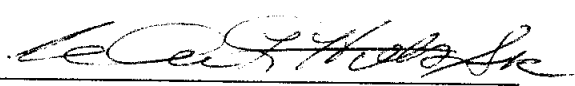


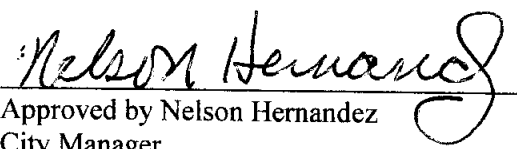


City of Carson Report to Mayor and City Council

July 1, 2014
New Business Discussion

SUBJECT: CONSIDER PROVIDING FINANCIAL SUPPORT TO THE APOLLO WEST CARSON PLAYERS FOR THE 2014/15 THEATER ARTS SEASON


Submitted by Cedric L. Hicks, Sr.
Director of Community Services


Approved by Nelson Hernandez
City Manager

I. SUMMARY

This item is on the agenda at the request of Mayor Dear. The City Council is asked to consider supporting a Theater Arts program provided by Marvin Clayton, Executive Director for the Apollo West Carson Players. The request is for financial support in the amount of \$41,200 for the 2014/15 fiscal year. Tonight, Council is being asked to considering funding the Apollo West Carson Players.

II. RECOMMENDATION

DISCUSS and PROVIDE direction along with information related in BACKGROUND, paragraph #3.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

Historically, the Fine Arts and Historical Commission, now known as the Cultural Arts Commission, advised the City Council on providing funding to Fine Arts contractors. In the past, interested contractors would present a proposal to the Commission, and that commission would decide as a body which contractors should receive funding, and in what amount. The Commission would present their suggestions via staff report to the City Council, and the Council decided which contractors were funded, and at what level.

Funding for Fine Arts contractors was discontinued in FY 2010/11, when there was a \$9 million shortfall in revenue. The Apollo West Carson Players received \$25,000 for FY 2009/10, the most recent year of Fine Arts funding. In addition, 13 other contractors received funding that fiscal year for a total of \$190,263.

The Cultural Arts Commission selection process would be a good mechanism to reinstate for programs and activities such as this for the Arts. It would be suggestive to investigate this process and to vet its viability during the 2014/2015 budget process. The funding level would also need to be evaluated to identify the number of contacts that could be awarded.

July 1, 2014

As Mr. Clayton stated, the Fine Arts contractors were told in May of 2010 that they would be welcome to apply for funding again should the opportunity present itself. To date the Cultural Arts Commission, Fine Art Contracts have not been reinstated. Tonight, Council is being asked to considering funding the Apollo West Carson Players in the amount of \$41,200 for the 2014/15 fiscal year.

V. FISCAL IMPACT

The funding of the Apollo West Carson Player in the amount of \$41,200 from the general fund

VI. EXHIBITS

1. Proposal from Marvin Clayton, Executive Director of the Apollo West Carson Players. (pgs. 3-14)

Prepared by: Dani Cook, Seniors Services Coordinator

Document2

TO: Rev05-13-2014

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Public Works
Community Development	Community Services

Action taken by City Council

Date _____ Action _____

Apollo West Carson Players
426 W. Carson St. Suite #6
Carson, Ca. 90745

April 11, 2014

To the Honorable Mayor Jim Dear
City of Carson
701 E. Carson Street
Carson ca. 90745
Jacquelyn Acosta, Acting City Manager
City of Carson
701 E. Carson Street
Carson ca. 90745

Dear Honorable Mayor Jim Dear and Ms. Acosta,

On behalf of the Apollo West Carson Players and Drama Workshop, I am submitting a proposal to Mayor Jim Dear and to the Carson City Council's consideration to provide financial support for the Apollo West Carson Players 2014/2015 theatre arts season. The Apollo West Carson Players has been a part of the City of Carsons theatre arts programs for the past 40 years and has successfully trained hundreds of children through out the Carson community. Due to the financial situation that the City of Carson has found itself in for the past 10 years, the city has been unable to fund arts programs for Apollo West and other arts programs within the City of Carson.

We have recently become aware that the City of Carson has funded other arts programs at this time so we are asking the Mayor and the Carson City Council to consider funding the Apollo West Carson Players for the performing arts work that we have continued to do even though there were no funds from the city's general fund to fund these performing arts programs. We were told that once the city was in a position financially to re-fund arts programs for the city, that we would be one of the groups that would be considered.

