOSED
Membership Dues	\$ 22,525.00	\$ 20,630.00	\$ 22,500.00
Advertising Revenue	\$ 500.00	\$ -	\$ 1,000.00
Misc. Income	\$ 901.00	\$ 109.00	\$ 1,510.00
Other Fundraising	\$ 1,125.00	\$ 6,195.00	\$ 1,500.00

	<u>CITY OF SANTA CLARA ONLY*</u>			<u>ENTIRE BUDGET**</u>	
<u>EXPENSES:</u>	2017/2018 ACTUAL CURRENT YR	2018/2019 ACTUAL CURRENT YR	2019/2020 PROPOSED	2018/2019 ACTUAL CURRENT YR	2019/2020 PROPOSED
ITEM I - SALARIES, FEES					
Music Director	\$ 23,004.00	\$ 10,000.00	\$ 25,000.00	\$ 10,000.00	\$ 25,000.00
Accompanist	\$ 6,020.00	\$ 3,000.00	\$ 6,000.00	\$ 3,000.00	\$ 6,000.00
Concert Manager	\$ 6,000.00	\$ 3,400.00	\$ 8,000.00	\$ 3,400.00	\$ 8,000.00
Business Manager	\$ 1,200.00	\$ 600.00	\$ 1,200.00	\$ 600.00	\$ 1,200.00
Program Manager	\$ 3,500.00	\$ 1,700.00	\$ 3,500.00	\$ 1,700.00	\$ 3,500.00
Intern	\$ 1,200.00	\$ 600.00	\$ 1,500.00	\$ 600.00	\$ 1,500.00
Website Manager	\$ -	\$ -	\$ -	\$ -	\$ -
Musicians (Solos, Instrumentalists)	\$ 24,350.00	\$ 3,800.00	\$ 30,000.00	\$ 3,800.00	\$ 30,000.00
ITEM I SUBTOTAL	\$ 65,274.00	\$ 23,100.00	\$ 75,200.00	\$ 23,100.00	\$ 75,200.00
ITEM II - SUPPLIES & MATERIALS					
Music	\$ 1,241.00	\$ 256.00	\$ 1,000.00	\$ 256.00	\$ 1,000.00
Staging / Production	\$ 17,198.00		\$ 6,500.00	\$ -	\$ 6,500.00
Printed Material (Post Cards, Programs, Flyers, Season Brochure, Tickets)	\$ 6,224.00	\$ 1,893.00	\$ 8,000.00	\$ 1,893.00	\$ 8,000.00
ITEM II SUBTOTAL	\$ 24,663.00	\$ 2,149.00	\$ 15,500.00	\$ 2,149.00	\$ 15,500.00
ITEM III - OTHER (TRAVEL, INSURANCE, ETC.)					
Insurance / Tax	\$ 6,750.00	\$ 1,100.00	\$ 9,500.00	\$ 1,100.00	\$ 9,500.00
Hospitality	\$ 1,214.00	\$ 1,626.00	\$ 1,500.00	\$ 1,626.00	\$ 1,500.00
Mailing Costs	\$ 3,450.00	\$ -	\$ 3,500.00	\$ -	\$ 3,500.00
Recording Fees	\$ 2,205.00	\$ 1,685.00	\$ 2,000.00	\$ 1,685.00	\$ 2,000.00
Miscellaneous×	\$ 5,083.00	\$ 1,366.00	\$ 4,750.00	\$ 1,366.00	\$ 4,750.00
ITEM III SUBTOTAL	\$ 18,702.00	\$ 5,777.00	\$ 21,250.00	\$ 5,777.00	\$ 21,250.00

ITEM IV - RENTALS

Concert Hall	\$ 6,500.00	\$ 1,250.00	\$ 6,500.00	\$ 1,250.00	\$ 6,000.00
Rehearsal Hall	\$ 3,000.00	\$ -	\$ 3,000.00	\$ -	\$ 3,000.00
Equipment	\$ -	\$ -	\$ -	\$ -	\$ -
Instruments	\$ -	0	0	0	
ITEM IV SUBTOTAL	\$ 9,500.00	\$ 1,250.00	\$ 9,500.00	\$ 1,250.00	\$ 9,000.00
TOTAL EXPENSES	\$ 118,139.00	\$ 32,276.00	\$ 121,450.00	\$ 32,276.00	\$ 120,950.00

*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.

× **Miscellaneous Expenses:**

	2017/18	2018/19	2019/20 PROPOSED
Website / Phone	\$ 490.00	\$ -	\$ 1,500.00
Office Supplies	\$ 422.00	\$ 270.00	\$ 500.00
Chorus America	\$ 700.00	\$ -	\$ 250.00
Promo Video	\$ -	\$ -	\$ -
Misc.	\$ 2,778.00	\$ 1,096.00	\$ 2,500.00
Advertising	\$ -	\$ -	\$ -
Attire	\$ 693.00	\$ -	\$ -

I hereby certify that all the information contained in this application is true and correct to the best of my knowledge.



