

**TREASURE VALLEY CHILDREN'S THEATER  
MERIDIAN ARTS COMMISSION GRANT PROPOSAL  
YOUTH PERFORMING ARTS PROJECTS**

**ORGANIZATIONAL INFORMATION:**

**NAME:** Treasure Valley Children's Theater

**ADDRESS:**

Physical: 440 W. Pennwood St. #100, Meridian, ID, 83642

Mailing: PO Box 9144, Boise, ID, 83707

**PHONE:** (208)-287-8828

**EMAIL:** michele@treasurevalleychildrenstheater.com

**WEBSITE:** www.treasurevalleychildrenstheater.com

**MISSION STATEMENT:** Through the transformative power of the arts and our core values, Treasure Valley Children's Theater empowers youth to realize their full potential and use the confidence gained and skills learned to change the world.

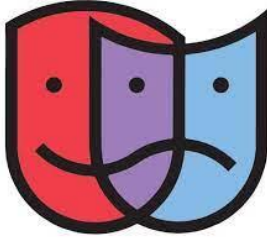
**ORGANIZATIONAL HISTORY AND PREVIOUS WORK IN THEATER ARTS:**

Since 2012, Treasure Valley Children's Theater (TVCT) has harnessed the transformative power of the arts coupled with our core values, to empower youth to realize their full potential and use the confidence gained and skills learned to change the world. Our core values of Respect, Courage, Enthusiasm, Excellence, and Commitment equip students with the practiced qualities that will aid in their future. We serve the greater Treasure Valley community in a two pronged approach: 1) by providing arts education to youth in Boise, Meridian, and Eagle, and 2) by providing free or low-cost access to arts experiences throughout the community with our performance companies. Our work provides area youth with the skills needed to excel at our core values and strengthens real-world skills like critical thinking, empathy, and creativity. Since our founding, we have fulfilled our mission by offering leadership-through-performing arts training, professional adult performances, and theater education, and collaborated with dozens of community partners to bring professional quality arts experiences to the Treasure Valley.

Each year we serve the Treasure Valley community by offering theater education in the form of camps and classes as well as an educational tour of professional adult actors and youth performance opportunities. In 2023, we produced:

- Seven low-cost public performances at our Pennwood location of *Puffs* featuring area youth (est. 700 audience members)
- Two free public performances at JUMP Boise and Kleiner Park Amphitheater of *The Grunch: A New Children's Musical* featuring area youth (Est. 600 audience members)

*With support from the Meridian Arts Commission!*



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- A summer full of performances throughout Meridian of our summer literacy tour, Jesse the Theater Kid featuring our professional performing company members
- Three “pay what you want” performances of *Newsies, Jr.* for the Boise and Meridian communities at Settler’s Park and JUMP, Boise (estimated 850 audience members)

We also began pre-production and generated funding streams for our new 2024 educational tour, *Where in the Capitol is Ida?*, a new annual educational tour model for Idaho fourth graders featuring local playwright Noah Moody’s adaptation of Lori Otter’s book of the same name.

Additionally, in 2023, we offered:

- 90 Education-based programs offers in 13 valley locations with 904 registrations processed

**PROJECT INFORMATION:**

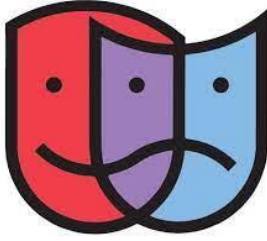
**PROJECT NARRATIVE:**

Treasure Valley Children’s Theater seeks \$3,500 from the Meridian Arts Commission to support production costs associated with our summer youth performance program, *Imagine a Dragon*- a new children’s musical by BeatbyBeat press- and to subsidize registration costs for families.

As with last year’s hugely successful *The Grunch*, *Imagine a Dragon* will follow our signature performance program model to involve youth from the Meridian community in the rehearsal and production of a full-length, family-friendly theater show:

*“The dragon is back in town! Well... not really. That’s the story a ragtag band of innkeepers makes up, desperate to draw questing heroes to the struggling Dancing Dragon Inn. Soon the inn is full of unexpected guests, from an army of princesses out to prove their bravery, to a group of overwhelmed heroes trying to hold onto their fame. But what happens if they all discover the innkeepers’ dragon story is made up? Could there be more than one way to save the day? An epic folk-rock score brings magic to this funny, heartfelt fantasy musical.”*  
 (BBBpress.com)

This musical is just one part of our 2024 performance season, “A Place to Call Home.” As TVCT undertakes an exciting move to a new headquarters space, our youth performance season reflects themes of home, belonging, and community.



