

January 1, 2014

Steven Falk  
City Manager of Lafayette, CA

Dear Steven,

Enclosed is our proposal for creating the **Lafayette City Dance Center** in the Old Library space. The numbers we present are preliminary, but it will give you an idea of what we propose: a million dollar arts organization that benefits the whole community through dance and arts collaboration, welcoming people of all levels, abilities, interests and incomes.

Should the committee entertain our proposal, we would put together an Advisory Board and begin fundraising for start-up costs. The Advisory Board would be made up of stakeholders in our community who are invested in this project, and would help us move it forward. We have already spoken with a half dozen local residents who are interested. In addition, we would hire an architect (we already have one in mind who is willing to do some of the work pro bono) and a cost estimator to finalize the build-out numbers. From there, the Advisory Committee would focus on fundraising for the renovation costs and beyond.

We are committed to the city of Lafayette and envision a fiscally responsible business that will sustain the life of the organization.

Thank you for your consideration and we look forward to hearing from you.

We wish you a healthy and a Happy New Year!

Sincerely,

Laura O. Bergman and Yukie Fujimoto



## Proposal to Use Building

Please fill out this form if you propose to use either the old Lafayette library or the old doctor's office at 949 Moraga Road. This form should be viewed as a guide; feel free to amend or append this form with other or different information that better describes what you seek to accomplish. Please send your completed form to [sfalk@lovelafayette.org](mailto:sfalk@lovelafayette.org).

*Completed forms must be submitted by January 1, 2014.*

Organization	Lafayette City Dance Center
Project Name	
Requested By	Laura Bergman and Yukie Fujimoto
Phone / Email	Laura Bergman/415-298-9986/lobergman@sbcglobal.net Yukie Fujimoto/650-703-3160/yukie73@comcast.net

Which Building Do You Want to Use (Circle One or Both):

**Old Library**

949 Moraga Road  
(Old Doctors Office)

## WHY DANCE?

After years and years of training, I am greeted with children's laughter as I step out into the spotlight, stuffed in a pink bunny suit with a full head mask, dancing the lead role in KT Nelson's production of *The Velveteen Rabbit*. No one can even see my face. How gratifying is that?

The company, ODC/Dance, conducted hundreds of outreach programs in schools and libraries throughout the country. We worked quickly with local children, giving them an opportunity to dance in a production with professional dancers. We taught children ways to create movement, tell stories with their bodies and hopefully, inspire them to keep creating art. We explored values of love, friendship and compassion, retelling the story of the Velveteen Rabbit with our bodies. By the sixth year in the role of the rabbit, the bunny mask itself transformed for me, as it signaled the unbridled laughter and excitement that would infuse the theatre before my entrance. Truly, what can be more gratifying than that?

Through the field of dance, I came to see that we can stimulate children to think about global questions: for example, beauty, justice, loyalty, love and as the Velveteen Rabbit would ask the Skin Horse, "What is real?" While dance may not be the best tool to proselytize political views or social mores, it is a dynamic way to explore values and engage both performers and audience in a visual dialogue about what the art might be saying about us as a people.

As I transitioned from dancer to teacher, I came to realize that dance is not about the individual on stage. Dance is about exposing individuals to different ideas, cultural diversity, creative thinking and personal expression. Dance provides students the tools to hone the body mind intelligence, much like an athlete in an individual or team sport. It is about learning physical empathy and camaraderie, which in turn allow for compassion and giving to the greater community.

This prompts me to continue asking: how can we better ourselves not only as dancers, but also as contributing citizens of our society? How can we respond to and evaluate our culture and our world through the expression of dance? How does that investigation instigate an interior revolution, in turn, allow us to address our prospective communities? When I am with my students during their daily ritual confronting themselves as dancers and as people, I am deeply optimistic that they will in fact, go on to create the kind of art that will continue this dialogue and undertaking.

## WHY THE OLD LIBRARY?

Described as “nothing but cobwebs and worn out carpet, set in a mid-century modern shoe box” by the *Lamorinda Weekly*, the old library has stood quietly, almost in reticent dignity in the center of the hub bub of Lafayette downtown. As a new member of the community, I came across this building three years ago while walking my children to the fields of Lafayette Elementary. I was transfixed by its structure - lean, clean and open. A fan of midcentury architecture myself, I was fascinated by the high rectangular ceilings and yellow green stained windows. Intently peering in each single pane window, I began to put myself in this space with hundreds of other moving bodies.

