



House of Dance Foundation

Flexible Support FY22 Sample Grant Application

Group's Purpose

House of Dance Foundation (HODF) has the mission to provide the highest quality Hip Hop education to people of all experiences and levels through youth empowerment and community engagement. HODF hosts events, provides flexible scholarships for individual dancers, and acts as fiscal sponsor to generative Hip Hop choreographers working in the Twin Cities. The Foundation's primary programming event - and the proposal being put forth in this request - is an annual two day community celebration: House of Dance 8th Anniversary Weekend.

HODF attracts some of the world's most exciting, innovative Hip Hop practitioners to perform and compete with local talent. This strategy is consistent with their ambitions and expectations for future community events, sponsorship opportunities, and educational programming. This buoyant institution plans to provide fully funded after-school programming for inner city youth in Minneapolis and St. Paul. They are partnering with local school districts in the hopes of integrating their contemporary movement curriculum into student's regular school days. HODF is expanding their practice of providing groundbreaking educational opportunities to their students and the general public: flying in Hip Hop artists from as far as South Korea to teach workshop intensives. These special events will be paired with community engagement opportunities which provide Minnesota's general public access to this relevant, dynamic resource.

Grant Number & Project Name

FS22-1-113 House of Dance 8th Anniversary Weekend

Project/Program Description

Funding for House of Dance Foundation's 8th Anniversary Weekend will support two days of high quality performance and educational programming, intended to serve Minnesota's diverse Hip Hop community.

Project or Program

House of Dance 8th Anniversary Weekend will take place in August of 2022. As tradition dictates, day one is an indoor and outdoor community festival. Local food and craft vendors serve loved ones and lovers of Hip Hop. Artistic Director, Jake Riley, emcees a day packed with student dance and professional choreography, live music, DJ sets, and competitive breaking. Executive Director, Bao Lee, provides logistical support: solving problems for students, vendors, and audience members while facilitating residencies for the groundbreaking choreographers HODF invites to this boisterous community event. Day two is a marathon of workshops which serve as an opportunity to connect students at House of Dance Twin Cities - a for-profit subsidiary which supports the HODF's work - with role models and leaders in the professional dance world, while allowing professional b-boys, b-girls, and Hip Hop dancers in Minnesota to expand their practices by engaging with their global peers in a welcoming community atmosphere.

The goals of this event are that students at HODF's studio-subsidary should celebrate a year's worth of hard work with a public performance, to provide professional platforms which assist young choreographers in establishing themselves in competitive and/or professional dance environments, and to attract world class Hip Hop artists who entertain, adjudicate, and educate Minnesotan audiences at this spectacular community event.

This project aligns with and advances HODF's goals by enacting the values of youth empowerment and community engagement at a public celebration which brings young people into dialogue with some of Hip Hop's most innovative leaders. Co-founders Jake Riley and Bao Lee have established a loving environment where people of all ages can learn about their bodies through an engaging form of movement. HODF supports generative Hip Hop choreographers while fostering intergenerational mentor relationships. They provide students with models for inspiration and opportunities to work in professional environments. In doing so, HODF opens a gateway for Minnesotans of all ages to experience, understand, and participate in a dynamic, evolving form of dance.

Local, National, and International partnership confirmations will begin with the activity period for this grant: November 17th of 2021. Riley will coordinate talent and promotion while Lee manages event logistics and organizational finances. On August 20th of 2022, 1 local food truck and 2 craft vendors will support a buoyant atmosphere as an estimated audience of 300 patrons enjoy 2 student dance performances, 3 live music and DJ sets, and 3 high-stakes dance competition brackets. August 21st will include 7 hours of 90 minute workshops taught by pioneers and world champions on the global Hip Hop and breaking scenes for registered participants. HODF estimates a total of 100 Minnesotans engaged as students with a total of 300 Minnesotans engaged in overall programming activities.

