

**CITY OF TAKOMA PARK, MARYLAND  
EXTERNAL FUNDING REQUESTS FY 2014  
APPLICATION FOR GRANTS EXCEEDING \$2,500**

**GENERAL INFORMATION**

Organization Name: Dance Exchange

Organization Address: 7117 Maple Avenue

City/State/Zip: Takoma Park, MD 20912

Program Name (if different): Advancing the Ave

Contact Person/Title: Ellen Chenoweth, Managing Director; Emily Theys, Development Director

Telephone Number: Day: 301-270-6700, ext 18 or 13 Evening: [REDACTED]

FAX Number: 301-270-6262

E-mail Address: ellen@danceexchange.org; emilym@danceexchange.org

Use of Grant Funds:

☐ Maintain Existing Program    ☐ Expand Existing Program    ☒ Start New Program

☐ Fund One-Time or Limited Project

Amount Requested: \$15,000

Application Deadline: January 22, 2013

We, the authorized representatives of the applicant organization, have completed or directed the completion of this application for City of Takoma Park funding and confirm that the information contained herein is true and correct to the best of our knowledge, information and belief.

Ellen Chenoweth 1-22-13  
Signature/Date

Emily Theys 1-22-13  
Signature/Date

Ellen Chenoweth, Managing Director  
Printed Name/Title

Emily Theys, Development Director  
Printed Name/Title

## A. ORGANIZATIONAL STRUCTURE

1. Number of current officers or board members: 11

Name	Title	Term	Address
Sarah Anne Austin	board member	2014	Baltimore, MD
Theresa Cameron	board member	2014	Silver Spring, MD
Inés Cifuentes, PhD	Co-Chair	2014	Takoma Park, MD
Kellee Edusei	board member	2015	Landover, MD
Charles Gravitz	Treasurer	2014	Silver Spring, MD
Martha S. Head	Co-Chair	2014	Collegeville, PA
Elliot Maxwell	Secretary	2015	Bethesda, MD
Mari-Elise Taube	board member	2015	Alexandria, VA
John Urciolo	board member	2014	Ashton, MD
Peter Whitehouse	board member	2015	Cleveland, OH
Lew Winarsky	board member	2013	Silver Spring, MD

2. In what year did the organization begin operating? 1976

3. In what year did this program begin operating? New program

4. Is the organization incorporated? yes                      If so, in what state? MD

5. Is the organization qualified under Internal Revenue Code and regulations as a tax exempt organization? If so, under what section of 501(c)? 501 (c)(3)

Federal Identification Number (if any): 52-1076232

6. Is this organization in compliance with all applicable federal, state and county laws and regulations? yes

7. Staffing Profile: Identify the number and position/title of staff used to administer this program or project:

List Positions/Titles:

Cassie Meador, Artistic Director

Ellen Chenoweth, Managing Director

Ouida Maedel, Partnerships and Production Manager

How many volunteers are used to administer this program?

Dance Exchange regularly provides internship opportunities each season and we anticipate recruiting an intern whose primary focus would be assisting the coordination of this program in FY14.

## B. FUNDING SUMMARY:

1. Grant request: We are requesting \$15,000 from the City of Takoma Park.

2. Funds secured from other sources (include status of funding/amount/source):  
Dance Exchange receives funding from the Maryland State Arts Council and the Arts and Humanities Council of Montgomery County each year and we would allocate a portion of these funds towards this project in FY14. We have a pending application in to the National Endowment for the Arts, through their Our Town program; if that funding comes through, the project would have a much larger scale.

3. Additional funds yet to be secured:  
We plan to seek additional foundation support and individual donor support for this project. We have a pending application in to the Cafritz Foundation as well, and would direct some of that funding towards this project.

4. Estimated number of volunteer hours (provide number of hours x \$20.25): \$1012.50 (50 volunteer hours x \$20.25)

5. Value of other in-kind donations (provide details):  
\$1000 – labor from naturalists and historians for partnering on Moving Field Guides

6. Total program revenues:  
Estimated:  
\$15,000 City of Takoma Park  
\$5000 Maryland State Arts Council  
\$5000 Arts and Humanities Council of Montgomery County  
\$5000 Cafritz Foundation

## **C. OVERVIEW OF PROGRAM OR PROJECT FOR WHICH YOU ARE REQUESTING FUNDS:**

### **1. Need Statement:**

Identify the issue or need that this program or project will address in Takoma Park.