We have laid out a structured theatre arts and educational program that would benefit all children and adults in the City of Carson that show interest in the learning performing arts from the technical part to the educational part of theatre.

We would be highly honored if you would consider our program for funding for the City's fiscal year 2014/2015. We also have a proposal in for the Community Development Block Grant program that we has been funded for the past ten years. This grant is differs from our performing arts proposal; this grant funded the Apollo West Carson Players for it's job training program and none of the funds funded for the Community Development Block Grant can be used for any of our fine arts programs. We would like for the Mayor and the City Council to understand that the Community Development Block Grant and the performing arts grant that we are proposing are two different projects and that money can not be co-mingled. Therefore we are asking for monies for Community Development Block Grant program and consideration for our performing arts proposal program. We are submitting an itemized budget for our performing arts program of \$41,200.



We have previously submitted a budget and proposal for our Community Development Block Grant program that has previously been reviewed by staff and the City Council.

Thank you very much for your consideration and understanding.

Marvin Clayton

Marvin Clayton, Executive Director



**APOLLO WEST CARSON PLAYERS, INC.
REVISED PROPOSED BUDGET
FOR THE FISCAL YEAR
JULY 2014-2015**

OPERATING EXPENSES:

FACILITY WORKSHOP RENTAL 426 W. Carson St.....	\$10,000
GAS/TRANSPORTATION.....	\$1,500
OFFICE SUPPLIES.....	\$1,000
WORKSHOP SUPPLIES.....	\$1,500
COSTUME RENTAL.....	\$1,000
ROYALTIES FOR MUSIC.....	\$800
ROYALTIES FOR SCRIPT.....	\$1,200
INSURANCE.....	\$2,500
ACCOUNT BOOKKEEPING.....	\$1,500
PRINTING.....	\$2,000
UTILITIES (OFFICE PHONE & SOUTHERN CALIFORNIA EDISON).....	\$2,000
STORAGE FACULTY FOR PROGRAM OPERATING EQUIPMENT RENTALS.....	\$1,200
TOTAL.....	\$27,200

ADMINISTRATION:

DIRECTOR/PRODUCER.....	\$6,000
ASSISTANT TO THE DIRECTOR.....	\$1,500
MUSICAL DIRECTOR/CONSULTANT.....	\$2,000
PRODUCTION ASSISTANT/CONSULTANT.....	\$1,500
SOUND TECHNICIAN/CONSULTANT.....	\$1,500
CLIGHTING TECHNICIAN/CONSULTANT.....	\$1,500
TOTAL.....	\$14,000
GRAND TOTAL.....	\$41,200



Apollo West Carson Players Board of Directors Biographies

Belva Johnson, Chairperson	- Served on the Board of Directors for ten years, previously acting as secretary. - Received her Professional Manager Certification and operates her own business as a relationship counselor and wedding officiate. - In 1999, she organized and operated a Drama Workshop for the City of Palmdale, providing singing acting and dancing lessons to community residents. - Instructor of self-esteem, interviewing skills, poise, charm and attitude workshops.
Hanan Najee Ylah, Secretary	- She is a labor union auditor. - She is a licensed real estate agent and Notary Public - For the past four years she performed numerous accounting tasks for the Apollo West.
Cynthia Ashford, Treasurer	- She has served on the Board of Directors for Fourteen years. - She's an Accounting Executive for Harbor General Hospital. - She brings accounting, as well as, a wealth of other experience to the company. - She coordinates all company ticket operations and sales.
Darryl Blaylock, Board Member	- He has served on the board of Directors for four and half years. - He is an architectural engineer. - He assists with the computer website design, technical audio-visual instruction in workshops and sharing vendor and supplier contacts with the company.
Clover Jean Good, Board Member	- She has been serving on the Board of Directors for the thirteen years. - While attending high school she participated in the Apollo West Workshop Program. - She graduated, then achieved her A.A. Degree, now a Port of Long Beach employee. - She recruits youth participants to the training workshop programs.
Quinzy Hill, Board Member	- He has served on the Board of Directors for eighteen years. - He is a retired restaurant owner and independent businessman. - He develops business and community relations networking fundraising activities through corporate contributions
Clifford Pruitt, Board Member	- Graduate of UCLA and a participant of the Apollo West Youth Programs. - Played four Final NCAA Basketball Tournaments, toured Europe as a basketball professional. - Taught High School Math and Science. - Consultant for the music and beverage industry. - Makes guest lecture appearance in workshops giving uplifting insights on available opportunities and how to forge ahead on the road to success.