Community

Beneficiaries of this event include students of HODF's studio-school House of Dance Twin Cities (HODTC), professional choreographers and breakers whose work is supported by HODF, and diverse MN's who attend and appreciate Hip Hop as a substantive cultural form. With an estimated attendance of 300-400 spectators, youth ages 3-17 years of age make up 15 -20% of the Weekend's audience. This is a place young people can share a passionate, authentic, positive experience with their families. While the Weekend is hosted by the HODF - and markedly separate from their studio's regular classes which span the calendar year - dancers who attend HODTC make up an important component of the Anniversary's audience and performer base. Students range from 3 to 73 years old, most between 6 and 13. With a 50/50 boy to girl ratio, students' demographics are 45% caucasian, 25% african american, 15% latinx, and 15% asian american. Loved ones, and lovers of Hip Hop make up the Weekend's general audience: 50% adults ages 18-32 years, 30% adults ages 32 and older, 30% african american, 30% asian american, 20% caucasian, and 20% latinx. This event embodies the community which supports HODF and Hip Hop as a cultural movement. Hip Hop believes people can take control of their lives through self-knowledge and self-expression. Bringing youth, professionals, and fans into community through fellowship and education allows all participants to engage in the journey of personal understanding through art. HODF will provide accessibility services via a sliding scale entrance fee (\$15-\$30 with no person turned away for lack of funds), app based caption streaming, ASL interpreters, and comprehensive wheelchair accessibility. This program provides HODTC students with an opportunity to perform publicly, competitive dancers a high-stakes battle, local food and craft vendors eager patrons, and MN audiences a chance to witness rigorous, innovative, Hip Hop arts.

Artistic Director Jake Riley and Executive Director Bao Lee are the primary organizers of this two-day extravaganza. They are devoted to sharing Hip Hop through youth empowerment and education. As the public-facing voice of the Foundation, Riley negotiates with talent, coordinates sponsorships, collaborates with graphic designers, strategizes performance details, leads community outreach, and acts as public host. As Executive Director, Lee manages HODF's finances and logistics. Coordinating schedules and accommodations for out-of-town artists, Lee also facilitates registration, admission, and workshops during the Anniversary Weekend. She is the primary source of information at House of Dance, and an expert in the art of hospitality. The resiliency of HODF's studio-school throughout 2020 and 2021, and the demonstrative integrity of work produced and supported by the Foundation has garnered them the position as the Midwest training facility for US breakers for the 2024 Olympics. House of Dance is a Minnesotan, Hip Hop treasure.

Proposal Budget

Project Budget Expenses

- Contracted Artists: \$8,500
- Adjudication fees: \$3,000
 - 4 internationally recognized Hip Hop dance judges
- Performer Fees: \$2,500

- 3 live DJ's sets
- Workshop Expenses: \$3,000
 - Artist fees for 4 (90 minute) workshop sessions

Personnel Support: \$2,350

- Hotel accommodations for 4 out-of-town artists while in Minnesota: \$1,080
- Per Diems for 6 guest artists working HOD Anniversary Weekend: \$1,270

Incentives for Dance Participation Champion fees: \$2,500

Supplies and/or capital purchases: \$900

- Promotional support via social media and physical materials/flyers: \$500
- Event Weekend Staff Badges and Support Supplies: \$200
- 4 Dance Battle Awards: \$200

Space rental and/or equipment rental: \$500

- Livestreaming Equipment for remote viewers

Accessibility-related costs: \$250

- Utilize Streamline Text, an app based caption program to increase accessibility for the Deaf community.
- ASL provider available upon attendee request

Total Project Cash Expenses

\$15,000.00

Amount Requested

\$15,000.00

Project Budget Income

\$15,000 MRAC Flexible Support Grant

Total Project Cash Income

\$15,000.00

***(Important!)* Additional Fields Required**

Please note that in the full application there are additional fields that will need to be completed and are not shown to panelists.