



Streets2Studios

Multi-Media Skills Training

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1 Executive Summary

“STREETS2STUDIOS”, a Bay Area nonprofit organization since 1998, in collaboration with professional vocal ensemble “TOP SHELF”, has created “A Bridge Over Troubled Waters”, an internship program to provide technical training and career grooming in the arts, media and entertainment for high school students from Richmond, Oakland and San Francisco.

Members of “TOP SHELF” have over 100 years of combined experience in the entertainment industry and have long reaching connections. Born and raised in Hunters’ Point, the Fillmore and the Mission district of San Francisco they collectively have many stories of life’s struggles, failures, and successes. As mentors they bring real life experiences in the entertainment. *“With imagination, will, and tolerance one can achieve most anything.”* says the founder, Johnny Trotman.



The arts, media and entertainment industry is a dynamic business sector in the state of California and offers jobs that require a vast range of creative and technical knowledge and skills. Over 550,000 businesses employ almost three million people in the country’s creative industries. Careers include: actor, announcer, choreographer, dancer, graphic designer/artist, lighting technician, make-up artist, musician, singer, technical writer, sound engineer, stage manager, film and music editing and camera technician. Occupations in this sector demand artistic imagination, technical skills, flexibility, problem-solving abilities and interpersonal skills. *“Through the performing and creative arts students can learn how to communicate without words. They can examine their cultural roots, social issues, history and themselves.”* says Vicki Tukeva, a teacher from Richmond High School’s Creative and Performing Arts Academy. Richmond High School is the first core business partner of this program.

Streets2Studios’ curriculums fall into three general pathways which coincide with the CA Dept of Education Standards for Arts, Media, and Entertainment Industry

- Media and Design Arts
- Performing Arts
- Production and Managerial Arts

Local and national entertainers, teachers from local school districts and industry professionals will conduct workshops. The natural progression of **Bridge Over Troubled Waters** will include the producing and presentation of a quarterly production and awards ceremony. The skills acquired in the preparation and production of these events can be taken back to neighborhoods, schools, or even directly to the job market.

“Learning the skills and knowledge for creating, refining, and exhibiting works of art promotes teamwork, communication, creative thinking, and decision-making abilities—all traits needed to function successfully in the competitive and media-rich twenty-first century. Through the manipulation of sight, sound, and motion, those choosing a pathway from this sector reach out in unique ways to enhance the quality of life for those around them.” (CALIFORNIA DEPT OF EDUCATION CONTENT STANDARDS: Arts, Media, and Entertainment Industry Sector P.38)

1.1 Mission Statement

Streets2Studios and Top Shelf's mission is to provide a facility and an after-school performing and creative arts program which allows bay area youth to migrate from the streets of their neighborhoods to an environment filled with industry professionals, from the arts, entertainment, and media industry in order to create opportunities for mentoring, career grooming, hands-on training and employment.

Richmond High School's Creative and Performing Arts Academy (CAPA) mission is to educate students intellectually and artistically in order to prepare them for success in college, career and life. CAPA teachers collaborate to integrate the arts with English, social studies, math, and science classes.

1.2 Location

Seminars and workshops will be conducted at Streets2Studios' venue, currently Theatre39 on PIER 39, an exciting state-of-the-art theatre located in a vibrant attraction filled environment. **Streets2Studios** will provide opportunities for our students to experience first hand, various careers in multi-media as well as educational and entertaining field trips to many of the PIER 39 and Fisherman's Wharf attractions.



2 Goals and Objectives

The primary goals of the internship program, in collaboration with Richmond High School's Creative and Performing Arts Academy, are:

1. **Internship:** Provide technical skills training, career grooming and paid internships for high school students from Richmond, Oakland and San Francisco.
2. **Securing Facilities:** Secure funds for lease of a permanent venue or facility to house program. Current location of Theatre39 ideal to program inasmuch as location, attractions, state-of-art theatre already in existence.
3. **Community Outreach:** Through in-kind service, obtain equipment, transportation, and partnership with industry professionals
4. Make students aware of post secondary career and collegiate options available to them
5. Use problem and project-based teaching and work-based learning experiences to provide authentic opportunities in the industry
6. Nurture relationships between students and professionals in the field of arts, media, and entertainment
7. Serve as a vehicle to bring awareness to social and civic issues such as aids, drugs, and diversity through dance, media, and song.
8. Provide students with opportunities to complete service learning requirements

3 Implementation Strategy

The overall structure encompasses the following process:

- During the week, participating youth are scheduled 4 days a week for 3-hours; from 4:30 to 7:30pm.
- During productions and events, scheduled participants are paid stipends.
- Working hours are credited towards community service and/or school credits
- Utilize BART and Muni as modes of transportation. (Embarcadero BART and F-Trolley to PIER 39)
- Prominent members of the community, entertainment industry as well as educational leaders have agreed to volunteer their time and expertise to support this project, and provide hands-on activities.
- A gala will be held as a kick-off activity to encourage participation in the program.
- An up-scale red-carpet' production will be held at the end of each session wherein students will assist with creation, producing, performing and presentation. The production will be incorporated within Top Shelf's current repertoire of musical productions, all written with historical content, accurate era documentation with the intent to preserve the music of old.

