

**The Opera Fund: Audience Development Grants  
2016–2017 Grant Cycle  
Proposal Worksheet**

**INTENT TO APPLY**  
**Intent to Apply Due August 18, 2016**

Organization Information

Company Name	
Street Address	
City	
State/Province	
ZIP/Postal Code	
Country	
Website	
Operating Budget for Current Fiscal Year	\$
Mission Statement	
Production History (2012 – Present)	

Grant Contact Person

Name	
Title	
E-mail	
Phone	

Artistic Work Information

Title of Opera/Music-Theater Work	
Production Type	World Premiere / Existing Work
Performance Start Date	
Performance End Date	
Composer Name	
Composer was/is a U.S. Citizen?	Y/N
Librettist Name	
Librettist was/is a U.S. Citizen?	Y/N

Audience Development Project Information

Project Title	
Intended Audience/Community	
Type of Project Activity (e.g., lecture, artist residency, video, app, etc.)	
Project Activity Start Date	
Project Activity End Date	
Total Project Budget	\$
Grant Amount Requested	\$
Staff Project Manager Name	
Staff Project Manager Title	
Other Key Staff or Contractors, as applicable (Name, Title, Affiliation)	
Partner Organization(s), as applicable	

Intent to Apply Questions, Continued

Brief Project Description (350 words max)

Application of Funds: Briefly describe major costs that the grant funds would cover, upon approval. (350 words max)

<input type="checkbox"/>	I attest that to the best of my knowledge the information contained in this form is accurate and complete.
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Worksheet

**APPLICATION**  
**Application Due October 6, 2016**

**Application Narrative (4,000 words max across all four sections)**

**Artistic Work and Company Vision**

- Describe the opera or music-theater work that relates to the audience development project.
- Include detail about the presentation concept (large-scale, alternative venue, touring).
- Explain how the production aligns with the company's artistic goals and furthers its vision for productions of new and/or American repertoire.

**Audience Development Project**

- Provide a detailed description of the audience development project, including the number and type of activities. Include a timeline for implementation.
- Authentic Engagement: Describe the specific audiences and communities the project will engage. Describe how they currently engage with the company, and outline goals for ongoing relationships.
- Quality Learning: Identify how the project is appropriate to the ages and familiarity level of the audiences. Explain how it provides a quality learning experience that deepens understanding and appreciation of new work.

**Planning and Partners**

- How did the company arrive at the idea for the project? Describe any steps that have moved the project forward from its inception (surveys, meetings with partners, strategic planning, etc.).
- Describe the responsibilities of key staff and any contractors. Explain how their expertise would benefit the project. Describe how the composer, librettist and/or design team will be involved in planning or implementation.
- Explain how leaders of target audiences or communities are involved in the planning and implementation of the project.
- Describe any partner organizations involved in the project planning and implementation. Include the history of partnering with the organization, the lead contact person, and the level of confirmation or timeline for securing commitments. Explain how they will benefit the program and what specific resources they will provide.
- Include short biographies for up to three key personnel.

**Documentation and Evaluation**

- Describe how the project will be documented to share activities with other companies and audiences.
- How will the success of the project be determined? Describe both quantitative and qualitative assessments beyond ticket sales and attendance.
- How will the achievement of these goals be measured? Describe how information will be gathered to further understand these audiences, assess their learning and/or determine the success of the project.

## Work Samples

Upload documentation or provide links for a previous audience development project created by your organization (e.g., promotional materials, curriculum samples, student work, screen shots, quantitative data or testimonials). Up to three files may be uploaded, each not exceeding 10 megabytes.

File 1	
File 2	
File 3	

Provide one sample audio/visual recording of the opera or music-theater work, and a corresponding piano/vocal score or libretto. The total time should not exceed 10 minutes. Each file may not exceed 20 megabytes.

Opera/Music Theater Title	
Excerpt Title	
Composer	
Librettist	
Total Length of Excerpt	
Suggested Timestamps (optional): Indicate any particular moments in the excerpt that the panel should note.	
Audio/Video Link:	Provide Link to YouTube/Vimeo or Upload
Score/Libretto (PDF only):	Upload

## Project Budget Spreadsheet

A downloadable template Excel spreadsheet will be available as a part of the online application. Use Tab 1 for Expenses and Tab 2 for Income. Once completed, upload the Excel file through the grant website.

### Tab 1: Expenses

Fill in the total project expense for each line and the allocation of grant funds toward those expenses. If an expense item will be fully covered by the grant, repeat the same amount in both fields. Refer to the guidelines for a list of ineligible expenses. Grant allocation expenses must be incurred within the grant period (January 2017 through August 2018).

Organization:	
Created By:	

<b>Project Administration</b>	<b>Expense Amount (\$)</b>	<b>Grant Allocation (\$)</b>	<b>Notes</b>
Travel/Lodging			
Supplies/Materials/Equipment			
Other			
<b>Contract Personnel</b>	<b>Expense Amount</b>	<b>Grant Allocation</b>	<b>Notes</b>
Artists/Musicians			
Education			
Education/Marketing			
Design			
Production			

	Technology			
	Documentation/Evaluation			
	<b>Promotional Expenses</b>	<b>Expense Amount</b>	<b>Grant Allocation</b>	<b>Notes</b>
	Design/Printing			
	Postage			
	Other			
	<b>Project Production Elements</b>	<b>Expense Amount</b>	<b>Grant Allocation</b>	<b>Notes</b>
	Venue			
	Equipment/Materials			
	Other			
	<b>Technology</b>	<b>Expense Amount</b>	<b>Grant Allocation</b>	<b>Notes</b>
	Software			
	Equipment			
	Other			
	<b>Documentation and Evaluation</b>	<b>Expense Amount</b>	<b>Grant Allocation</b>	<b>Notes</b>
	Materials			
	Other			
	<b>Other Expenses</b>	<b>Expense Amount</b>	<b>Grant Allocation</b>	<b>Notes</b>
	Eligible			
	Ineligible			
	<b>TOTAL EXPENSES</b>	<b>Project Expenses</b>	<b>Grant Allocation</b>	

*The figure above must equal the grant request amount.*

(continued on next page)

**TAB 2: INCOME**

For each applicable item below, please indicate the amount, type of contribution (cash or in-kind) and status (secured or pending). If pending, please include notes on the level of confirmation you have.

Organization:	
Created By:	

<i>Government Grants</i>	Amount	Cash or In-Kind	Secured or Pending	Notes

<i>Corporate/Foundation Grants</i>	Amount	Cash or In-Kind	Secured or Pending	Notes

<i>Individual Gifts</i>	Amount	Cash or In-Kind	Secured or Pending	Notes

<i>Earned Revenue</i>	Amount	Cash or In-Kind	Secured or Pending	Notes
Participant Tickets/Fees		Cash		
Other				

<i>Other Revenue</i>	Amount	Cash or In-Kind	Secured or Pending	Notes
Partner Organization Contribution				
Opera Company Operating		Cash		
Audience Development Grant				

<b>TOTAL INCOME</b>	Amount

	I attest that to the best of my knowledge the information contained in this application and its attachments is accurate and complete.
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