Bay Area Houston Ballet & Theatre	
Bay Area Houston Ballet & Theatre strives to enhance cultural awareness through performing arts and develop aspiring performers in the diverse populations of the Bay Area Houston area. Dedicated to expanding the company's audience and making the performing arts reachable to the widest and most diverse community possible, the mission is achieved through educational programs, collaborative projects and interactive experiences.	
Amount Requested	**$6,000** (*Q16*)
Recommended Amount	*__$2,000__
Recommended Reduction Explanation	*While the BAHBT promotes the arts and is host to large productions each year, the actual facility is not located within Seabrook city limits and overnight stays are not significant. (*Q32-36*)
Amount Received FY 2019/20	$6,000
Amount Received FY 2018/19	$8,000
Amount Received FY 2017/18	$5,000
Amount Received FY 2016/17	$5,000
Event Location	BAHBT Bayou Theatre (*Applicant clarified location with staff - Q10*)
Event Attendance/Participation	18,000+ (*Q12*)
Utilization of Funds	To assist with general operating support and with advertising and promotion of the year as well as Seabrook hotels. (*Q17*)
Impact on Seabrook Tourism	Minimal
Event Program Website(st)	Bahbt.org (*Q5*)
2020/21 Event Date	5 productions between October 2020 through August 2021 (*Q9/11*)
Funding received from other municipalities (FY 2019/20)	City of Kemah: Pending City of Nassau Bay: $1,500 (*NB indicated $1,000 funded each year*) City of League City: $15,000 City of Houston: $25,000 Private Funding: $20,000+ (*Identified on application Q22 in addition to communication with area cities*)
Budget documents and supplemental support are attached as submitted by applicants. *If these documents are not included they were not submitted.*	

Bay Area Houston Ballet & Theater

#5

COMPLETE

Collector:	Web Link 1 (Web Link)
Started:	Sunday, May 31, 2020 12:57:52 PM
Last Modified:	Sunday, May 31, 2020 1:53:43 PM
Time Spent:	00:55:50
IP Address:	73.136.132.243

Page 1: COVID-19 PANDEMIC DISCLAIMER

Q1

Have you read and understand the COVID-19 Pandemic Disclaimer?

Yes

Q2

Do you wish to continue?

Yes

Page 2: State of Texas Requirements for Hotel Occupancy Tax

Q3

Does your event/program qualify for funding?

Yes, my event/program meets at least one of the criteria listed above.

Page 3: Organization/Group Information

Q4

Organization/Group Contact Information

Primary Contact Name	**Jill Reason**
Organization/Group Name	**Bay Area Houston Ballet & Theatre**
Address	**1300 Bay Area Blvd Suite B264**
City/Town	**Houston**
State/Province	**TX**
ZIP/Postal Code	**77058**
Email	**jill@bahbt.org**
Phone Number	**281-734-2838**

Q5

Website Address for Event/Program

www.bahbt.org

Q6

Does your organization/group operate as a non-profit?

Yes

Q7

Organization's Incorporation/Creation Date

1976

Q8

Purpose or Mission of Organization/Group

Bay Area Houston Ballet & Theatre strives to enhance cultural awareness through performing arts and develop aspiring performers in the diverse populations of the Bay Area Houston area. Dedicated to expanding the company's audience and making the performing arts reachable to the widest and most diverse community possible, the mission is achieved through educational programs, collaborative projects and interactive experiences.

Page 4: Event/Program Information

Q9

Name of event/program

Our 45th Season! 5 productions from Oct 2020-Aug 2021

Q10

Event Locations (select all that apply)

Within Seabrook City Limits,

City of Nassau Bay,

City of Webster,

City of League City,

City of Houston,

Other (please specify):
Friendswood, Pasadena

Q11

Event/Program Date (date must fall between October 1, 2020 to September 30, 2021)

Date **10/01/2020**

Q12

Expected Total Attendance

18,000+

Q13

How many times has this event/program been held?

More than 20 years

Q14

Please complete the following regarding previous events/programs. (Dates fall between October 1 to September 30 - if new event/program type n/a)

2018/19 Event/Program Attendance	**12,224**
2017/16 Event/Program Attendance	**10,271**
2016/17 Event/Program Attendance	**9,872**

Q15

Which HOT funding category does this event/program fall? (select all the apply)

Promotion of the Arts: the encouragement, promotion, improvement and application of the arts; including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphics and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Page 5: Funding Information

Q16

Funds Requested for 2020/2021 Event

6,000*

Q17

How will the funds be used?

