



**2019 McKinney Outreach/Project Grant Application**

**Outreach Grants fund up to \$3,000 or 50% of project expenses, whichever is less**

**Project Grants fund up to \$10,000 or 50% of project expenses, whichever is less**

**Organization does NOT have to be a 501(c)(3) to apply for Outreach or Project Grants from the McKinney Arts Commission.**

**Applicant Organization**

**Art Form:**

- |         |                                     |              |                          |             |                          |
|---------|-------------------------------------|--------------|--------------------------|-------------|--------------------------|
| Theater | <input checked="" type="checkbox"/> | Film         | <input type="checkbox"/> | Visual Arts | <input type="checkbox"/> |
| Music   | <input type="checkbox"/>            | Dance        | <input type="checkbox"/> | Photography | <input type="checkbox"/> |
| Vocal   | <input type="checkbox"/>            | Instrumental | <input type="checkbox"/> | Sculpture   | <input type="checkbox"/> |

**Mission & Purpose of the Organization:**

Teatro Dallas recognizes the power of theater to foster an understanding of both cultural differences and similarities, and it is our hope to promote a sense of community while celebrating our diverse traditions through high quality professional theatrical performances. Teatro Dallas is especially committed to the cultural empowerment of the

**Project(s) Description:**

Teatro Dallas has created a new play that addresses ecology and conservation in an innovative and interactive way for audiences of all ages. We are requesting \$4,500 to bring three free presentations of Tlali: When We Were Earth to families and youth in McKinney. The production is in English, with some Spanish and a few Mayan words.

**Schedule of Event(s):**

Event	Date	Venue	Admission Cost
Tlali :We Were Earth	2/20/2020	Caldwell Elementary	Free
Tlali:We Were Earth	3/5/2020	Old Settlers Recreation	Free
Tlali: We Were Earth	3/14/2020	Roy and Helen Hall	Free



**Board of Directors: (if applicable)**

Name	Office	Contact Number
John Fullinwider	President	214-683-2493
Lisa Bailey	Secretary	214-941-0661
Jeff Hurst	Treasurer	214-226-2587
Lorenzo Garcia	Member	940-367-9698
Carmen Guzman	Member	903-215-0494

**Organization Director:**

Name: Sara Cardona Title: Executive Director  
 Address: 1230 Riverbend Drive Suite 111 City: Dallas ZIP 75247  
 Email: ed.teatrodallas@gmail.com Daytime Phone: 214-689-6492  
 Cell Phone: 214-738-0102

**Finance/Accounting Officer:**

Name: Erica Herrera Title: Managing Director  
 Address: 1230 Riverbend Drive Suite 111 City: Dallas ZIP 75247  
 Email: md.teatrodallas@gmail.com Daytime Phone: 214-689-6492  
 Cell Phone: \_\_\_\_\_

**Grant Contact Person:**

Name: Sara Cardona Title: Executive Director  
 Address: 1230 Riverbend Drive Suite 111 City: Dallas ZIP 75247  
 Email: ed.teatrodallas@gmail.com Daytime Phone: 214-689-6492  
 Cell Phone: 214-738-0102



## 2019 Grant Project Expenses

### Personnel (Artistic, Cultural, Technical and Administrative Staff)

Name	Title	FT/PT	Grant Request	Total Cost
Sara Cardona	Executive Director	FT	0	1000
Erica Herrera	Managing Director	FT	0	1000
Sorany Gutierrez	Artistic Director	PT	500	1500

### Contracted Services:

Description	Grant Request	Total Cost
Three Actors (paid for 3 shows)	1350	1350
Tech (sound/light)	450	450
Live Musician	450	450

### Travel:

Description	Grant Request	Total Cost
Transportation Vehicle/gas from Dallas to McKinney	250	500

### Rental Expense:

Description	Grant Request	Total Cost
Sound Board/equipment (for all 3 shows)	600	800
Rehearsal space	300	600

### Advertising & Promotion:

Description	Grant Request	Total Cost
Printed posters and postcards	0	300
graphic designer for marketing	0	200



**Other Expenses:**

<b>Description</b>	<b>Grant Request</b>	<b>Total Cost</b>
costumes	300	600
props	300	600



**2019 Grant Project Revenues**

**Source of Revenue**

**Government**

	2018
MAC Grant Request	4500
Local	0
County	0
State	2500 (TCA)
Federal	0

**Other Investors/Contributors**

Individual	350
Corporate	0
Foundations	2000 (CTFA)

**Fees**

Admissions	0
Vendors	0
Tuition	0
Concessions	0
Memberships	0
Subscriptions	0
Other	0

**Value of Volunteer Time (not to exceed \$21/hour. Can be used toward 50% match)**

Number of Volunteers	No. of Hours	Services Provided	Estimated \$ per hour	Total Value
				0

