

<https://creativesonoma.submittable.com/submit/188263/covid-19-arts-relief-grants-for-organizations-phase-3?step=submission>

CARGO Phase 3 application Due April 6, 2021
FINAL SUBMITTED APRIL 5, 2021

5. Organization CreativeSonoma.org Profile Page Link (if applicable)

<https://www.creativesonoma.org/organization/sonoma-conservatory-of-dance/>

6. Executive Director – Patricia O’Reilly *
7. Executive Director – patty@sonomaconservatoryofdance.org *
8. Executive Director – (707) 938-1424 *
9. What year was your organization established? * 1970

10. Organization Mission Statement *

The mission of Sonoma Conservatory of Dance is to nurture the creative spirit of our community through dance. Our vision is inspired and inspiring people using their talents for the good of the world.

11. Does your organization intentionally serve any of the following populations? Check all that apply?

- X Low income
- Geographically isolated
- X Racial or ethnic minorities
- Persons with disabilities
- Other specific population
- None of the above

11a. Briefly describe the programs and/or services for the populations as checked in #11. (low income and racial or ethnic minorities)

Our entire curriculum serves both populations; our extensive board-mandated financial aid program was in place even before we incorporated as a 501c3 in 2017. Since 2017 we have awarded scholarships totaling \$58,794. We have always served and welcomed students of all races and ethnicities, especially the Latinx community in Sonoma Valley, and we have recently created a formal racial equity statement.

(Limit 150 words)

12. Sonoma County Supervisorial District in which the Organization is physically located. *

District 1 – Susan Gorin

District map <https://sonomacounty.ca.gov/Board-of-Supervisors/Supervisorial-District-Map/>

13. Sonoma County Supervisorial Districts that you serve (check all that apply). * Check all districts where you present work or programs, and/or if you draw significant audiences or participation from that district.

District 1 - Susan Gorin yes

District 2 - David Rabbit yes (South County)
 District 3 - Chris Coursey yes (Central County/Santa Rosa)
 District 4 - James Gore no(north)
 District 5 - Lynda Hopkins no (west)

14. Requested Grant Amount: you may request up to \$10,000, with a minimum request of \$3,000. NOTE: Most grants awards expected to be made in the \$5,000-\$7,500 range. *

\$6,900 equivalent to 3 months' rent (there is no explanation of what the money is for)

SECTION II: COVID-19 IMPACTS AND MITIGATION

15. Briefly describe your CURRENT circumstances as a result of COVID-19. While many of the impacts are similar for nonprofits, your organization may have/likely has unique circumstances. Include any of these unique impacts, if any. *

SCD is operating with one full-time instructor, one part-time administrator, two part-time teaching artists, and a contracted, part-time bookkeeper. We provide 33.25 hours of instruction per week—the same as pre-pandemic. All classes are live and available to attend in person or via Zoom. Also available to view on our YouTube channel are nearly 80 classes which were recorded in Spring 2020.

We conduct classes Monday-Saturday on the property of Trinity Episcopal Church in Sonoma. We plan to keep holding outdoor classes; some of them would be too big to hold indoors per current pandemic protocols ("Red" designation). We developed an indoor learning cohort (five students at most) for upper level teens whose classes were held at night when it was too cold to dance outdoors. SCD has upgraded the HVAC system in our studio for Covid safety, courtesy of a grant from Sonoma Valley Rotary.

WORD COUNT 146 *Limit: 150 words*

16. List the total number of your employees as of February 29, 2020 as compared to February 28, 2021 (enter only numerals in the table).*

| AS OF DATE: | FEBRUARY 29, 2020 | | FEBRUARY 28, 2021 | |
|----------------------|-------------------|-----------|-------------------|-----------|
| | Full Time | Part Time | Full Time | Part Time |
| Executive/Managerial | 1 | | 1 | 0 |
| Program and Support | | 2 | | 1 |
| Teaching Artists | | 5 | | 3 |

17. If you took any of the following staffing actions as a result of COVID-19 in the past year, which of them remained in place as of February 28, 2021? (check all that apply)* *

- Yes. Laid off Staff
- Yes. Left vacant positions unfilled
- No. Cut back staff hours
- No. Cut back organization hours of operations
- Yes. Not renewed and/or limited contracts
- ___ Other

None of the above

17a. Briefly describe your staff or contractor reduction measures, including when or if you imagine rehiring, re-contracting, or that FTE restorations can occur. *

We are beginning a search for a part-time administrator and would like to rehire this support person no later than the beginning of the school year. The janitorial service we contracted to meet more stringent cleaning protocols was in place for only a month or two. We rehired them as of March 2021. The biggest SCD contracting expense is for guest performers for our twice-yearly shows. We hire a male dancer to play the lead role for our April and December productions. We plan to resume contracting those guest artists when we can resume live rehearsals and performances.