To assist with general operating support and with advertising and promotion of the year as well as Seabrook hotels.

Q18

Total Event/Program BudgetThis number represents your event/program's entire budget including but not limited to advertising, promotional products, rentals, supplies, personnel, overhead, etc.

425,000+

Q19 **Respondent skipped this question**

Event/Program Budget

Q20

Previous Funds Received If this is a new event/program or if you have not received funding in the past please type n/a.

2019/20 HOT Funds Received/Approved	**6,000**
2018/17 HOT Funds Received	**8,000**
2017/16 HOT Funds Received	**5,000**

Q21 **Yes**

Do you receive funding from other municipalities?

Q22

How much funding do you receive from the organizations listed below? (Type n/a if you do not receive funding from these municipalities):

City of Kemah	**pending**
City of Nassau Bay	**1500**
City of League City	**15,000**
City of La Porte	**0**
City of Houston	**25,000**
Other (specify organization(s) and amount funded from other sponsors)	**private funding - 20,000+**

Page 6: Marketing Information

Q23 **Yes**

Do you have a Marketing/Advertising Plan?

Q24

Please upload your Marketing/Advertising Plan. You may also email it to lpetersen@seabrooktx.gov.

Marketing Plan 2020-21.docx (23.3KB)

Q25

Where do you advertise and/or promote your event? (check all that apply)

Local Newspaper(s),

Regional Newspaper(s),

Facebook,

Twitter,

Instagram,

YouTube,

TV/Cable,

Broadcast Radio,

Email Distribution Lists,

Internet Calendars,

Other (please specify):

billboards

Q26

Do you submit press releases to local/regional media?

Yes

Q27

Please upload a current or previous press release about your event. You may also email the press release to lpetersen@seabrooktx.gov.

La Sylphide Press Release.docx (13.8KB)

Q28

Please identify where you advertise. (select all that apply)

Locally (Bay Area Houston),

Greater Houston Region

Q29

Please upload any examples of advertisements, press releases, promotions, signage, and any other materials. You may also email examples to lpetersen@seabrooktx.gov.

Willy Wonka Bay Area Magazine full page ad.jpg (1.2MB)

Page 7: Impact on Seabrook Hotels

Q30

How many people attending this event are expected to stay in a hotel?

25-30

Q31

How many nights are they expected to stay?

1-2

Q32

Do you reserve a room block at Seabrook hotel for your event/program?

Yes

Q33

Where do you block rooms and how many rooms do you block? (type n/a if not applicable)

Best Western Plus	**-**
Captain Inn & Suites	**-**
Hampton Inn	**-**
Kemah Edge Water Inn (Formerly La Quinta)	**-**
Quality Inn	**-**
SpringHill Suites	**1 block- per production We will have 5 productions this year**
Holiday Inn Express	**-**
Seaside RV Resort	**-**

Q34

How many rooms were occupied as a direct result of your 2018/19 event/program? (type n/a if this is a new event/program) We are not referring to the percent of rooms occupied at the hotel, but rather rooms that were occupied as a direct result of your event/program.

Best Western Plus	**-**
Captain Inn & Suites	**-**
Hampton Inn	**-**
Kemah Edge Water Inn (Formerly La Quinta)	**-**
Quality Inn	**-**
SpringHill Suites	**Survey to all attendees, 7 were reported but only 33% of surveys were turned in**
Holiday Inn Express	**-**
Sea Side RV Resort	**-**

Q35

How many rooms were occupied as a direct result of your 2017/18 event/program? (type n/a if this is a new event/program) We are not referring to the percent of rooms occupied at the hotel, but rather rooms that were occupied as a direct result of your event/program.

Best Western Plus	**-**
Captain Inn & Suites	**-**
Hampton Inn	**1**
Kemah Edge Water Inn (Formerly La Quinta)	**-**
Quality Inn	**-**
SpringHill Suites	**4 from surveys but 23% of surveys were reported that year**
Holiday Inn Express	**-**
Seaside RV Resort	**-**

Q36

How do you measure the impact your event/program has on Seabrook hotels? (select all that apply)

Attendee Survey,

Room Blocks

Page 8: Acknowledgement

Q37

Is the information provided in this application is true and correct?