The seminars and internships that will be offered at "Bridge Over Troubled Waters" will include

- Lighting Design
- Sound Technology
- Set Design
- Visual Arts
- Graphic Arts
- Vocal Music
- Production
- Management and Administration
- Instrumental Music
- Music and film editing
- Make-up and Costume Design



4 Evaluation and Criteria for Success

Evaluation and success of **Streets2Studios' 'Bridge Over Troubled Waters' Internship Program'** will include the following:

- The presentation of a quarterly production and awards ceremony which demonstrates learned skills. Participants will have learned the artistic, technical, administrative, performance and managerial skills necessary to prepare and mount a production.
- The comparison of the pre and post skills and goals of each student. A successful project will show an increased awareness of their post secondary options.
- The development of a personal portfolio which includes:
 - A personal statement, cover letter and resume which can be used for continued education and employment applications,
 - a list of industry contacts,
 - a Certificate of Achievement,
 - A DVD documentary of classroom activities and the end-of-session production.

5 Financial Plan and Start-up Summary

The following financial summary and forecast is backed by a comprehensive excel document available for detailed review and positioning for grants, donors, and corporate funding.

Each 6-week session for a total of 15 children has a cost of \$34,100, inclusive of facility rental, operations, front of house staff, instructors, industry and civic leader speaker/performance fees; educational field trips; equipment, hardware/software; and insurance. To offset expenses, the production/gala held at the conclusion of each session is targeted to raise an estimate of \$7,000.00

6-wk Session	\$34,100	Pgm Start-up costs	\$15,910	Year One Funding	\$232,110
Operations	\$9,500	Production materials	\$1,000	Nbr of sessions per year	8
Field Trips	\$3,000	Hardware/Software	\$5,500	Annual Pgm Cost	\$272,800
Public Relations	\$2,400	PR / Marketing	\$2,910	Start-Up Costs	\$15,910
Industry Spokespersons	\$3,000	Office Supplies	\$1,500	Less Production Revenue	\$56,600
Venue	\$16,200	Venue Deposit	\$5,000		

6 Sponsorship Opportunities

The Streets2Studio's Program, fiscal agent Hands from Heaven, is a 501C3 non profit corporation, and we greatly appreciate financial contributions and in-kind donations, all of which are tax-deductible to the full extent of the law. The cost of underwriting the program is substantial, and the program is in need of additional funding. Request for funding is being submitted for the program's operating start-up costs and one year working capital to fund 8 6-week sessions. All invested funds will be deposited into a segregated company operating account with budget reports transparent and accessible upon request.

A wide variety of sponsorship opportunities are available. Each one offers a unique combination of promotion of your corporation, inclusion in all advertising and promotion, and a host of opportunities to entertain customers, clients, and employees at the Studio's venue; currently J'LaChic Theatre39 on San Francisco's PIER 39. Sponsorship opportunities range from \$1,000 to \$35,000 and are structured according to our partners' corporate needs and objectives.

Sponsorship Levels		Sponsorship Benefits	
<input type="checkbox"/> Producer's Circle	\$35,000+	<ul style="list-style-type: none"> Storefront at current location on PIER 39 will be available for display and sale of merchandise 	
<input type="checkbox"/> Sponsor's circle	\$25,000+	<ul style="list-style-type: none"> Rotation of company ads on outdoor video screen at current venue location 	
<input type="checkbox"/> Leadership Circle	\$10,000+	<ul style="list-style-type: none"> Display of company logo on all media material 	
<input type="checkbox"/> Groundbreakers	\$5,000+	<ul style="list-style-type: none"> Logo projection on in house screens before all theatre performances 	
<input type="checkbox"/> Friends in Kind		<ul style="list-style-type: none"> Half-page ad in all season programs 	
		<ul style="list-style-type: none"> Season tickets for two to each Streets2Studios' or Streets2Studios' Founding Sponsor's production 	
		<ul style="list-style-type: none"> 30% discount on annual subscriptions for all sponsor employees 	
		<ul style="list-style-type: none"> Playbill listing for all season events 	

7 Summary

The "Streets2Studios" (s2s) program, headed by Classic Soul Trio TOP SHELF, focuses on mentoring and career grooming of underserved youth for careers in the arts, media and entertainment. The program will provide behind the scenes and hands-on skills training. Activities will be done in a structured environment where teamwork, higher learning, mutual respect, communication, cultural tolerance and creativity will be encouraged. The program's non-profit fiscal agent is Hands from Heaven, Inc.

Committed to a successful venture, Top Shelf has surrounded themselves with a solid team consisting of the following individuals:

Ken Whittingham	Television director (<i>One on One</i> , <i>The Parkers</i> , <i>The Bernie Mac Show</i> , <i>Scrubs</i> , <i>Everybody Hates Chris</i> , <i>The Amanda Show</i> , <i>Girlfriends</i> , <i>The Office</i> , <i>My Name Is Earl</i> and <i>Entourage</i> .)
Vicki Tukeva	Richmond High Creative and Performing Arts Academy Director, Dance Teacher
Toni Beckham	Publicist, Public Relations
Gerry Dove	Community Affairs Director, Clear Channel Radio
Cathy Adams	CDA Consulting Group
Orlanda Uffre	Educator, Stage Design and Construction, Drama, Graphic Arts, Set Design
Mark Vierneza	CV-Creations Sound/Light Company
Haidee Faust	Principal, West Contra Costa Unified School District
Johnny Trotman	S2s Founder, Top Shelf principal
Olaf Pollard	S2s Partner, Top Shelf principal, St. Leo's Athletic Director, J'LaChic Vocal Director
Alan Revelo	S2s Partner, Top Shelf principal, Musical Director, Arranger, Composer

