

**CITY OF NEWPORT BEACH ARTS COMMISSION
CULTURAL ARTS GRANT APPLICATION**

Applications must be typed or word-processed- you may reformat on the computer as long as it appears the same: i.e. use Times New Roman 12 point and the same pagination.)

Southland Sings

Popular Name of Organization

Formerly Southland Opera

Legal Name (if different)

Federal Tax ID No.

In January 2015 Southland Opera officially changed the company name to Southland Sings
This new name better reflects the company's programming and mission

95-4652153

Mailing Address

450 Tocino Drive

City

Duarte, CA

Zip

91010

Contact Name

Ann Noriel

Telephone

626-357-9156

FAX

e-mail

Web Site

acnoriel@mac.com

www.southlandsings.org

Geographical Area Served: The area served will be within the city limits of Newport Beach.

Have you received a City of Newport Beach Cultural Arts Grant before? Yes If so, when?

We have been funded by City of Newport Beach every year since 1999 through the most current year 2015.

Year organization was founded 1997 Number of paid staff (artists) ten (10) part - time performers and one (1) office staff. Number of active volunteers: Ten (10)

Total amount requested: (from request line of project budget) \$3,600- for a total of seven performances of either of our two music education assemblies, *Adventures in Song and Story* and *Operetta! A World Tour*, to be offered to Newport Beach elementary schools, the Environmental Nature Center, the Newport Beach Library, the Orange County Museum of Art and ExplorOcean. Preference will be given to sites that have not had our program in the last three years.

Other Options: In addition to the two music education assemblies above, we are open to using some or all funds towards a summer concert; similar to the one we performed for The City in August 2014. The proposed concert would be in the same format as the August 2014 performance, but would have different repertoire, which would consist of musical theatre, opera, or operetta or a combination of all three.

Estimated number of people in Newport Beach that the proposed project(s) will serve: approximately 1,500.

1. Briefly describe below your organization's purpose, mission, and goals.

Established in 1997, Southland Sings is a creative organization that uses the arts to unlock potential in every life we reach. Our purpose is to bring opera, musical theatre, theatre and vocal instruction into Southern California classrooms and the community. Our experienced teaching artists and professional cast performers are dedicated to providing highly acclaimed residencies, professional development and performances to local classrooms and audiences.

Our connection to Southern California communities is strong. Through extensive collaboration with schools, districts, cities and counties we adapt our program curriculum to insure the highest level of relevancy to each school's site specific academic goals, enabling us to bring relevant learning workshops and performances to schools and classrooms. Over 60% of our program delivery is directed to at-risk student populations where there is a need for arts education and arts enhanced curriculum learning.

Our goal is to provide relevant and responsive programming to Southern California students, teachers and families; we have developed a dynamic collaboration with several California agencies (Ability First, the Braille Institute and Kennedy Center VSA, to name a few) to improve our delivery models and to insure that our curriculum and assessment designs are up-to-date with Department of Education requirements. These collaborations have enabled us to align our programs with the California State Department of Education (CDE) VAPA standards and to integrate the CDE goals for Common Core and 21st Century learning initiatives through the California Arts Project. Through these partnerships we continue to meet our goal to strengthen program delivery in mainstream classrooms as well as campuses and facilities for Special Education, At Risk and High Risk students.

2. Identify and describe why there is a need in the Newport Beach Community for your proposed project/program. Include a quantitative description of the need and on what you based your findings; describe how you have determined that your organization is the best organization for the proposed project/program.

Each year, while on campus, we dialogue with teachers and administrators to determine how best to serve their school. We discuss arts programming and the need to enhance what arts program they may already have. Often, students receive some instruction, but the sessions are short and infrequent.

Due to massive budget cuts in the arts, schools turn to organizations like Southland Sings to fill the void in arts education. Even though there is ample evidence of the benefits of arts education, it is often the first to be cut whenever there are economic difficulties. "The arts are a major area of human cognition, one of the ways in which we know about the world and express our knowledge. Much of what is said in the arts cannot be said in another way. To withhold artistic means of understanding is as much a malpractice as to withhold mathematics. . . Since schools traditionally develop only linguistic and logical/mathematical skills, they are missing an enormous opportunity to develop the whole child." *Dr. Howard Gardner, Harvard Graduate School of Education.* With our non profit sites like Environmental Science Center, they offer a program for students to come to their site as part of a camp and they don't have a budget for arts programming; they are always appreciative of having our show and tell us that they would otherwise not be able to afford the program.