Identify the target recipients.

Identify the number of Takoma Park residents to be directly affected or served (if applicable).

Dance Exchange's Advancing the Avenue is innovative arts programming that fosters community interaction. Dance Exchange believes that movement provides a rich and vibrant way to connect with one's neighbors and surroundings. As we practice the art form, we create opportunities for a grandmother to dance with a teenager, a recent immigrant from El Salvador to dance with a health care worker, and a park ranger to create a dance as he describes the unfurling of a leaf. We would like to build on our great legacy of facilitation and community dialogue by bringing all of these practices to New Hampshire Avenue.

We have a long history of working in communities around the country, bringing people into dialogue and movement and creating social bridges and connections. Now we propose to bring these well-honed skills to our own fascinating backyard, finding new collaborators and trumpeting new stories, rooting ourselves and weaving a strong connective fabric for the New Hampshire Avenue corridor.

The major need that we see to be addressed is creating a sense of belonging and investment in New Hampshire Ave. So many Takoma Park residents see the area as a place to drive through, rather than a destination. We would like to help build pride and ownership in this stretch of land. We also believe that we have a unique capacity to get unlikely groups collaborating with each other through sharing stories and moving together.

We estimate that 150 residents or area patrons will be involved intimately (approximately 50 for each month of the project), while approximately 4000 will be involved to a lesser degree by attending an event or viewing art outcomes (such as a community dance video) online.

### **2. Program/Project Summary: Briefly describe the purpose of the program or project and the services or activities to be provided.**

Dance Exchange proposes infusing art into the existing community initiatives being led by the city by leading a series of residencies that celebrate what is in the area at the moment, remember previous uses of the land, explore what current residents are bringing to the place, and surface local knowledge and history. This is an inclusive vision of placemaking: honoring what has come before, recognizing the present, and collectively imagining the future. Dance Exchange envisions a scope of work that includes making visible what the many immigrants in this area are bringing to the corridor, and how their various cultures are involved in the shaping of the place's future as well.

Dance Exchange will lead workshops that encourage immigrant populations and other local residents to share their stories through movement and collaborative making. These residencies will have performative outcomes and documentation, such as online

video, that can be shared with friends and family not living in the area. We would select three sites (to be determined, but would be an institution like a senior center or a housing complex), to work at for a period of 4 weeks at each site. The residency sites could be selected in dialogue with City of Takoma Park staff in order to complement existing initiatives. The project will have its most large-scale and visible outcome in a performance at the Crossroads farmers market. This performance would have these citizen choreographers sharing the work made in collaboration with Dance Exchange and other artists.

3. Address how the program or project fits within the Strategic Plan and Council Priorities.

Advancing the Ave directly addresses two of the highest priorities laid out in the Strategic Plan.

Sustainable Community – Ensure a Takoma Park that is fiscally, environmentally, and economically sustainable.

Livable Community – Create and maintain a livable community that is vibrant, healthy, and safe, with convenient transportation for all of its residents.

A greater sense of investment and increased sense of belonging from some of the most marginalized communities in the City of Takoma Park directly impact the city being a place of sustainability. We believe that creating healthier communities creates a more positive place to live, work and play. A city in which all residents feel like they belong and have a voice in is a city that is vibrant and healthy. These in-depth and often life-transforming community residencies have the ability to affect these sorts of metrics, which are often intangible and hard to measure, but are vitally important to healthy community fabric.

4. Program/Project Impact: List the anticipated outcomes. What will change as a result of this program or activity? How will the community benefit?

Anticipated outcomes:

Increased sense of belonging from New Hampshire Ave residents

Greater connective tissue among community groups

Increased sense of place along New Hampshire Avenue

Please see other questions for details and measurement plans.

5. Action Plan: Briefly describe each activity to be conducted to meet the desired outcomes. If applicable, identify the average number of days or hours per month each activity will be provided to program participants. Be specific.