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Youth of all abilities and experience will have the opportunity to register for *Imagine a Dragon* in spring of 2024. This registration style program gives young artists with some class experience who have not participated in a full-length show the involvement of working with other young artists who have performed in shows. This model works well to assuage fears related to auditioning in order to gain access to participation by instead including everyone who registers. It also gives leadership opportunities to other young artists to be examples and mentors. The over 20 youth who are cast will learn leadership and performance skills- and will practice teamwork, empathy, and our five core values of courage, commitment, enthusiasm, excellence, and respect- over the course of a two week rehearsal period in downtown Meridian.

At the end of the rehearsal period, two performances will be presented on June 23, 6pm at Jump Boise and June 24, 2pm (dates to be confirmed) at the Kleiner Park Amphitheater at no charge to the public. One of these performances will be ASL interpreted.

**SUPPORT NEEDS:**

In order to make our performance programs sustainable, we typically charge around \$500 for materials fees. However, with MAC's financial assistance, we can use grant funds to subsidize this and reduce youth participation fees to \$250 (with potential for cast members to find sponsors to reduce fees even further), making the program even more accessible to more families. MAC's support would also alleviate pressure on our limited scholarship funds - while we do charge fees to participate, no child is ever turned away for inability to pay.

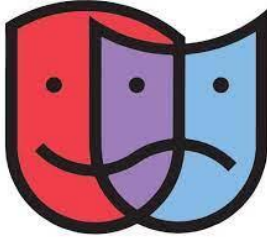
Additionally, by not charging for tickets, we lose an average revenue of \$5,000-\$6,000. Sponsor and community support helps cover some of this shortfall, but not all. MAC's financial support would not only help us subsidize costs for youth participants but also support the production and operational costs we undertake as an organization.

**BENEFITS TO MERIDIAN RESIDENTS AND YOUTH:**

Theater as an art form and as a tool for education provides youth with critical skills needed to improve academic performance, emotional intelligence, and community engagement.

"According to our analysis, among neighborhoods in the lowest 40 percent of the income distribution, (compared to those with few cultural assets) those with many cultural assets enjoy:

- 14 percent reduction in indicated investigations of child abuse and neglect
- 5 percent reduction in obesity
- 18 percent increase in kids scoring in the top stratum on English Language Arts and Math exams, and
- 18 percent reduction in the serious crime rate."



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*University of Pennsylvania Social Impact of the Arts Project, 2017, pp. 1–4, Culture and Social Wellbeing in New York City: Highlights of a Two-Year Research Project.*

Even for audience members, the impact that witnessing a professional theater production can have on young people's development cannot be overstated. A University of Arkansas study showed that "...students can benefit from school field trips to see live theater. The effects are

most robust with respect to measures of Tolerance and Content Knowledge... students experience an increase in Tolerance as well as greater understanding of the plot and vocabulary of stories if they see live theater" (*Green et al., 2017, The Play's the Thing: Experimentally Examining the Social and Cognitive Effects of School Field Trips to Live Theater Performances. University of Arkansas*).

Recent research has highlighted the need for arts education as a key component needed to develop young peoples' emotional resilience. Both anecdotal and empirical evidence has highlighted that students who engage with the arts develop increased empathy, tolerance, and other skills critical to emotional development.

**TARGET AUDIENCE AND MARKETING:**

Our target audience is Meridian (and other Treasure Valley-area) youth between the ages of 8-18, as well as their families and other Meridian community members. We serve youth who are engaged in learning through our performance programs, and we serve audience members of all ages through our free performances that benefit the community.

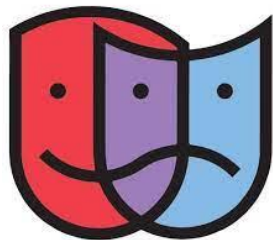
Our marketing strategies, developed through 10 years of testing and evaluation, rely upon audience targeting, ideally to families of children ages 4-18 living in the Boise, Meridian, Eagle and Nampa areas. Some of our specific strategies include:

Social media- posting on Facebook, Instagram, and LinkedIn, has proven to be effective in introducing us to new email subscribers but is frequently viewed as an awareness-building tool.