Southland Sings continues to be one of the leading organizations to deliver programs to the City of Newport Beach. We have a consistent track record with the City and we continue to expand our programming and partnerships. We now offer five different assemblies and 6 to 20 week songwriting residencies throughout Orange and Los Angeles Counties. Our current partnerships include: The Warner Grand Theatre, ABC Unified, Los Angeles Unified, The City of Duarte (gang prevention program through the arts), ACCESS Orange County (serving three Orange County incarcerated youth sites at Rio Contiguo, Otto A. Fischer School [Juvenile Hall], and Joplin Youth Center).

Our workshops and programs are funded by several different supporters including The Getty, California Arts Council Artists in Schools Program, Don Knabe Arts Education Partnership Program, The City of Los Angeles Department of Cultural Affairs, The Kennedy Center VSA and the Los Angeles County Arts

Commission. The strong backing we continue to receive is a testament to the high quality of our programs and the financial stability of our company.

3. Describe the specific project/program that will be funded by a cultural grant. Include how the proposed project/program will be implemented, and outline a schedule or project timeline, with planned dates and locations. Identify individuals and groups involved, particularly artists and performers, and describe their roles and responsibilities. Describe the background and qualifications of your organization and key personnel to be involved in the program.

Is this a new __ or existing __X__ project/program? **Existing program**

Southland Sings proposes to perform a total of seven music assemblies of *Adventures in Song and Story* and/or *Operetta! A World Tour*. These assemblies will be offered to all six elementary schools within the city limits of Newport Beach (Andersen, Eastbluff, Mariners, Newport Coast, Newport, and Newport Heights), the Newport Beach Library, the Environmental Nature Center, ExplorOcean and the Orange County Museum of Art in Newport Beach.

Timeline: Upon approval all sites will be contacted immediately and dates will be set and confirmed. Preference will be given to sites that have not had our program in the last three years. All performances will be completed within the grant period. The audiences for these sites are children, grades K-6.

Adventures in Song and Story is a literacy-based program that uses familiar fairy tales and classic stories to introduce students to opera and musical theater. The stories include: *Cinderella, Romeo and Juliet, Little Red Riding Hood, The Sound of Music, The Mikado, and Hansel and Gretel.*

Operetta! A World Tour teaches students about operettas from all over the world, including Spain, France, England, Austria, and America. This brightly costumed and highly interactive show is a great way to introduce students to a lighter form of opera that is very approachable and fun.

The performers for the both programs are Ann Noriel and Carol Winston. They sing as well as narrate the performances. Both artists have extensive experience in musical performance for adult, student and family audiences, as well as many years experience teaching music to both adults and children. Carol Winston and Ann Noriel work extensively with Southland Sings' educational outreach, performing and teaching workshops. Ann Noriel works as a teaching artist, teaching over 300 workshops a year for Southland Sings. Both Ms. Noriel and Ms. Winston have performed with Los Angeles Opera, Opera Pacific, Ballet San Jose, Opera a la Carte and several other local arts organizations.

Southland Opera has an 18-year history of delivering programs. Since 1997 we have delivered over 9,000 workshops and performances to over one and a half million people.

4. Define or describe the segment of the population in Newport Beach that you intend to serve by your project/program. Include such things, as age, location, numbers served, etc.

Southland Opera will serve elementary school students grades K-6 within the city of Newport Beach. The estimated number of students per school performance is 150 to 325 students per performance (depending on the size of the school auditorium). The audience estimate for the non profit sites like Newport Beach Library and the Environmental Science Center are 50 per performance. These venues have smaller seating capacity compared to the school settings. The \$3,600 grant will fund a total of seven performances.

If a concert is funded, we would be serving a range of 800-1,000 Newport Beach citizens of all ages from children through adult.