Apollo West Carson Theatre and Drama Workshop
426 West Carson St.
Carson, Ca. 90745

Organizational Summary

The Apollo West Theatre and Drama Workshop is a non-profit theatrical and technical training organization based in Carson California. The organization was founded in 1974 as a community based training program that specializes in the technical and production aspects of theatre and music. The Apollo West Theatre and Drama Workshop provides educational, vocational and theatrical training workshops to local "at-risk" youth and other local residents. At the conclusion of the workshops, the participants are given "hands on" skills training through the actual production of a live theatrical play or musical. Throughout its 40 year history, Apollo West has served the Carson and surrounding communities in a continual fashion through its training and entertainment programs, and has served as a springboard for many "at risk" youth that have passed through its programs to success as responsible adults.

The participants in Apollo West training programs have produced a variety of annual productions recently due to budget constraints, but prior to budget cuts, Apollo West was acknowledged for its theatrical productions, including the award winning "Don't Bother Me, I Can't Cope," as well as an original production, "Cinderella Brown". Other productions include the "Dr. Martin Luther King Tribute," and the, "Create a Beloved Community," show in Long Beach. Another popular show, "The Me Nobody Knows Production," will be the focus of our Summer Workshop.

Apollo West's founder and director, Marvin Clayton, won the honored "Proven Achiever's" Award in 1998, which is given to proven black community leaders and volunteers. He also served a two-year term as the President of the Carson-Torrance NAACP, and has been recognized numerous times by the City of Carson. Mr. Clayton's steadfast dedication to his community has helped to contribute to Carson being recognized in the entertainment industry. Under the Tutelage of Apollo West Carson Players, such names as Brandy, known for her hit collaboration with Monica on "The Boy is Mine" and her song "Sittin' Up In My Room" off the popular soundtrack "Waiting To Exhale." Tony Cox, an ABC newscaster and radio show host wrote plays for the Apollo West Carson players and was responsible for getting the program off the ground. Other of our graduates went on to perform in Las Vegas.

Mr. Claytons' dedicated presence in the community has continued to this day, and although his funding was cut in 2009, he has found a way to continue and inspire not only "at-risk" youth to greatness, but also the entire City of Carson to remember, to be proud, and to brave enough to follow their dreams.



Mission Statement

Apollo West's core mission is to improve the lives of the "at-risk" youth that pass through its programs. Apollo West's educational, vocational, and theatrical training is intended to:

- (a). Allow "at-risk" youths to prosper and grow in a safe, educational environment
- (b). Allow local residents to participate and learn
- (c). Allow elderly participants an opportunity for continued vocation and activity
- (d). Forge a close bond between all age groups, so that the "at-risk" youth develop role models.

Activities

All of the Apollo West programs and events will involve training and instruction for the participants, so that each activity gives true value to the community. Training Workshops will offer concentrated levels of classroom and one-on-one training, while the theatrical productions will offer "real world" on the job training for its participants and volunteers

Apollo West will be involved with nine (9) major projects during the 2014/2015 year:

- (1) Spring Workshop
- (2) Juneteenth
- (3) 4th of July Celebration
- (4) Summer Workshop
- (5) Annual Fundraiser
- (6) Fall Workshop
- (7) Christmas Show
- (8) Martin Luther King Jr. Tribute
- (9) Black History Production

Spring Workshop

Participants will be learning the meaning of why African American people celebrate Juneteenth. There will be monologues by children to educate them and the public on the meaning and purpose of Juneteenth, entertainment with a heavy gospel flavor of singing and dance interpretations of how slaves were treated during the slavery era. Participants will also be rehearsing for the 4th of July Celebration, where they will present a patriotic medley at the city wide event.

Juneteenth

The Juneteenth celebration will be conducted at the Southbay Pavilion/Carson Mall to illustrate to the Carson Community and surrounding areas of why we celebrate



Juneteenth and to reflect the educational purpose of why all children no regardless of ethnicity should know about the history of Juneteenth.

City of Carson Mayor Jim Dear 4th of July Celebration

On this day we join with the City of Carson to celebrate our independence as a nation. A patriotic medley will be sung by the Apollo West Carson Players along with their original song, "Carson is a rainbow" to serve as an impetus for local patriotism as well as country pride. Other songs will be sung by the group as well that will add to the festivities of this city wide celebration.