As you walk under the wisteria trellis, the registrar greets you at the reception desk. Once you sign in, you walk into the dancers' lounge where there are chairs and a coffee table. Dancers are stretching, parents are chasing after their toddlers, a musician warming up on his Djembe drum and a grandfather gazing at a painting on the wall by a local artist, as he awaits his private ballroom lesson. The Studio Theatre is to the right. The high ceilings are hung with stage lights, wide mirrors grace the walls, moveable risers allow for stage space to be manipulated, dancers feet tread on sprung marley floor that keep them healthy and they are met with the raking light from the high windows. Nothing in this tall open space hinders the dancers as they leap across the span of the stage. Behind the dancers' lounge is a study room with the dance library. Young dancers close the glass sliding doors so that they can concentrate on homework, some even hold whispered discussions about the latest performance they went to see at Zellerbach Hall. To the left of the Library is the Wood Studio. The room is laden with a hardwood sprung floor. Open to yoga and somatic practitioners, local global dance groups, creative movement for children, dancers of mixed ability, the Wood Studio is a sanctuary for communal practices. The architectural through line of the brick walls act as a backdrop to dance, wellness and community.

This is it. This is where there would be dance.

### **Mission Statement of Your Organization**

*[State your organization's mission statement.]*

The Center is committed to bringing innovative dance performance and dance education to the community of Lafayette and surrounding cities of Contra Costa. Through dance, the Center will inspire audiences, promote local artists, cultivate dancers of all ages and

engage the community. The Center exists to promote the value of dance education across demographics, making dance accessible to non-dancers and bridging the gap between different fields of art.

### **How Will Your Organization Use the Building?**

*[Summarize the opportunity that your organization wants to explore]*

The Center will house a dance studio theatre, a wood floor studio, an art gallery, a dance library, a box office and a dance school. The spaces will be used as follows:

#### **Dance Studio Theatre (The Forum)**

- Performances
- Theatre rental for schools, dance schools, local dance organizations (e.g., ballroom, global dance)
- Dance classes
- Artist collaborations
- Health & Wellness workshops/seminars
- Product selling events
- Dance community events
- Club meetings
- Social gatherings
- Guest artists/lecture demonstration

#### **Wood floor studio (The Salon, The Kitchen)**

- Dance classes
- Artist collaborations
- Health & Wellness workshops/seminars

#### **Art gallery (The Corridor, The Promenade)**

- Wall space around the Center will be dedicated to local art work.
- Paintings, photographs, installations

#### **Dance library (The Vault)**

- DVDs
- Books
- Magazines

- Articles
- Research journals

### **Box office (The Gate)**

- Handles all tickets for live performances.

### **Dance School (The Conservatory)**

The conservatory is committed to producing technically sound and versatile dancers, providing an environment where dancers learn self-discipline, camaraderie, health and wellness and self-confidence.

This program is for:

- Students who aim to dance professionally
- Students who desire an alternative to sports and other recreational activities
- Underserved students who aim to dance professionally
- College bound students
- Pre-professional and college students who seek professional level dance classes

### **Core classes**

- Ballet or Technique (toddler, elementary, middle, high, pre-professional, adult)
- Pointe (middle, high, pre-professional, adult)
- Variations (middle, high, pre-professional)
- Contemporary/Modern (middle, high, pre-professional, adult)
- Composition (toddler, elementary, middle, high, pre-professional)

### **Rotating/Elective courses**

- Hip Hop
- Cunningham
- West African
- Release
- Dunham
- Horton
- Limón
- Graham
- Jazz
- Partnering (ballet, contemporary, contact improvisation)

## Workshops/Master classes

- Modern technique (Cunningham, Dunham, etc.)
- Global dance
- Somatics (Feldenkrais, Alexander, Body Mind Centering, etc.)
- Injury prevention
- Nutrition
- Inter-disciplinary collaborations
- Choreography
- Teacher Education (K-12)