We have also provided fewer work hours for our graphic designer, who produces playbills, advertising flyers and other publicity for our shows. We will have more work for him when our live performances resume.

18. Have you applied for or received SBA Paycheck Protection Program (PPP) funding? (check all that apply) *

- 2020: Received funds
- 2020: Applied but did not receive funds
- 2020: Did not apply
- 2021: Received funds
- 2021: Applied but do not know application status
- 2021: Applied but did not receive funds
- 2021: Did not apply

18 a, enter the amount of funding in 2020 and/or 2021: PPP = \$28,957 [2020]

18b PPP: \$25,527 [2021] **TOTAL: \$54,484**

19. Did you receive an SBA Advance Grant? * Yes \$6,000

https://www.sba.gov/sites/default/files/2021-02/Targeted%20EIDL%20FAQ_Final-508.pdf

20. If you have accessed additional financial relief resources other than in #18 or #19, please state the name of the resource(s) and let us know where you are in the process of applying for it/them. *

Sonoma Valley Rotary Catalyst fund, total awarded from 3 phases – \$ 2,700 (Received)
California Small Business Covid-19 Relief Grant – awarded \$15,000 (Received)
Sonoma County Vintners Foundation – submitted and pending
California Arts Council: Arts and Cultural Organizations General Operating Relief – submitted and pending

Word Count: 42 *Limit: 50 words*

21. If you have a rent or mortgage payment, have you received any relief and/or extensions? If so, briefly describe them.

We rent. Have received no relief or extension from our landlord.

Limit: 50 words

22. If you maintain a reserve fund, have you spent any of it as a result of COVID-19 impacts in your current fiscal year? If so, what percentage of it have you spent?

No, prior to the pandemic, we did not have a reserve fund. We have plans to build a six-month reserve fund post pandemic.

Limit: 50 words

SECTION III: PROGRAMMING AND SERVICES

23. Briefly describe the programming and/or services that you produced, presented, or delivered during the past year's pandemic restrictions (March 2020-February 2021). * If you completely paused programming or services at any point during this period, briefly describe why.

We had had a slight pause at the beginning of the shutdown in March 2020 during which time the artistic director planned next steps and created virtual programming. In the spring, we engaged *pro bono* with our students online. From mid-June, we offered choices to attend Zoom or socially-distanced, in-person classes and continued to adapt according to the course of the pandemic.

The only programming SCD hasn't offered in the past year have been public appearances and seasonal shows at the Sebastiani Theatre. In December we produced a 45-minute dance video of our students along with in-home activities. This "Teddy Bear Tea Party" served as a fundraiser in lieu of SCD's holiday show. (A link is included in our Work Sample.) We are in the process of creating another virtual show to debut on April 25, which will be available as a recording. (149 words) *Limit: 150 words*

24. Describe the programming or services that you will produce, present, or deliver during June 1, 2021 through December 31, 2021.

NOTE: Although Phase 3 funding is for general operating support, it can only be awarded to organizations that continue to provide programming and/or services during pandemic restrictions. If you have multiple scenarios planned based on the varying public health restriction tiers (example: being able to only produce outdoor programming versus being able to be indoors at a reduced capacity) briefly note those as well.

From late June to mid-August, SCD will offer eight, week-long summer camps, as follows: one for 4-6 year-olds and one for 6-8 year-olds (presented in separate weeks); and three camps for for the "teens" (ages 13 years and up, Intermediate II to Advanced) and the "tweens" (ages 10 and older, Elementary to Intermediate I). The last three weeks of camp will have two sessions per day, one earlier and one later to accommodate the teens and tweens. This is an expansion of last year's summer camp offerings. Our Fall schedule of dance classes will consist of about 25 hours per week through the end of the grant period.

Instruction will be outdoors at the church and/or indoors at our studio according to whatever pandemic safety restrictions are in place.

Our December 2021 show will be live if possible, and virtual if needed, per the model we've set up this year. We know how to do it now!

We also plan to expand our "virtual studio" to engage students from beyond our county. Our virtual classes are offered at 50% tuition. We are about to launch a campaign to target pre-schools and day care centers to

engage more of the youngest aspiring dancers. For all our classes, any family in need of financial aid is welcome to apply.

We have increased our social media savvy and expanded our online presence during the pandemic year. We will continue to learn how to maintain a lively and useful website, and to use digital means to communicate effectively with our students, their families, our supporters and our donors.