Summer Workshop

The summer workshop will teach our participants how to participate in an actual Broadway production. The Broadway production to be developed produced, and performed is the award winning production of "The Me Nobody Knows". This production has the participation of children and adults illustrating that regardless of ethnicity, we have the same problems and that we all need to work in unison to less the problems of the world.

Annual Fundraiser

Our Annual fundraiser will be the production itself of "The Me Nobody Knows" and will be performed at a date to be determined in Carson at the community center or, funds permitting, Cal State Dominguez.

Fall Workshop

During our fall workshop our participants would be participating in our education theatre arts training workshop for our annual Christmas Production and our annual Martin Luther King Celebration Production.

Christmas Production

A Group of kids has been given as assignment during Christmas time to bring "Current Event" stories to class. Unfortunately, much of the TV, newspaper and Internet news they find is negative and violent. They decide to become like a "Good News Team" and find more positive news and relate it to well-known Christmas songs.

In the process of looking for positive, re-enforcement, the kids also have to deal with the real world they live in, which is composed of drive by shooting, car jacking, as well as, Pokeman mania and other events.

The 9-11 disaster and the Columbine shootings really affected them, because it involves kids their age. However, they find comfort, hope and optimism in the lyrics of songs like, *Silent Night* and *Carson is a Rainbow*. Children can see the silver lining and the rainbow at the end of the storm. They give hope to adults and youth. The Christmas season gives everyone the opportunity to look at their world and try to join together to make it a better world.



The Apollo West Urban Schools Program was initially developed to serve the after-school needs of middle school and high school students from inner-city areas. The goal of the program is to give students the opportunity to increase skills, perform original work, and develop leadership and social skills in a racially-harmonious and safe environment. The after-school workshops at the Carson Community Center and the Apollo West Studio offer opportunities for youth to build positive self concepts and self-esteem, learn to work collaboratively in group setting, and increase poise and self-confidence through a disciplined curriculum which offers acting, singing, dance, public speaking, technical stage operations, production and auditioning skills in a nurturing and safe environment. The program provides participants exposure to professionals employed in the arts and entertainment industry such as Kalila Ali (Muhammed Ali's Second Wife), Tod Davis (General Hospital), and DL Hughley. These individuals become positive role models and offer a personal network of resources to help students develop future options, recognize their inner talents, and rise above their daily obstacles and distractions.



Dr. Martin Luther King Tribute

Fall workshop culmination ends in the live production of our Dr. Martin Luther King Day. Participants will be learning what Dr. Martin Luther King did in his lifetime to promote civil rights in the United States of America and how powerful his "I have a Dream" speech was to millions of people from children through senior citizens. There will be entertainment from local choirs, dance companies and speakers imparting the great things Dr. Martin Luther King Jr. accomplished.

Black History Production

A Black History Experience 2015 is a travel aboard Bwana's slave ship to the silent sounds of thousands of marching on the underground road to freedom. Waiting at the end of the road was Mr. Overseer's plantation to be plowed and cotton to be picked. Revolution! Black men will ask the age-old question, "Why?" The American Constitution states that, "All men shall be free." While every moment is a constant struggle to live by "White" rules.

The musical revolution will drift down memory lane to the *Jazz* and *Blues* era. *Rock n' Roll* will erupt into *Hard Rock*. *Rappin'* into 2015, with the hope of a better tomorrow.

In short, *A Black History Experience 2015* musically travels from social struggles of the past through the current struggles of today.

"At-Risk Youth": Apollo's Main Target

Apollo West is targeting primarily young people who can be categorized as "at-risk" youth. Apollo West will attract and recruit "at-risk" young people to participate in its training and productions. The "at-risk" youth of Carson will get a needed boost of free education, vocational training, and actual hands on production work. The young participants will achieve several benefits from Apollo West:

1. Job skills: Technical, theatrical and production skills that they can take forward with them as they grow to assimilate into the work force
2. Increased knowledge and skills in reading, writing, language and music
3. Public speaking and oration skills
4. Task management and process implementation skills
5. Increased self confidence and pose
6. Teamwork ability enhancements
7. Increased sense of self worth



Proposed Project Timeline

The Proposed Apollo West project titled "Educational Workshops" will provide theatre arts programming and instruction, and Technical Training Workshops held at the Carson Community Center.