5. Complete the project budget form.

Performances of *Adventures in Song and Story/ Operetta! A World Tour*

****PROJECT BUDGET** **Funding from the** **Funding from**
Adventures in Song and Story **City of Newport Beach** **Other Sources**
EXPENSES-Personnel

Artistic Artist fees and Artistic Director	3,000	200
Administrative	0	360
Technical Production	300	

EXPENSES-Operating

Facility Expense/Space Rental	0	
Marketing	0	50
Production/Exhibition Expense	0	200
Touring/Presentation Expense	0	
Educational Materials	0	100
Transportation	300	
Equipment <i>Set and costume maintenance</i>	0	200
Other (if greater than 10%, annotate below)	0	
GRAND TOTAL	3,600	1110

***If the City of Newport Beach wishes to consider a concert with this funding then a budget for a Concert performance will be available upon request*

6. Describe the expected quantifiable outcomes of your project/program and how you will evaluate the results. Be very specific in addressing the ways that you will determine that your project/program met the needs that you identified and accomplishes the goals you set out to achieve (i.e. you provide 50 hours of musical instruction and instruments to the 100 children at Newport Elementary school as measured by music store rental receipts and logs of instructors).

Teachers who attend the performances will be given an evaluation questionnaire at the end of the presentation, which will capture feedback about all of the outcomes. Through this questionnaire, teachers can assess such aspects as enjoyment, concentration and understanding of the performance, as seen by each child.

Teachers have access to show information on our website at www.southlandsings.org Teachers can discuss the presentation in the classroom to elicit evaluation feedback about the program. This feedback promotes immediate interpersonal dialogue between the teacher and children and gives Southland Sings valuable information that we use to refine our offerings.

Teachers are also encouraged to have their students write letters and ask the younger ones to draw pictures telling Southland Sings what they thought of the show. Some of the questions asked are: “What was your favorite part?” “Was there anything you did not like, and if so, what was it?” and “What did you learn from this presentation?”

After each show the performers talk with the children. There is also an extensive question and answer period during the show. Interaction between the performers and the students occurs throughout the show. There are even sections in the performance where students are invited onto the stage to perform with the actors. As the performers and children interact during the performance, adjustments are made to

accommodate the children. For example, if there is a certain concept the kids have trouble grasping, the performers will focus more time on that idea until the children understand it.

7. Attachments requested

Please do not send material in excess of what is requested; it will not be seen by the Arts Commission.

- A list of Board Members and their affiliations
- A recent list of individuals, corporations and foundations that provide organizational support- not to exceed one page.
- If you are a 501(c)(3) organization attach a copy of your IRS determination letter (or your fiscal agent's) indicating tax exempt status.
- **One** brochure and/or **one** press clipping. Do not send photos, videos, CDs or any other extraneous material. It will not be presented to the Arts Commission.

8. Please complete this operating budget form for 2015-16 and 2016-17. This is not the project/program budget for which you are applying, but your overall organizational budget. You may annotate at the bottom if there are details critical to the proposal.

OPERATING BUDGET

	2015/2016 Budget (current)	2016/2017 (projected)
I. Income (cash only)		
Contributed	85,000	85000
Earned	100000	110000
Total Income	185,000	195,000

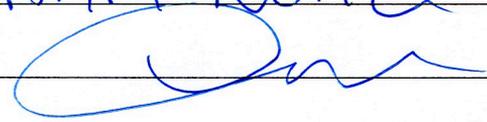
II. Expenses		
Program	125,000	135,000
General and Administrative	30,000	30,000
Marketing and Development	30,000	30,000
Total Expenses	185,000	195,000

III. Operating Surplus/Deficit (Income minus Expenses)	0	0
IV. Fund Balance at Beginning of Year	**80,000	**80,000
V. Accumulated Surplus (Deficit) (Add lines III and IV)	0	0

VI. In-Kind Contributions (attach schedule if greater than 10% of total income)	6,000	6,000
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****Southland Sings must keep a 80,000 dollar cash balance to cover payroll expense. There is up to a six month turn over time before being paid by some school districts. This money enables Southland Sings to pay the artists in a timely manner.**