Email list- our email newsletters are currently distributed to over 5,000 subscribers with a 30% open rate. We also distribute a Donor Quarterly newsletter with organization updates to all of our financial supporters.

Print flyers and posters are distributed to cast members and spread throughout the community.

Word-of-mouth through participants and partners. We do a lot of outreach to the community through the local Chambers of Commerce, Business Associations, Civic Associations, and



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existing community partners to spread the word about who we are and what we do. We also have existing partnerships with most surrounding school districts, who tend to engage in our after school programming and help spread the word about our services.

**EST. NUMBER OF PARTICIPANTS/AUDIENCE:**

In order to ensure financial accessibility of the show to community members, we will not be selling tickets for this show and won't have precise audience counts. However, based on estimates from last year's *The Grunch*, we anticipate a total audience of approximately 200-300 people per show. Over 20 youth will be cast in the show and volunteer technical opportunities will be available for around 5 more.

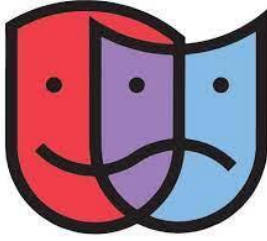
**RECOGNITION OF MAC'S CONTRIBUTION:**

If our request is granted, we are happy to publicly recognize the Meridian Arts Commission's contribution and its significance in helping us fund this performance program and bring theater to Meridian families. At this level of support, we are prepared to offer MAC the following benefits:

- Inclusion of the Meridian Arts Commission's name in marketing materials
- Full page ad in performance program
- Verbal mention of Meridian Arts Commission in curtain speech before both performances
- Opportunity to have a booth at performances and distribute information to community
- 3+ social media posts on Facebook, Instagram, and LinkedIn with link to MAC's website or social media page
- An inclusion in our monthly e-newsletter (sent to over 5,000 subscribers)

**PROJECT BUDGET:**

EXPENSE	QTY	COST	TOTAL
Admin Expense	1		\$1,196.00
Rehearsal Space Rental	45	\$25	\$1,125.00
Royalties	2	\$231	\$462.00
Scripts	28	\$1	\$14.00
Casting Materials/Supplies	26	\$5	\$130.00
Director	60	\$25	\$1,500.00
Stage Manager	60	\$9	\$540.00
Music Director/Choreographer	40	\$25	\$1,000.00
Sound and Production Support	20	\$15	\$400.00



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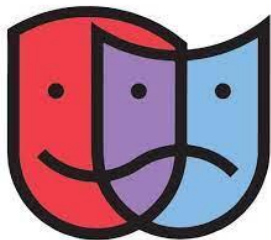
Set Design	10	\$15	\$150.00
ASL Interpreters	2	\$300	\$600.00
Costumes	26	\$10	\$260.00
Props	1	\$100	\$100.00
Set Build/Supplies	1	\$200	\$200.00
Facility Use fees	1	\$318	\$318.00
Concessions Expense	1	\$145	\$145.00
Cast/Crew T-Shirts	30		\$237.00
Photographer	1	\$150	\$0.00
Social Media Marketing	1	\$15	\$15.00
Poster/Flyers		\$1	\$97.00
Programs	100	\$2	\$200.00
Misc. Expense	1	\$100	\$100.00

**TOTAL MAX PROJECT BUDGET: \$8,789**

<b>INCOME</b>	<b>QTY</b>	<b>COST</b>	<b>TOTAL</b>
Materials Fees (offset by MAC grant)	24	\$250	\$6,000.00
MAC Grant ( <i>projected</i> )	1	\$3,500	\$3,500.00
Show Title Sponsor- TBC	1	\$2,000	\$2,000.00
MATCH Donors- TBC	1	\$500	\$500.00
Donations from Audience ( <i>projected, per show</i> )	3	\$200	\$600.00
Concessions / Merchandise ( <i>projected</i> )	3	\$100	\$300.00