The comprehensive program will provide:

- Wednesdays after-school and Saturday workshops and training sessions in the performing arts and media arts for youth and adults at the Apollo West Studio located at 426 W. Carson St. Carson Ca. 90745, and the Carson Community Center 801 East Carson St. Carson Ca. 90745
- Culminating performances at a theatre to be determined, June 2014-2015
- Audience development and outreach (on-going)

The Apollo West will offer performing arts workshops and training session in technical stage management and direction, acting techniques and improvisational theatre, the fundamentals of acting, singing, and stage movement, dance, theatre skills and discipline. Technical theatre workshops will include on stage performances in this multi-cultural production. This original production will use music and drama to move the audience through time, and will end with a musical finale presented in a spiritual and gospel flair, featuring people in search of a dream. The greater Carson/ Los Angeles/ Long Beach community will be invited to attend this production. Tickets will be sold at a family rate for senior citizens and students. The performance will be advertised through radio, Cable T.V. posters and flyers and through public service announcements.

Workshop participants and audiences from the Program will be invited to continue with the workshops to be offered from July through February 2015, and to the Apollo West production of "The Me Nobody Knows" which is scheduled to be performed in September 2014 as part of their "year 2014" season.

Project Need

The Apollo West Carson Players, originally developed in 1974, grew out of a need and awareness that limited or no opportunities existed in the community for no-cost or low cost community-based arts activities. Executives Director Marvin Clayton began his initial work 40 years ago at Victoria Regional Park with no funding after Councilman Gilbert Smith (one of the founders of the city of Carson) approached Mr. Clayton and



asked him personally to switch his focus from sports, to the arts. With a vision to bring arts and culture to the community, Mr. Clayton found that many children, youth, and adults were interested in music, dance, theatre and acting, but had no community-based options available to them. Today, Apollo West has become a full-service organization, remaining true to its original mission to provide affordable access to arts by bringing programming and training to students, families, and seniors from diverse economic, social, and ethnic communities. Apollo West's performances have remained an ongoing part of Carson and the greater Los Angeles and Long Beach regions, with performances often personally requested by city officials such as the Mayor of Carson City. Apollo West has made a concerted effort throughout its history to promote artistic accessibility by providing programming at both local, regional, and professional venues.

Targeted Project Audience

The target audiences for the Apollo West Carson Players' workshops and productions have included representation from the primary ethnic groups residing in the city of Carson. The ethnic breakdown for the workshop has been: 40% Hispanic, 40% African-American, 15% Filipino/Samoan, and 5% Caucasian and other. The audiences for the Apollo West performances include residents from Carson and the greater Long Beach/Los Angeles community. The demographics of the audiences attending the company's productions, community festivals and celebrations, and special events reflect the ethnic diversity of the region which is 25% Hispanic, 40% African-American, 25% Caucasian, and 15% Filipino / Samoan.

Collaborative Partnerships

Apollo West has developed and maintained collaborative partnership with schools (K-9), churches, senior centers, and community-based organizations from the greater Long Beach/ Los Angeles region. Apollo West has an on-going partnership with the City of Carson, programming at the Carson Community Center. Apollo West has developed on-going partnership with local business and corporations (Tersoro, Target, California State University Dominguez Hills, Shell, Edison Conoco Phillips and the City of Carson) to support the organization and provide community outreach services. In 1998, Apollo West Executive Director, Marvin Clayton, was asked to assist Southern California Edison with its Fairness for Small Business (FSB) program. Mr. Clayton appeared on an SCE video which was distributed in the community.

Evaluation

Apollo West workshop participants are evaluated individually by a team consisting of a family member, art instructor, and a classroom teacher or school administrator (If available). Evaluations are based on attendance, participation, demonstrations of competency in the skills studied, and the ability to work in groups and complete the final culmination project. Community participation for all Apollo West performances is assessed by the number and demographics of the audience members at the productions. Apollo West request and receives voluntary testimonials following each production.

Marvin Clayton encourages the audiences to write or call the Apollo West Carson Players and provide feedback on each production.

Additional Project Support

Apollo West receives annual monetary support from a diverse pool of funding sources including, a US-FGCD Block grant, corporate and foundation grants fundraising events, promotional sales, tickets revenue, and in-kind contributions, not to mention Mr. Clayton himself often pays out of pocket for certain expenses. The City of Carson also grants Apollo West space at the Carson Community Center for its rehearsals and other organizational meetings. These funding sources have provided Apollo West the needed support to sustain the organization throughout its 40 year history.