Authorized Representative Signature

Chantelle Urbina, Business Manager

Typed Name and Title

Date **December 14, 2018**

FOR FURTHER INFORMATION OR INSTRUCTIONS REGARDING THE APPLICATION PROCEDURE, PLEASE CONTACT:

Christine Jung
Management Analyst
(408) 615-2218



Questions

1. Is your organization a registered California corporate non-profit?

Yes ☒ No ☐

2. Is at least 51% if your organization's participants and/or Board of Directors Santa Clara residents?

Yes ☒ No ☐

3. Is your organization's principal office and base of operations in the City of Santa Clara?

Yes ☒ No ☐

4. Does your organization have an active board that meets at least annually and establishes and enforces policies?

Yes ☒ No ☐

5. Please describe how your organization contributes to the Santa Clara community:

Since 1962, the Santa Clara Chorale has provided singers and audiences alike the opportunity to experience great choral music. Members and audiences have been introduced to the classical choral music of Beethoven and Mozart, the challenging contemporary music of Eric Whitacre and Libby Larsen, and the diversity of traditions in jazz, popular music, and world music. Known for our community and educational outreach, the Chorale regularly collaborates with local school and community ensembles to bring the experience of making and hearing great music to a broad and multi-generational audience.

6. Please describe how your organization reflects the diversity that makes up the City of Santa Clara. This reflection may be in the group's structure, in its artistic vision, in the composition of its membership and direction, or in its choice of repertory:

Chorale membership includes a wide variety of ages, professions, and cultural backgrounds, from university Collaborations with other ensembles that represent demographics in the community further expands that range. Our audience is the most significant reflection of diversity, as it includes members of the Santa Clara community, as well as family and friends of our members. Our programming is extremely diverse. Recent selections have included music that is aimed at engaging a diverse audience such as our recent, "Musica con los Muertos" concert, in which we partnered with a Mariachi ensemble, and last year's "Bavaria and Beer" concert which featured classical pieces as well as bier hall sing-alongs!

7. What are some strategies and approaches that your organization have utilize in the past year to increase marketing, membership and the number of attendance?

The Chorale has built a reputation for providing high-caliber performances at prices that are accessible to a broad cross-section of our community. Tickets are kept at an affordable \$25, with discounts for students and seniors. Offering free admission to kids 18 and under has improved our attendance considerably. Partnering with other organizations like school choirs and guest artists and ensembles such as the SCU choirs and the San Jose Chamber orchestra results in new audiences every season. Complimentary tickets are offered to first-time guests of the singers, in an effort to expand our audience.

8. Is your organization willing to acknowledge the support the City of Santa Clara where appropriate and include this information on all printed material related to to funding, including programs, etc. (e.g. collateral, events, opening of events, magazines and booklets, website, Facebook, and email)?

Yes ☒ No ☐

9. Is your organization willing to provide a free concert or demonstration performance in Santa Clara at a mutually agreed upon time and location sometime during the fiscal year?

Yes ☒ No ☐

10. Is your organization willing to help volunteer at Cultural Commission events and provide marketing materials for events?

Yes ☒ No ☐

Diversifying our Programming and Audiences:

Over the past two seasons the Chorale has had in intentional focus on increasing the diversity of our programs to better reflect the diversity of the Santa Clara community. In recent seasons we have performed traditional Chinese and Hebrew folk songs, Indian ragga, and an entire concert program inspired by the Mexican holiday, "Dia de los Muertos" in which we also partnered with a Mariachi ensemble to round-out our program. We are also keen to partner with organizations that will extend our reach into our diverse community, such as our collaboration with Shanti, an arts organization performing traditional Indian music across the US. The Chorale's leadership and membership alike are excited about these developments and we look forward to sharing more exciting work with more and more diverse Santa Clara audiences in the near future.



Classical and Contemporary Choral Music in the Mission since 1962

SANTA CLARA CHORALE

2018-2019 CONCERT SEASON



Scot Hanna-Weir
Artistic Director

Friday, October 19, 2018

Mission Santa Clara ~ 7:00 p.m.

MÚSICA CON LOS MUERTOS

With a program inspired by the Mexican holiday Día de los Muertos, the Chorale uses music from diverse cultures and traditions to remember and connect with our ancestors. **David Conte's** *Three Mexican Folksongs* are paired with African-American spirituals and other traditional music in this moving tribute to the beyond.

For information and tickets, visit www.scc.org



SANTA CLARA CHORALE

2017-2018 CONCERT SEASON

Scot Hanna-Weir, Artistic Director

CLASSICAL AND CONTEMPORARY CHORAL MUSIC IN THE MISSION SINCE 1962



We, The People

Friday, March 2, 2018

Grace Lutheran Church, Palo Alto
7:00 p.m.

Saturday, March 10, 2018

Mission Santa Clara, Santa Clara
7:30 p.m.

For information and tickets, visit www.scc.org