**TOTAL PROJECTED REVENUE: \$12,900**

**PROPOSED PROJECT TIMELINE:**



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**PRE-PRODUCTION:**

JAN. 2023	Secure royalties	Completed
FEB. 2023	Secure title sponsor Secure match donors	In process
MARCH 2023	Secure rehearsal space (Meridian Masonic Hall) Secure performance space (Kleiner Park Amphitheatre, JUMP Boise) Confirm production team	Completed  In process
APRIL 2023	Extend technical team contracts Production meetings begin Program registration opens	Not yet begun

**PRODUCTION:**

MAY 2023:	Finalize and initiate performance marketing plan	Not yet begun
EST. JUNE 10- JUNE 23, 2023:	Rehearsals begin - Parent meeting June 10, 2023 - Rehearsals run Monday-Saturday at Meridian Masonic Lodge	Not yet begun
JUNE 23-JUNE 24	Shows	N/A

**RESUMES/BIOS OF KEY STAFF AND VOLUNTEERS:**

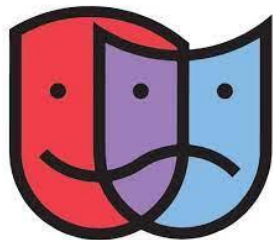
*The creative team for this project is still TBC, but we are happy to share bios and information for them with MAC once secured.*

Allison Terenzio- Moody  
 Executive Director

<https://www.linkedin.com/in/allison-terenzio-6446085/>

Allison received her early theater training at Youth Theater Northwest. Along with acting, Allison studied oboe and English horn and was a member of the Seattle Youth Symphony Orchestra. She received her B.A. in English and Creative Writing from Seattle University, where she focused her studies on Children's Literature, Playwriting, and Shakespearean Performance.





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Allison went on to study at New York University and received her Master's in Education. While living in Manhattan, her passion for teaching through the arts and multiculturalism was born. She teaches that theater can be used as a bridge to connect diverse groups of young people from different ethnicities, ages, and genders. Allison believes that theater education and exposure can motivate, engage and enlighten youth towards becoming leaders of our community.

Aubrey Schultz

<https://www.linkedin.com/in/aubrey-schultz-5376b3238/>

*Marketing and Communications Coordinator, Teaching Artist*

Aubrey has been in love with the performing arts for as long as she can remember. She grew up singing, dancing, and acting both on and off stage, but it was the inspiring atmosphere of arts education that led her to pursue a degree in musical theatre. In 2019, she graduated with her Bachelor of Fine Arts in Musical Theatre from Central Washington University. While in school, the most profound things she learned came from teachers who were not only passionate about the content they taught, but about the art of teaching itself. This inspired her to pursue a Master of Arts in Teaching degree from Idaho State University. Aubrey enjoys theatre in all its forms, whether she's teaching, performing on stage, watching from the audience, or blasting show tunes in the car. Aubrey believes that theatre teaches crucial life skills and offers a place for children to develop empathy for others, express themselves, and grow in their confidence.

Adriana Bouiss

<https://www.linkedin.com/in/adriana-bouiss-b8896047/>

*Education Coordinator*

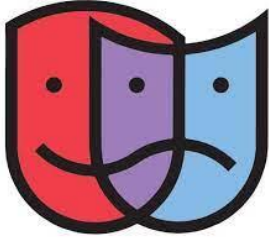
Adriana considers herself a type – A creative. She thrives in environments of structure and organization but only when matched with fresh creative processes. Raised in the Wood River Valley, she later went on to receive her bachelor's degree in theatre arts and Leadership from Virginia Tech in 2011 and has since had a wide range of jobs; including ministry, fine dining, event planning and administrative work. She's thrilled to be serving TVCT to see many students of The Valley have the opportunity to engage their inner creative!

Cora Buttars

*Administrative Assistant, Teaching Artist*

Cora Buttars started her acting career with TVCT's very first production of Schoolhouse Rock Live, Jr. in 2013. From there she was in her high school production of Guys and Dolls, part of the adult theater company that put on Voyage of the Forgotten, is an active member of ComedySportz Boise, and part time host for Magical Princess Parties Idaho. Cora loves being a part of such an amazing community that always supports her in everything she does. When she





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isn't acting she is most likely singing her heart out or chasing her little ones around. Cora works hard and will always have a smile while doing it!

**VOLUNTEERS:** Treasure Valley Children's Theater maintains a roster of rotating parent, family, friend, and community member volunteers who help us on an as-needed basis for each production.