9. I verify that the information submitted in this application is true and correct to the best of my Knowledge.

Name Anna Noriel Title President -
Signature  Date Sept 21, 20



Southland Sings Board of Directors

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Director

Ann Noriel

Founder and President
Southland Opera, Duarte CA

OGDEN UT 84201-0029

In reply refer to: 4077550277
Jan- 22, 2015 LTR 4168C 0
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BODC: TE

SOUTHLAND SINGS
450 TOCINO DR
DUARTE CA 91010-1451



019655

Employer Identification Number: 95-4652153
Person to Contact: Ms Benjamin
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Nov. 17, 2014, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in November 1997.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

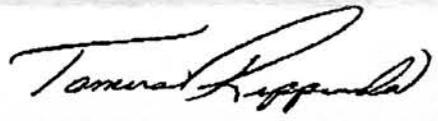
Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

SOUTHLAND SINGS
450 TOCINO DR
DUARTE CA 91010-1451

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,



Tamera Ripperda
Director, Exempt Organizations



SOUTHLAND SINGS

RECENT SUPPORTERS and Partners

- California Arts Council- Juvenile Jump Starts Grant and Artists in Schools Grant
- Kennedy Center VSA
- VSA California
- ACCESS Orange County
- Endowment Associates
- Los Angeles County Arts Commission – OGP Grant
- Social Venture Partners
- ABC Unified
- Southland Sings Board of Directors
- Supervisor Don Knabe Arts Education Partnership Program
- The Los Angeles Unified School District
- The City of Duarte (Cal Grip Grant, Gang Prevention through Arts).
- The City of Fontana
- The City of Los Angeles Department of Cultural Affairs
- The City of Newport Beach
- The Getty
- Walmart
- Weingart Foundation

City of Newport Beach Arts Commission Cultural Arts Grant Project Completion Report

(Please type report)
DUE by September 25, 2015

Name of Organization: Southland Sings (Formerly Southland Opera)

Mailing Address: 450 Tocino Drive Duarte, CA 91010

Telephone: 626-357-9156 Fax:

Person Preparing Report: Ann Noriel Phone: 626-357-9156

Grant Project Funded: Six performances of *Adventures in Song and Story*. Four of the shows were performed at two Newport Beach schools in the Newport Mesa School District; the other two performances were held at the Environmental Science Center in Newport Beach.

Effective dates in this report: November 25, 2014 - September 25th, 2015

Period covered in this report: November 25, 2014 - September 25th, 2015

1. Please describe the effectiveness of your grant projects in terms of:

• The size and composition for the target group reached

Southland Sings delivered a total of six performances of *Adventures in Song and Story* to three City of Newport Beach sites:

Site One: Two performances on April 7, 2015 at the Environmental Science Center at 1601 East 16th Street, Newport Beach. The audience consisted of 100 students grades K-6 who were part of the summer camp program.

Site Two: Two performances on April 27th, 2015 at Newport Heights Elementary at 300 East 15th Street, Newport Beach. The audience consisted of 650 students, grades K-5, their classroom teachers and school staff.

Site Three: Two performances on May 11, 2015 at Anderson Elementary at 1900 Port Seabourne Way, Newport Beach. The audience consisted of 400 K-5 students, their classroom teachers and school staff.

• **Conformity to the planned time framework:** All work was completed by May 11, 2015, well within the grant period.

• The theme of the project:

Adventures in Song and Story is a literacy-based program that uses familiar fairy tales and stories as a way to introduce students to opera and musical theater. The stories include: *Cinderella*, *Romeo and Juliet*, *Little Red Riding Hood*, *The Sound of Music*, *The Mikado*, and *Hansel and Gretel*. All songs are fully costumed with set and props; the entire performance encourages participation from the student audience. The students all learn and perform parts of

two songs and a simple dance. Student volunteers are chosen to join the performers on stage and perform.

- **The allocation of funds to date:** All of the grant money was utilized in paying all artist fees and production costs.