## Youth Company

- By audition
- Performance opportunities
- Competition opportunities
- Choreographic opportunities

## Performances

- Full length ballet
- Winter show
- Spring show
- Summer show
- Competitions
- Showcases and outreach in local areas (schools, festivals, events)

## Programs

- Local school outreach
- Scholarship funds for underserved students
  - Minorities
  - Living below poverty lines, need based
  - Walnut Creek, Oakland, Concord, Berkeley, Pleasant Hill, Martinez, Antioch
  - Shuttle system/carpool system from BART
  - Renewed every quarter or semester
  - TA-ships, work study programs based on merit (GPA, community service)
  - Discounted tuition

- Fundraise
- Sponsors
- Donations
- Grants
- Bridge and Tunnel (collaboration with San Francisco dance companies, field trips to Zellerbach, YBCA, ODC Theatre, Dance Mission, ZSpace, etc.)

## Faculty

- Professional dancers
- Active artists, choreographers
- College graduates
- High school trainees/Teacher Assistants

## Open Classes

### Rental/Hired (open drop in classes)

- Ballet, Modern, Contemporary
- Mixed ability dance classes (dancers with Autism, Parkinson, physical disability)
- Mommy and Me dance
- Pregnant mom workout
- Family dance
- Pilates mat
- TRX
- Yoga
- Tap
- Ballroom (open and private)
- Global dance (Irish, Hawaiian, Indian, Latin, Chinese, Mexican, Afro-Fusions, Middle Eastern, Flamenco, Haitian-Fusion, Brazilian, etc.)
- Dance workout (Rhythm & Motion, Zumba, Salsa)
- Private lessons/coaching



**Other Details:**

<i>Proposed days and hours of operation.</i>	6am through 12am
<i>Minimum and maximum number of staff members in the building during operating hours</i>	Minimum: 2 Maximum: 13
<i>Minimum and maximum number of patrons in the building at peak operating hour.</i>	Minimum: 5 Maximum: 335
<i>Number of parking spaces required.</i>	10
<i>Does your use require that permanent changes be made to the building? If so, describe.</i>	A wall or a moving wall that separates the Studio Theatre from the lounge and the Wood Studio from the lounge. Future expansion of bathrooms to accommodate bigger dressing rooms and office space.
<i>For how many months / years would you expect to use the facility? If perpetual, write "perpetual."</i>	Perpetual
<i>Will any chemicals be used for your operation, including cleaning materials? If so, describe.</i>	None
<i>Expected maximum noise level:</i>	Between 100 to 120 decibels for live dance, theatre and music performances.

## How Will the Community Benefit from Your Organization's Use of the Space?

*[Describe how the community will benefit]*

The Center is conveniently located in downtown Lafayette, in the midst of commerce and within walking distance to BART. The Center opens up the possibility for a Lafayette Theatre District, starting from Town Hall to perhaps a renewed Lafayette Park Theatre or a film-viewing restaurant in the space. The Center could revive commerce in the area, demanding more dining options as audience members look to experience dinner and a show. Increase in students in the area may also demand more deli like businesses and increase revenue for existing food services like Chipotle and Whole Foods.

The Center provides an avenue for students who may want an alternative to sports in Lafayette.

The Center will bring together all arts represented under the City of Lafayette: Music, Visual Arts, Theatre and Dance.

The Center will offer venue rental to local organizations, independent instructors and individual renters. In addition, partnerships with local organizations will expand its offerings to the community.

### **Possible partnerships with local organizations:**

- Lafayette Recreation Center
- Lafayette Elementary Schools
- Stanley Middle School
- Acalanes High School
- Kids N' Dance
- St. Mary's College Dance Department
- California Academy of Performing Arts
- Diablo Ballet
- Diablo Valley College Dance Department
- Mills College Dance Department
- Ace Dance Academy

**Financial Projections: *Start Up Costs***

**(PLEASE SEE ATTACHMENT "LCDC Start Up.xlsx")**

*Use the table below to describe the expected costs for your organization to occupy the building and begin operation, and your sources to fund the start-up.*