(265 words of 300 allowed)

Limit: 300 words

SECTION IV: BUDGET AND UPLOADS

25. Enter the fiscal year end dates, total revenues and total expenses for the most recent three fiscal years, including the current year. The deficits or surpluses are calculated automatically.*

| FISCAL YEAR SCHEDULE | <u>FY2019</u> | <u>FY2020</u> | <u>FY2021 CURRENT</u> |
|---------------------------------|----------------------|----------------------|------------------------------|
| Fiscal Year End Date (MM/DD/YY) | 12/31/19 | 12/31/20 | 12/31/21 |
| FISCAL YEAR BUDGET | TOTALS | TOTALS | TOTALS |
| Total Revenues | 252,432 | 205, 527 | 206,141 |
| Total Expenses | 234,054 | 195,455 | 219,399 |
| Amount of Deficit or Surplus | 0 | 0 | 0 |

26. If any deficits show in #25 under the current or most recent fiscal year that are UNRELATED to Covid-19, briefly state why and the plans for remedying it, or if you hold debt briefly describe it. Additionally, if there have been recent changes in leadership or financial stability UNRELATED to Covid-19, briefly describe them and, if an issue, any major steps taken to resolve them.

We do not have any changes unrelated to Covid-19.

The only debt we have is the EIDL loan (\$110,100). The SCD Board’s plan is to hold on to this money as a “security blanket” for now. The Board plans to investigate sending some of the money back to avoid paying interest but we aren’t ready to return the entire amount at this time.

NOTE: Please do not detail budget impacts from COVID-19 in your answer, which are addressed in #28.

Limit: 150 words

27. FILE UPLOAD: Organization Budget for CURRENT Year (i.e., ending June 30, 2021 or December 31, 2021). *

Acceptable file types: pdf, xls, xlsx.

28. Budget Notes: If the budget uploaded in #27 includes projected revenues that are down 20% or more as compared to your prior fiscal year, briefly describe the budget lines in which you planned for a reduction. * Budget Note Example: “Due to cancellation of our annual short play festival, we projected

for \$5,000 less in sponsorships and \$2,000 less in ticket sales in FY21 as compared to FY20.”

No Notes!

29. FILE UPLOAD: Creative Portfolio that illustrates the creative and artistic excellence of your organization.* *

Acceptable file types: pdf, jpg, jpeg, gif, mp3, mp4, tif, tiff, png, wav, mov, avi, wmv, aiff.

A total of six (6) items are REQUIRED (submitting less than 6 will disqualify the application)

DO NOT upload more than one item per file, i.e. – no collages of images.

MAKE SURE each file has a descriptive title, such as "2019 Festival Performance Video" or "Garcia Artwork oil painting" or "2020 Virtual Fall Concert" (i.e., do not upload items that are numbered and have no description, such as 12345789.jpg).

Per-video upload maximum size is 400mb, and the maximum total size for the completed application is 800mb. Select up to 6 files to attach. No files have been attached yet.

Video 1 URL: <https://www.youtube.com/watch?v=AZkb4BhlMHY&feature=youtu.be>

Video 1 Description: “Teddy Bear Tea Party” is a modest title for this 45-minute video production, first presented on Dec. 13 and still available for viewing on YouTube until July 2021. It consists of a heartfelt state-of-the-studio message from SCD Executive and Artistic Director Patty O’Reilly, an interactive ornament-making segment facilitated by “The Snow Maiden,” who also hosts, a reading of The Nutcracker, and about a dozen dance numbers featuring current students performing under socially-distanced conditions.

Video 2 URL: <https://www.youtube.com/watch?v=Xkjhlqv4gI>

Video 2 Description: “Beginning Classical Ballet Class” designed for 8-year-olds taught by Patty O’Reilly, Sonoma Conservatory of Dance artistic director, filmed during the initial pandemic shutdown and distributed free of charge.

Video 3 URL: <https://www.youtube.com/watch?v=Skx6i8UsW30&feature=youtu.be/>

Video 3 Description: “Our Favorite Duets” Program description: From The Snow Maiden (choreographed by Brooke Byrne and Patty O’Reilly) The Snow Maiden and Lel / Polar Bears; From Appalachian Cinderella (choreographed by Brooke Byrne and Patty O’Reilly) Cow and Bull / Owls / Charleston / Ella-Mae and Jake “Da Prince” Charming; From The Magic Toy Shop (choreographed by Brooke Byrne and Patty O’Reilly) Toy Fairy and Her Beau / Shopkeeper and Her Niece / Teddy Bears; Japanese Dolls / Can Can Dolls; Pierrot Clowns; From Por la Luz de la Luna (lead choreographers Isabelle Sjasham and Patty O’Reilly) Estela and Carmelo.

30. Have you received grant funding from Creative Sonoma in the past five years (2016-2020) from any of the following programs: Cultural Arts, Pop Up Creativity, Summer Arts Youth Program, Arts Education Integration, or CARGO Phase 2 Grants? * Yes

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