



SEATTLE THEATRE GROUP

A NON-PROFIT ARTS ORGANIZATION
911 PINE STREET | SEATTLE, WA 98101
PHONE 206.467.5510 | FAX 206.812.3272

October 25, 2021

BUMBERSHOOT FESTIVAL / Seattle Theatre Group / RFP Response

Seattle Theatre Group would be honored to be part of evolving BUMBERSHOOT into a dynamic, community based arts festival that serves local, national and international artists & audiences. Artistically, our focus would be differentiating the festival from major popular music festivals and delivering a unique Northwest collaborative approach.

Coming out of a year and a half of closure, Seattle Theatre Group is not in a position to shoulder the financial risk of producing/presenting BUMBERSHOOT. We are in a position to offer our professional services in the directions outlined below on a for hire basis. We believe that our services will be able to exceed the City's goals as outlined in the RFP. We also believe it would be prudent for the City of Seattle to plan on investing \$20M over the next 10 years to evolve Bumbershoot along the lines that are described in the RFP.

In approaching this project, STG will be able to leverage the expertise of our current staff and business relationships. That said, we will have to add to our staff on a seasonal basis in order to accomplish this at the professional level Bumbershoot requires. The amount of new staff members will be dependent upon which service(s) the City might be interested in. Regardless, we will also include select current staff members, who hold much of our business relationships and capacity.

- **Programming** - STG's Programming Staff includes 6 people who are responsible for more than 700 performances each year at The Paramount, Moore, Neptune Theatres, as well as clubs, amphitheatres and arenas. In addition, our Programming Staff is responsible for programming Festivals and Special Events such as THING @ Fort Worden and SubPop's various special events (Anniversary, BDAY, etc..). Our Programming is a healthy mix of local, national and international artists and always with a focus on diversity. We could envision leveraging long standing relationships with major artists/companies such as Alvin Ailey American Dance Theatre, Brandi Carlile, Herbie Hancock and a wide variety of both "popular" and "fine arts" we present in our theatres on a prolific basis. We also envision an opportunity to include Broadway touring theatre as part of the festival - which is a substantial part of STG's business model and audience base. By way of example, our 2022 presentation of Hamilton at The Paramount will happen during Bumbershoot, which could provide an opportunity to set aside a few performances as part of the festival.

Some of our local artist based programming is produced by our Education & Community Engagement staff, led by Marisol Sanchez Best. There would be an opportunity to create new programs and/or extend existing programs into the Festival. By way of example, a recent community program we started is called Elevate. In June of 2021, Elevate brought together Black community members, historians, spoken word artists and dancers to lift their voices. Their work centered around the Black experiences dating back to 1907, 1921 & 1928, dates



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in which STG's historic theatres opened their doors. It culminated in a livestream event and plans are underway to host an in-person live event in 2022. More information about all of STG's Education & Community Programs can be found here: <https://www.stgpresents.org/ece>

In addition, we have strong relationships with many local companies including Spectrum Dance Theatre, Pacific NW Ballet, Langston, Seattle Opera, 5th Avenue Theatre, ACT, Town Hall, Seattle Repertory Theatre, KEXP, Seattle Symphony, etc... We are excited about the possibility of Bumbershoot becoming City-wide and feel that we have venues that could play a role and local relationships that could encourage strong participation.

- Key Staff Members
 - Adam Zacks - Chief Programming Officer. 30 year veteran concert promoter, recognized as an innovative industry leader and respected music curator. Creator of the Sasquatch and Thing festivals and Chief Programming Officer at Seattle Theatre Group.
 - Jack McLarnan - Manager of Performing Arts Programs. Curating and commissioning programs for STG's performing arts season of music, dance, and contemporary theatre. He worked previously in public programming at the City of Chicago Department of Cultural Affairs and Special Events, with a focus on Millennium Park.
- **Marketing** - STG's Programming Staff are responsible for reaching a diverse population. Prior to the closure, the Marketing staff had been successful in selling more than 1M tickets 3 seasons in a row. Our database and marketing reach are a particular strong benefit we have to offer, as are our media relationships. We take pride in building new audiences from a partnership approach. An example of this would include our focus on serving the growing Latinx population. We created a
 - partnership with the Consul General of Mexico, who provided a list of artists the community was interested in seeing on our stages. We programmed many of these artists, the Consul General's office helped to spread the word and we have successfully opened up a new Latinx concert business. During the FY2019 year, we presented 22 performances with Spanish speaking artists, which sold over 27,000 tickets. It is continuing to grow. We will continue to stay focused on racially diversifying our audience base and are partnering with the M.J. Murdock Charitable Trust to fund this critical work.
- Key Staff members
 - Alvin Henry - Chief Marketing & Communications Officer. With over 25 years experience, Alvin has worked with Seattle Opera, San Francisco Ballet, La Jolla Playhouse, and City Center Theatre in New York City. Responsible for implementing strategic plans