<b>Uses</b>	<b>Amount</b>
Fixtures and Equipment	
Remodeling	
Special Equipment	
Starting inventory	
Public utilities fees	
Legal and other professional fees	
Licenses and permits	
Advertising and promotion for opening	
Cash Reserves	
Other	
Other	
Other	
<b><i>Subtotal Estimated Start Up Cost</i></b>	
<b>Sources</b>	
Describe source	
Describe source	
Describe source	
<b><i>Subtotal Estimated Start Up Resources</i></b>	
<b>Net Startup Cost</b>	
<b>Expected Start Up Subsidy from City (if any)</b>	

**Financial Projections: Annual Operating Expenses and Revenues**

(PLEASE SEE ATTACHMENT "LCDC Operating Budget.xlsx")

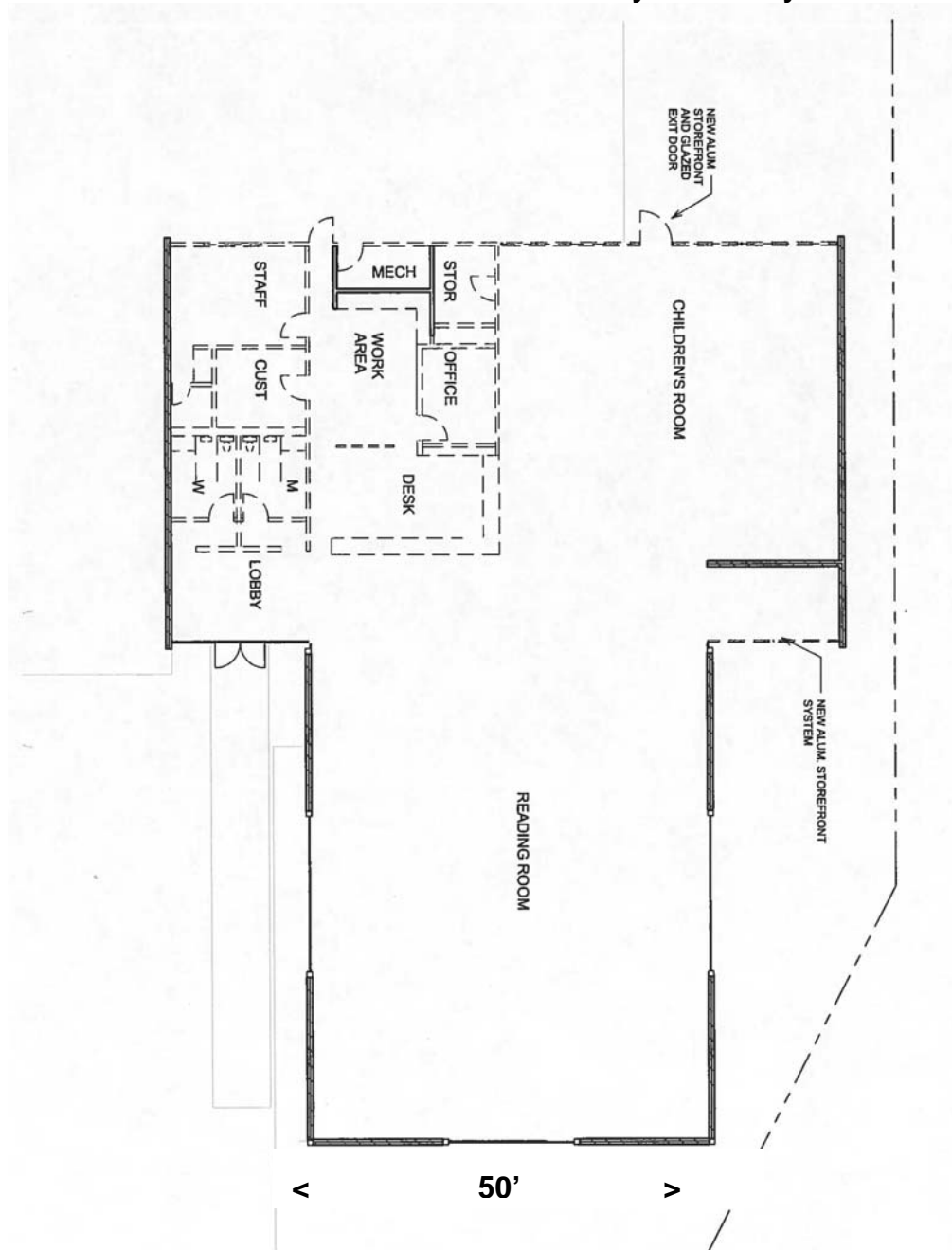
Use the table below to describe the expected costs for your organization to occupy the building and begin operation.