Yes

Q38	**Yes**
Do you understand that funds received from the City of Seabrook's Hotel Occupancy Tax Fund must used in compliance with Texas State Law as outlined on Page 2 of this application and also made available online at www.seabrooktx.gov?	

Bay Area Houston Ballet and Theatre
2020-21 Approved Budget
(As of 04/12/20)

Budget Summary				
Net Income/(Loss) by Class/Event:	**Budget 2020-2021**	**Forecast**	**Budget Variance Explanation Highlights**	***Variance* Budget to Curr. Year Actuals**
10 - Patron, Corporate & Grant Contribution	180,250	-		
20 - Season Expenses	(3,500)			
21 - Season Tickets	6,500			
22 - Fall Production - In house Production	2,400	-		
25 - Sugar Plum Fairy Breakfast	29,800	-		
27 - After Party	5,000			
30 - Nutcracker	68,800	-		
40 - Musical	2,250	-		
45 - Cinderella	4,000	-		
52 - Company Expenses	(166,300)	-		
54 - Boutique	12,000	-		
99 - Overhead & Administrative	(164,585)	-		
NET Income/(Loss)	**(23,385)**	**-**		**-**
Income and Expense by Event:				
Consolidated			**NOTES / QUESTIONS**	
10 - Patron, Corporate & Grant Contribution				
Income	193,500	-		
Expense	13,250	-		
NET Income/(Loss)	180,250	-		
20 - Season Expenses				
Income	10,000	-		
Expense	13,500	-		
NET Income/(Loss)	(3,500)	-		
21 - Season Tickets				
Income	6,500	-		
Expense	-	-		
NET Income/(Loss)	6,500	-		
22 - Fall Production - In house Production				
Income	9,000	-		
Expense	6,600	-		
NET Income/(Loss)	2,400	-		
25 - Sugar Plum Fairy Breakfast				
Income	53,500	-		
Expense	23,700	-		
NET Income/(Loss)	29,800	-		
27 - After Party				
Income	20,500	-		
Expense	15,500	-		
NET Income/(Loss)	5,000	-		
30 - Nutcracker				
Income	127,400	-		
Expense	58,600	-		
NET Income/(Loss)	68,800	-		
40 - Musical				
Income	40,000	-		
Expense	37,750	-		
NET Income/(Loss)	2,250	-		
45 - Cinderella				
Income	26,000	-		
Expense	22,000			
NET Income/(Loss)	4,000	-		
52 - Company Expenses				
Income	1,000	-		
Expense	167,300	-		
NET Income/(Loss)	(166,300)	-		
54 - Boutique				
Income	22,000	-		
Expense	10,000	-		
NET Income/(Loss)	12,000	-		
99 - Overhead & Administrative				
Income	24,000	-		
Expense	188,585	-		
NET Income/(Loss)	(164,585)	-		
CONSOLIDATED TOTALS				
INCOME	533,400	-		
EXPENSE	556,785	-		
NET Income/(Loss)	(23,385)	-		
Estimated Net Income	(23,385)			

Bay Area Houston Ballet & Theatre
Marketing Plan

PROJECT	Our 45th Season – 2020-2021 Plan for August-April
PLACE	Our venue is University of Houston Clear Lake/Bayou Theater Venue capacity: 497 Hotels and restaurants in the area that are advertised and we take promotional items: SpringHill Suites Seabrook, Texas Various Seabrook Restaurants – Merlion, Seabrook Waffle Company, Seabrook Classic Café, Sam's Boat, Hubcap Grill, Pier 8 Seafood, Tookies Seafood
PRICE	The ticket price: *Section A $35.00 Section B $25.00* *10%-Group discount for parties of 10 or more* *10%-Military discount* *10%- Student discount* *School performances -$10 ticket fee*