Donated Goods/Services	Total Value
	0



**2018-2019 Total Project Budget Summary:**

	MAC Grant Funds	Other Funds	Total
Personnel	500	3000	3500
Contracted Services	2250	0	2250
Travel	250	250	500
Rental Expense	900	500	1400
Advertising & Promotion	0	500	500
Other Expenses	600	600	1200
Volunteer Time		0	0
Donated Goods/Services	0	0	0
<b>Total</b>	<b>4500</b>	<b>4850</b>	<b>9350</b>

**Grand Total Requested:** \$ <sup>4500</sup>\_\_\_\_\_

(For Outreach Grants: not to exceed \$3,000 or 50% of entire project budget, whichever is less. For Project Grants: not to exceed \$10,000 or 50% of entire project budget, whichever is less)

What is your total organizational budget for this fiscal year? <sup>389,066</sup>\_\_\_\_\_



Good afternoon Sara,

My name is Adrian Lovelady and I work in the programming department at the McKinney Public Library. We have begun planning our Spring Break 2020 programming schedule and have decided to do a '7 Days in 7 Continents' theme and would love the opportunity to host Teatro Dallas during that week. McKinney is an international city, growing at a rapid pace, and we strongly believe that embracing and learning about the different cultures that surround us on a daily basis can only strengthen our sense of community.

All of our Spring Break events will be taking place at the Roy and Helen Hall Library, located at 101 E. Hunt St, and we were hoping there was availability to have Teatro Dallas come out and perform the Tlali – When We Were Earth, Saturday March 14, at 2 p.m. Capacity for the event would be 150 people and this, like all of our family programming that week, would be free and open to all ages. Promotion for the event would be handled through our social media channels, in-house slideshows, flyers, posters, and through city-wide e-mail blasts.

We are excited about our Spring Break 2020 plans and really hope that we can partner with Teatro Dallas to create a unique and fun experience for our community.

Sincerely,

A handwritten signature in black ink that reads "Adrian R. Lovelady". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

Adrian Lovelady

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## **Project Grant Proposal 2019-2020 City of McKinney**

Teatro Dallas has created a new play that addresses ecology and conservation in an innovative and interactive way for audiences of all ages. We are requesting \$4,500 to bring three free presentations of *Tlali: When We Were Earth* to families and youth in McKinney. The production is in English, with some Spanish and a few Mayan words, and it is designed to both instill a sense of stewardship and connection to the earth, while also introducing children to elements of the ancient cultures of Latin America. This production is suitable for all ages, but it is formatted to share Latin American culture with the residents of McKinney, and we have found that seeing one's stories on stage brings a sense of pride and acceptance for communities that are often marginalized, such as Latinos.

*Imagine if our earth could talk? What would she tell us? Using puppetry, instruments and imaginative costumes made from recycled materials, join a young boy on an interactive journey into ancient roots that reveal how we can care for our greatest treasure, Tlali, the earth. For all ages, this bilingual production celebrates Latin American mythology and its cultural connection to sustainability and ecology.*

Teatro Dallas has a 35-year history of creating workshops, classes, plays and programs for children that promote creativity and stimulate the senses and using theater as an educational tool. We have partnerships with recreation centers, libraries and schools throughout the North Texas area, the Trinity River Audubon Center, Big Thought and other service agencies that work with youth. Our actors are vetted through both the City of Dallas Office of Cultural Affairs and DISD, and we help encourage youth to find strength and self-esteem through the power of performance. This production was created with support from the Texas Commission on the Arts and with research support from the University of North Texas.

Each production last 40 minutes with 10 minutes of "talk-back" with the children and their families after the show to discuss the play and answer questions. The talk backs are a great way to reflect on the connection between the past and our present climate, as well as validate the curiosity of the audience. This production would support the goals of the City of McKinney as it strives to ensure opportunities to engage with the arts for all of its citizens, regardless of age, economic, transportation or language barriers. It also supports the goal of providing educational connection vis-a vis the arts. The cost of \$1500 per production covers artistic fees for two actors, a stage



manager and technician and a live musician (5 artists total), as well as transportation costs for actors, sets, costumes, props and sound equipment, and insurance.

Teatro Dallas has already established ties with some of the following locations in McKinney: the McKinney Public Library, Caldwell Elementary, and The Boys and Girls Club of Collin County. The McKinney Public Library has already reached out to us with an interest in scheduling the production for well over 150 children and their families during Spring Break 2020. These positive relationships we have established with our programs in past years, afford us the ability to present this production across the city. Teatro Dallas proposes presenting the play at one location in February, and two in March. Marketing pieces will be created and can be tailored to each location. This timeline allows for Teatro Dallas to successfully partner with the three hosting sites in order to reach a large audience/attendance.

# TLALI

## When We Were Earth

an original production by Teatro Dallas Gutierrez  
written by Omar Padilla and directed by Sorany Gutierrez



An interactive, bilingual touring show  
in Spanish and English for all ages.