<i>Uses</i>	<i>Amount</i>
Salaries	
Benefits	
Rent Paid to City	
Advertising	
Supplies	
Telephone	
Other utilities	
Insurance	
Taxes, including social security	
Bank Loan Payments and Interest	
Maintenance	
Legal and other professional fees	
Miscellaneous	
Other ( <i>describe</i> )	
Other ( <i>describe</i> )	
<i>Subtotal Uses</i>	
<b>Sources of Annual Revenue</b>	
<i>[describe source]</i>	
<i>[describe source]</i>	
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<i>[describe source]</i>	
<i>Subtotal Sources</i>	
<i>Net Annual Surplus or Deficit</i>	
<b>Expected Annual Subsidy from City (if any)</b>	

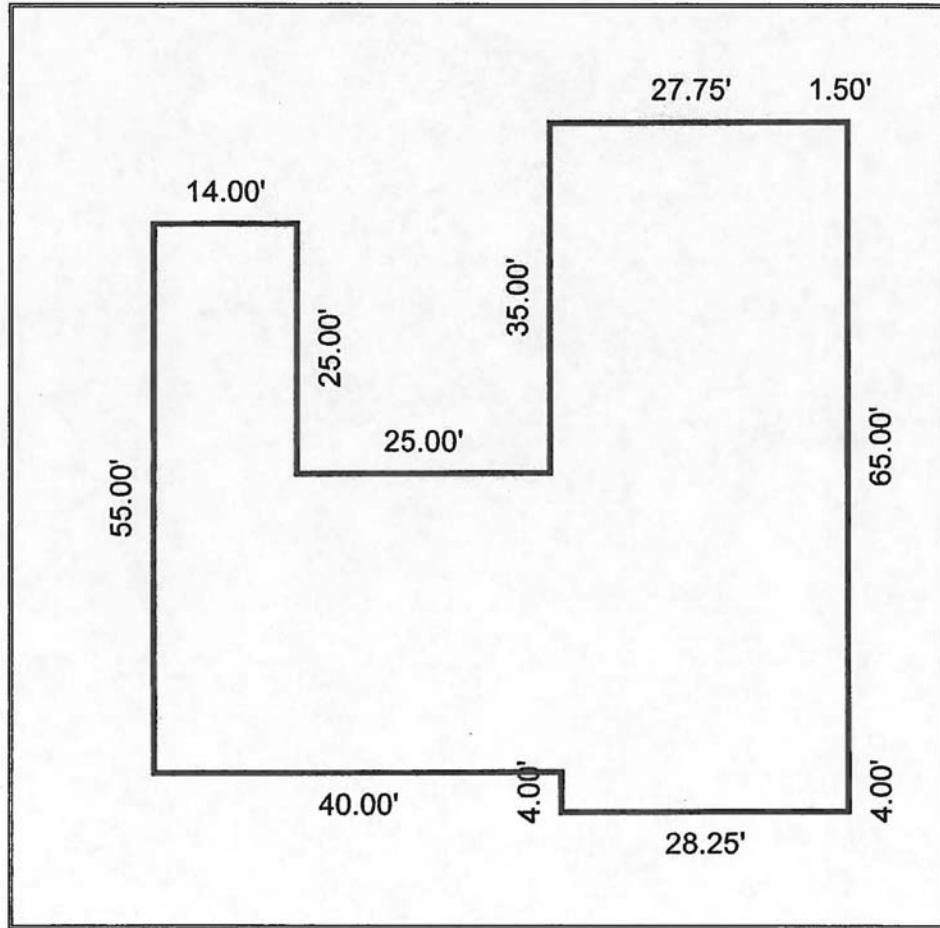
# Floor Plan

Use one or both of the floor plans below to provide a rough sense of how the spaces will be used.