PROMOTION	Promotion of the project
	
	Ongoing and constant updates
	
	***Our web site** – www.bahbt.org
	Find our latest news, production updates, purchase tickets, community outreach, Plan Your Stay section (find the local hotels and restaurants in our area- direct link to make hotel reservations), Artistic Staff, Company BIOS, Gallery of past performances
	***Social Media** – bahbt.org
	Facebook, Instagram, Twitter and YouTube (posting daily) 3,153 followers
	***Constant Contact** – Send updates and announcements to our email mailing list of over 9,000
	***ThunderTix** – our tickets system that allows us to survey patrons after performances. This vital information gives us hotel occupancy, statistics of patron, and email that is added to our constant contact list.
	Each Month:
	
	• Announcement of event via press release
	  ○ Distribution – release to be sent to Houston television, print and radio outlets, local and regional arts media
	  ○ Electronic Targeting communication – Arts Web Sites Reach 77,396
	  ○ Page ad in Bay Area Magazine month prior to each event
	  ○ Ad in Community Impact Magazine month prior to each event
	  ○ Ad in The Scene Magazine month prior to each event
	  ○ Billboard –Month of October and November
	  ○ Posters/Rack cards distributed to community establishments/ Hotels/ Bay Area Tourism Office
	
	  ○ Social media posts on Facebook, Instagram, Snapchat, LinkedIn, et all through event hashtag:
	  ○ Reach: 125,000 people
	• Event invitation to local stakeholders – community and leaders, arts patrons, etc
	• Radio promotion
	  ○ PSAs on radio stations
	  ○ Reach: 75,000

PARTNERS	Season Partners
	Partner cities Houston, Nassau Bay, League City, Seabrook, Webster
	Partner cultural districts DanceSource, Houston Arts Alliance, Houston MOCA, MATCH, Feijoo Ballet School, Fresh Arts Community support- Clear Lake Area Regional Chamber of Commerce, League City Regional Chamber of Commerce, Bay Area Houston Economic Partnership
	Partner sponsors Lunar Rendezvous Festival, Houston Arts Alliance, George & Josephine Hamman Foundation, Texas Commission on the Arts, Houston Methodist, AMOCO Federal Credit Union, Merrill Lynch, University of Houston/Clear Lake, Fairmont Orthodontics, Gay Family Auto, Ron Carter Cadillac, Norman Frede Chevrolet, HomeTown Bank, Amigos Food, MDT Financials, DanceSource
	Partnerships with media outlets Little Lens Media, Visit Bay Area Houston, Bay Area Magazine, The Scene, Community Impact Magazine, Galveston Daily News, The Citizen, Arts and Culture TX Magazine, i45 Now, Vinyl Draught Radio, Houston Press, Houston Cronicle, Space City Parent, Culture Map Houston,
ACCESSIBILITY	All will be accessible for people with disabilities

FOR IMMEDIATE RELEASE

Jill Reason
Executive Director
Bay Area Houston Ballet & Theatre
jill@bahbt.org
281.734.2838
www.bahbt.org

Bay Area Houston Ballet announces a new ballet to their repertoire

The most recent of the enduring classical story ballets to enter BAHBT's repertory, *La Sylphide* is filled with beauty and romantic love. This is one of the world's oldest surviving ballets, and a treasure. Restaged for BAHBT by Artistic Director Nelson Madrigal and Associate Artistic Director Natalie Zundle, this production is the ultimate romantic masterpiece.