The educational service provided is a highly interactive music education assembly that emphasizes the importance of reading and also educates students about musical theatre and opera. The students learn that many composers used familiar fairy tales and Shakespearean plays as inspiration for their music. (Some examples include: Stephen Sondheim- *Into the Woods*, Rodgers and Hammerstein- *Cinderella*, Engelbert Humperdinck- *Hansel and Gretel*.) Students from the audience are selected to join the artists on stage and participate in some of the musical numbers and the entire audience participates in singing along with several of the musical numbers (*It's a Grand Night for Singing*, *Do-Re-Mi* and the *Hansel and Gretel* Dance Duet).

- **The composition of the professional staff rendering these services**

The performers for *Adventures in Song and Story* are singers, Ann Noriel and Carol Winston. Both artists have extensive musical performing experience for adult and family audiences. In addition to their stage experience, they have taught singing to both adults and children for many years.

Ann Noriel- President of Southland Sings, has over twenty years experience as a performer and as a teacher of music for elementary age students. She tours nationally as a principal artist with Opera a la Carte in all of their major productions and highlights concerts. Some of her roles include Josephine in *H.M.S. Pinafore*, Tessa in *The Gondoliers*, Pitti-Sing in *The Mikado*, The Plaintiff in *Trial by Jury* and Eliza in *The Zoo*. She has also performed with Opera Pacific, singing on their main stage as well as performing lead roles in *Cinderella*, *Così Fan Tutte*, *Guys and Dolls* and *Oklahoma!* with their Overture Company.

Ms. Noriel has worked with Los Angeles Opera's Community Programs, performing the lead role in the world premiere of *The Letter*. She recently did a residency at the University of California, Irvine (UCI) playing Edith Fromage in the world premiere of *Identity Crisis* by composer Jason V. Barabba.

Carol Winston has worked with Los Angeles Opera, Opera Pacific, Southland Opera, Guild Opera and Orange County Opera in their outreach programs for students, singing such diverse roles as "Little Red Riding Hood" (Barab), "Marie" (Daughter of the Regiment), "Gretel" (Hansel and Gretel), "Ginger" (The Night Harry Stopped Smoking) and "Sugah" (Indy Jo and the Pyramid of Food). She originated the title role of "Estrella" in Guild Opera's bilingual children's opera and has performed in Zarzuelas with the Jarvis Conservatory in Napa.

2. Please describe how you evaluated the program, and what measures you have initiated to improve the project in the future. Teachers who attend the performances are given an evaluation questionnaire at the end of the presentation, which captures feedback about all of the outcomes. Through this questionnaire we can assess such aspects as enjoyment, concentration and understanding of the performance, as seen by each child. We are also in constant dialogue with school staff and the students to discuss any modifications/adaptations needed in order to deliver our program successfully.

We also request that the student and teacher audiences follow us on Twitter, Instagram and Facebook and we ask them to leave comments about our performance through social media.

3. Please add any other comments you feel are appropriate.

We wish to thank you, City of Newport Beach Arts Commission, for your continued support. You are one of Southland Sings' first funders and your faith in us has been an encouragement and an inspiration.

4. Please attach relevant press clippings, brochures, photos, etc. which demonstrate how your project was completed or is in process.

Attached is the flyer for our assembly *Adventures in Song and Story*.

Adventures in Song and Story

*A musical assembly presented by
Southland Sings*



Adventures in Song and Story is a musical assembly that uses familiar fairy tales and stories as a way to introduce children to operas, musicals and operetta. This two-person show is fully costumed, fast paced, engaging and educational.

Adventures in Song and Story acquaints children with three very popular vocal music art forms in an approachable, fun way.

The show includes: costumes, two singers, set, sound system and recorded, instrumental accompaniment.

Southland Sings is dedicated to bringing excellent productions with high artistic standards to children and adults.

We also offer the musical assemblies: *Mission Nutrition*, *The Night Harry Stopped Smoking*, and *Indy Jo and the Temple of Health*.

In this live, musical performance, children will:

- Learn a dance with Hansel and Gretel
- Meet the Three Little Maids from *the Mikado*
- Lament with the dear, sweet, evil stepsisters because Cinderella stole their prince.
- Sing a song with Maria from *The Sound of Music*



Contact Ann Noriel or

Carol Winston

Southland Opera

450 Tocino Drive

Duarte, CA 91010

www.southlandsings.org

Email: acnoriel@mac.com



Phone: 626-357-9156