## BUILDING FLOOR PLAN – Old Lafayette Library



**BUILDING FLOOR PLAN - 949 Moraga Road**



**Moraga Road**

## LAFAYETTE CITY DANCE CENTER

### Start-Up Costs

#### INCOME

##### Contributed

Government	\$20,000
Foundations	\$45,000
Individuals	\$60,000
Total Contributed	<u>\$125,000</u>

Financing	\$50,000
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**TOTAL INCOME** **\$175,000**

#### EXPENSES

##### Equipment & Materials

Sprung floor w/marley	\$10,000
Sprung floor w/hard wood	\$10,000
Moveable risers, modular system	\$20,000
Black-out curtains (\$1,500/window)	\$12,000
Stage curtains	\$3,500
Light instruments (50)	\$25,000
Cable	\$5,000
Light board	\$3,000
Sound system	\$2,000
Piano, other instruments	\$4,500
Other (outlets, pipes, etc.)	\$10,000
Furniture	\$5,000
Office Supplies	\$2,000
Total Equipment & Materials	<u>\$112,000</u>

##### Remodeling

Architectural Fees	\$10,000 includes pro bono work
Licenses and permits	\$5,000
Contractor @ 8%	\$2,400
Labor	\$5,000
Electrical	\$10,000
Carpeting	\$10,000
Painting	\$5,000
Cleaning Fees	\$2,000

## LAFAYETTE CITY DANCE CENTER

Contingency/cash reserve	\$4,000
Total Remodeling	<u>\$53,400</u>

Marketing & Publicity	
Publicist	\$2,000
Printing (flyers, posters, postcards etc.)	\$7,000
Distribution	\$500
Total Marketing & Publicity	<u>\$9,500</u>

<b>TOTAL EXPENSES</b>	<b>\$174,900</b>
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## LAFAYETTE CITY DANCE CENTER

### Yearly Operating Budget

#### INCOME

Earned	#	Rate	Frequency	Total
Ticket Sales	2 shows/yr	\$10 tx*100 p.	4 shows*4 wks	\$32,000
Concessions	2 shows/yr	\$50/night	4 shows*4 wks	\$1,600
Tuition				
Drop-in Classes	50 students	\$9 avg/class	50 classes/yr	\$22,500
Children's Program (2-7)	100 students	\$16 avg/class	30 wks/yr	\$48,000
Youth Program (8-12)	100 students	\$150 avg/mo	30 wks/yr	\$180,000
Teen Program (13-18)	100 students	\$200 avg/mo	30 wks/yr	\$240,000
Total Tuition				\$490,500
Space Rental				
Theater	5 renters	\$1000 avg/day	20 days/yr	\$100,000
Studio Theater	10 renters	\$20 avg/hr	100 hrs/yr	\$20,000
Wood Studio	10 renters	\$10 avg/hr	100 hrs/yr	\$10,000
Total Space Rental				\$130,000
Events	2 renters	\$1100/day	2 x yr	\$4,400
Total Earned				\$658,500
Contributed				
Government				\$50,000
Foundations				\$150,000
Donors				\$80,000
Board				\$60,000
Total Contributed				\$340,000
<b>TOTAL INCOME</b>				<b>\$998,500</b>

#### EXPENSES

Personnel	
Development/Inst'l Giving	\$60,000
Business Manager	\$45,000
Marketing	\$45,000
Front Desk Staff	\$45,000
Artistic Director	\$75,000
Executive Director	\$70,000
School Registrar	\$50,000
Teachers	\$120,000
Accompanists	\$40,000
Total Personnel	\$550,000
Fringe Benefits (Health, Worker's Comp)	\$66,000
Contractors	
Production Manager	\$20,000
Legal	\$5,000

## LAFAYETTE CITY DANCE CENTER

Accounting	\$8,000
Publicist	\$24,000
Graphic Artist	\$20,000
Total Contractors	<u>\$77,000</u>
General Operating	
Bank Fees	\$6,000
Rent	\$120,000
Utilities	\$20,000
Phones, internet etc.	\$20,000
Janitorial	\$15,000
Office supplies	\$9,500
Postage & printing	\$10,000
Cash reserve	\$100,000
Contingency	\$5,000
Total General Operating	\$305,500
<b>TOTAL EXPENSES</b>	<b>\$998,500</b>