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- and initiatives for marketing and public relations activities, creating, and maintaining a cohesive institutional image, and using new and innovative technologies to increase audience participation and earned revenues. He is an agile leader with a strong commitment to diversity, equity, and inclusion.
- Amy Gentry - Associate Director of Marketing & Communications. Amy has worked in arts marketing for the last 25 years. Starting with Broadway Across America in New York, she ran national marketing for family and variety tours with partners such as Nickelodeon, Mattel, and DreamWorks.
- **Producing Festivals & Events** - STG has a history of producing and/or programming Festivals outside of our current theatres, that find a balance between traditional concert festivals and community based events. In addition, we have hands-on experience in administering Covid-19 protocols and working closely with the various unions involved in keeping people healthy during the ongoing pandemic.
 - Sasquatch - Adam Zacks founded the Sasquatch Festival and continued to program the Festival each and every year.
 - THING - STG programs and produces this festival at Fort Worden.
 - Sub Pop Anniversary - we produced this festival for our friends at Sub Pop on Alki Beach.
 - Key staff members include:
 - David Allen - Director of Special Projects. A 40+-year legend in the industry, David's capacity extends into many zones of the performing arts. From facilities, to production, to financial management, to artist management, to Covid Health & Safety Protocols - Mr. Allen is a remarkable asset to our community.
 - Ngai Kwan - Box Office Manager, Ngai Kwan currently leads all ticketing across STG's venues and events. Ngai has more than 15 years of live entertainment ticketing experience, within STG and other organizations. Ngai has implemented ticketing and box office programs in our theatres, and for special events and festivals. Ngai is an experienced ticketing manager within the entertainment industry with expertise in customer service, supervising teams, growing client relationships, streamlining processes, and delving into data insights.
 - Mason Sherry - Theatre Manager. Mason has worked in live events and concerts since 1986. Locally working on festivals, events, in small and large venues since 1993. Mason has managed security, front-of-house and production staff on many levels, from stadiums to club shows. Recently working as production Director for the SUB POP anniversary on Alki, Thing festival in Port Townsend, and as Theatre Manager for Seattle Theatre Group. Mason enjoys many trusted relationships within



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our city, built from years of working events in most every venue in the Seattle area.

- Ticketing & Data
 - STG has a contract with Ticketmaster for our 3 theatres that could be utilized to ticket the festival. That said, we are not obligated to utilize Ticketmaster outside of our 3 theatres.
 - STG would ask for access to patron data if any of our services are utilized.

- General Information
 - STG's Vision is to be The People's Theatre - a place where all are welcomed and represented. We are a Vision driven company and this would inform our approach in handling any aspect of Bumbershoot.

 - STG is a 501c(3) not for profit organization. We currently employ more than 225 people and have a volunteer base of more than 500 individuals who provide services largely focused around shows and our Education & Community Engagement Programs. Each season, approximately 1M people attend STG's 700+ performances and over 56,000 Pacific Northwest residents participate in our Education & Community Engagement Programs. Our annual budgets are in the \$50M-\$60M range.
 - We have intentionally not offered fundraising/sponsorship services. It is beyond our capacity at this point in time.
 - STG's Senior Leadership Team is made up of the following people, most of whom will play a role in supporting the Bumbershoot Festival:
 - Maura Ahearn - Director of Development
 - David Allen - Director of Special Projects
 - Marisol Sanchez Best - Director of Education & Community Engagement Programs
 - Gary Corrington - Chief Financial Officer
 - Nate Dwyer - Chief Operating Officer
 - Alvin Henry - Chief Marketing & Communications Officer
 - Josh LaBelle - Executive Director
 - Aaron Reader - Director Diversity, Equity, Inclusion & Access
 - Nancy Del Villar Vive - HR Director

 - Demographics of STG's Leadership Team
 - 55% identify as people of color



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In closing, Seattle Theatre Group does have the professional experience, capacity and enthusiasm to help the City's historic Bumbershoot Festival reach the goals outlined in the RFP. We are particularly excited about the prospect of making Bumbershoot City wide. We imagine the City is likely looking for a company to shoulder the financial risk of producing Bumbershoot. Given the history and the current economic climate in the cultural sector, a different approach is critical. Continuing to entrust the entire festival to another for-profit business will simply continue the cycle of a commercially focused festival. We believe a community based/collaborative approach is the most sustainable business model to create change and evolve Bumbershoot into the future. We would be honored to play a role.

Thank you for your consideration.

Seattle Theatre Group