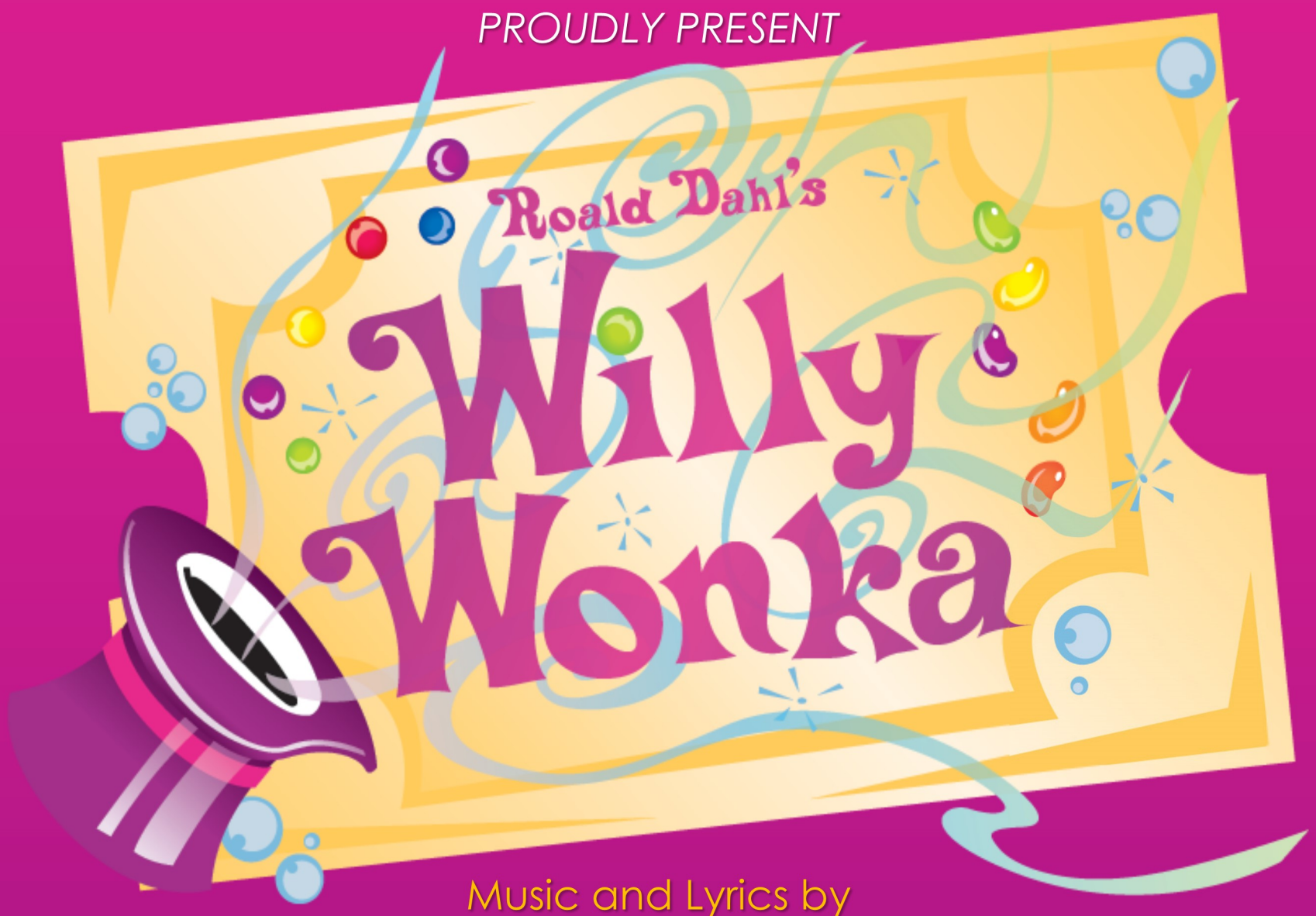
La Sylphide will be performed Friday February 22nd – 7:30 pm
Saturday February 23rd – 2:00 and 7:30 pm
Sunday February 24th – 2:00 pm
All performances will be held at the University of Houston-Clear Lake Bayou Theater.
Tickets can be purchased at **www.bahbt.org**

Bay Area Houston Ballet & Theatre is proud to be a leader in the arts for the South Houston/Clear Lake area for 43 years and is pleased to continue to add to their long list of production classics. Don't miss this one!

###

Bay Area Houston Ballet & Theatre and University of Houston - Clear Lake Bayou Theater

PROUDLY PRESENT



Music and Lyrics by
Leslie Bricusse and Anthony Newley

Adapted for the Stage by
Leslie Bricusse and Timothy Allen McDonald

Based on the Book
Charlie and the Chocolate Factory
by **Roald Dahl**

April 4 - 7, 2019
April 12 - 14, 2019

Directed by Alex Malone
Performances at
UHCL Bayou Theater

For tickets and information, visit us at BAHBT.org.

BAHBT
Bay Area Houston Ballet & Theatre

University of Houston Clear Lake

ROALD DAHL'S WILLY WONKA
Is presented through special arrangement with Music Theatre International (MTI).
All authorized performance materials are also supplied by MTI. www.MTIShows.com

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League City Texas
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Seabrook