We anticipate that each residency will involve 10 hours each week of contact with the participants. As a result, that will be 40 hours of contact time at each site. Since there are 3 sites, there will be approximately 120 hours of direct contact with participants. We anticipate 5 artists at each workshop conducted, along with 1 program documenter.

6. Program Evaluation: Identify and describe the methods to be use to evaluate this program or

project (questionnaire, interview, survey, observation)? How will you know if it is successful?

The project's outcomes will be measured by hybrid quantitative and qualitative surveys of both project partners and participants. We will track traditional measures such as number of participants engaged in art-making, as well as less conventional measures, such as number of new people a given individual met and engaged with over the life of the project, to evaluate the reach and success of the project.

7. Organization Evaluation: Briefly describe one or two similar programs or projects your organization has undertaken and provide an assessment of their effectiveness. If the organization has not undertaken programs or projects, you may respond to this question by addressing the experience of the officers or project leaders.

In February of 2012, Dance Exchange was in residence in Syracuse, NY for 2.5 weeks, where the company artists conducted workshops at places of worship, senior centers, and other community gatherings. This led to the development and creation of a collaboratively-made, evening-length work that had two performances for the Syracuse audiences.

Another recent, large-scale community residence was conducted at the Kohler Arts Center in Sheboygan, Wisconsin, where Dance Exchange artists and community participants created a work entitled "Language from the Land." Bringing together Hmong refugees, a union of carpenters, a Mexican folkloric dance company, and other interested Sheboygan residents of all ages, this collaboration was hallmark Dance Exchange—bringing together movers and makers of many ages, backgrounds, and sizes.

We would like to develop evaluation metrics for civic engagement and community belonging in this particular arts-based context and aim to create positive change both on an individual level and through connecting communities. The project will increase opportunities for social and cultural participation by groups that have historically been underrepresented by targeting groups with low incomes and with limited English proficiency. By dovetailing with municipal efforts underway and injecting art into the process, unique cultural connective tissue will be developed. The project's outcomes will be measured by hybrid quantitative and qualitative surveys of both project partners and participants.

8. Collaboration: Is this a collaborative program involving other organizations? If so, please provide further information.

Dance Exchange would partner with the City of Takoma Park and would use their complementary resources, skills and networks in service of the project, and make sure that all Dance Exchange efforts and activities were supporting existing city initiatives.

We frequently partner with naturalists and historians for one aspect of the proposed residencies called Moving Field Guides, and would anticipate doing so again for these workshops. We have worked with the US National Forest Service to identify these partners, as well as seeking out experts in local knowledge on our own. We are open to suggestions from city staff based on their deep knowledge of the communities along New Hampshire Ave.

#### **D. BUDGET**

Provide a detailed budget for the program or project. Include revenues and expenditures. If applicable, provide a business plan.

Total program revenues:

Estimated:

\$15,000 City of Takoma Park

\$5000 Maryland State Arts Council

\$5000 Arts and Humanities Council of Montgomery County

\$5000 Cafritz Foundation

Total expenditures:

\$30,000

Dance Exchange staff time for developing partnerships: \$3500

Dance Exchange resident artists time for planning, preparation and evaluation: \$10,000

Dance Exchange resident and adjuncts artists time (5) for execution of activities: \$10,000

Dance Exchange tech crew assistance for farmers market performance: \$1500

Hiring of outside documenters/video artists for video creation: \$4000

Translation services for residency participants: \$1000

#### **E. TIME LINE**

Provide a detailed time line for completion of the program, project, or activity. Funds must be used within the fiscal year.

Advancing the Ave would begin in September 2013 and continue for 8 months, through the end of April 2014.

August 2013: outreach and partner coordination; identify community residency sites and populations; evaluation survey design

September – November 2013: three community residencies of approximately 4 weeks each; outdoor movement/nature walks along the corridor; ongoing partnership and outreach activities

Late November 2013: community residencies would culminate in a performance at the last Crossroads Farmers Market of the year

December 2013 - January 2014: editing of video products of residencies, project evaluation and dissemination; identification of next steps for building on project work