

# #4

**COMPLETE**

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Page 1: Grants to Arts and Culture Organization Application

## Q1

### Arts/Culture Organization Information

Name	<b>Cody Clark</b>
Arts/Culture Organization	<b>Harlequin Productions</b>
Address	<b>202 4th Ave E</b>
City/Town	<b>Olympia</b>
State/Province	<b>WA</b>
ZIP/Postal Code	<b>98502</b>
Email Address	<b>cody@harlequinproductions.org</b>
Phone Number	<b>8147301460</b>

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## Q2

### Project Name

Pay What you Choose Night (PWYC) 2021-2022

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## Q3

### Project Summary

Harlequin Productions (Harlequin) is a professional theatre company with a mission to invigorate, educate, and empower our community and all people to feel more, think more, play more, and judge less through the mirror of real live theatre. Harlequin has been producing professional theater and contributing to cultural enhancement and accessible arts in the South Sound for nearly 30 years. Harlequin Productions will address the lack of access to professional performing arts for those in our community who are or may be experiencing financial instability or reduced means. Harlequin believes that professional performing arts should be accessible to everyone, regardless of financial means or socioeconomic status. Harlequin's Pay What You Choose (PWYC) performances address this need by making performances, within each production of our 11 show season, accessible by allowing attending patrons to choose how much they would like to pay for ticket(s).

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**Q4**

Total Grant Request Amount

\$5,000.00

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**Q5**

What types of expenses will your grant be used to cover?

The city of Olympia's GACO grant will be spent on expenses that include standard operating expenses for the theatre such as cast and staff salaries, program materials, marketing, and the revenue loss incurred from the PWYC tickets which is estimated to be about a 75% revenue loss opposed to selling standard tickets.

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**Q6**

**Yes**

Eligibility - To apply for this opportunity organizations must:- Have programs centered on arts and/or culture in Olympia- Minimum two-year history of continuous operation serving Olympia residents- Be a 501(c)3 non-profit organization- Have at least one ongoing arts program open to the public in Olympia- A City of Olympia Business License  
Previous grant recipients must wait one granting cycle before reapplying  
Does your program/organization meet eligibility?

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**Q7**

How does your Arts/Culture Organization's prior experience ensure a successful project?

Throughout its history, Harlequin has produced theatrical works that evoke emotions, introduce new concepts, provoke thought, and build community connection. Harlequin has inspired thousands of audiences with more than 160 productions. This level of artistic professionalism has been possible only with the help of over 500 locally- and nationally-known paid actors, hundreds of local volunteers, a dedicated team of designers, its staff members, and now a new resident company.

Since 1999 our PWYC program has been incredibly successful in expanding equitable arts accessibility and previously provided 400 PWYC tickets a season. Previously Harlequin offered only one reserved performance per show. This was a concern of new management as well as patrons. Therefore, Harlequin recently began offering several different performance nights with a specific amount of PWYC seats available within regular-priced seats. This has proven very successful and in addition, Harlequin has expanded its purchasing options to allow PWYC patrons to reserve seating in person, over the phone, or via its website. Thanks to these changes Harlequin has projected that its PWYC tickets will expand to more than 1500 patrons in its 2021-22 season.

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**Q8**

Please summarize the public benefit of your proposed project. Please describe in what ways this project will reach underserved communities.

Harlequin Productions is a cultural and economic asset to Thurston County. In January 2020, the Thurston County Economic Development Council conducted a study to evaluate Harlequin's economic impact. The study found that for every \$1.00 facilitated by Harlequin, \$2.03 returned to the local economy with \$1,770,431.71 in economic output and an additional \$77,499.30 in State and Local tax revenues. Our PWYC program works to expand this public benefit to underserved communities by entirely eliminating the financial burden of a ticket cost. The ability for patrons to choose their own ticket price empowers those who would otherwise not be able to attend a performance to have the same artistic and cultural experience as those able to pay the full ticket price. We see the vast majority of our Pay What You Choose attendees are college students, the elderly, and large families with children. Through collected and evaluated audience feedback we choose to expand our selection of available performances for the PWYC program as well as introduce new ways to purchase tickets.

This project creates a direct pathway for artistic accessibility. Harlequin believes that theatre is a uniquely relatable art form that can facilitate moving the needle in a positive direction around diversity, equity, and inclusion initiatives through the power of storytelling. Theatre's relatability creates an obligation for organizations like Harlequin to be a leader in these discussions. In its upcoming season, Harlequin presents works to give a more prominent voice in its community on essential topics like gun and school violence, social uprising, Native American land rights, and LGBTQA+ issues. These works are meant to expand the community's and the organization's journey into being an anti-racist and more equitable place for all.

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**Q9**

How does this project expand or build upon the arts in our community?

Harlequin is a crucial organization in the revitalization of downtown Olympia. Harlequin ensures that community members have access to professional live theater. By offering a variety of ticketing discounts, Harlequin provides accessibility to a variety of diverse groups. In a previous 10 year average, Harlequin has attracted 14,000 ticketed audience members per season. In 2018 Harlequin underwent a leadership change that has brought a change in the general ethos of the organization's management, programming, and operations. With these changes, coupled with increased efforts in community engagement through its marketing department, Harlequin hopes to see a 40% increase in its ticket sales in its 2021-22 season for a total of 20,000 sold tickets. With these increased ticket sales and other increased developmental revenue goals, Harlequin commits to increasing its artists' and crew members' pay equity, ensuring a real living wage for all people who dedicate their time to creating theatre with Harlequin. The PWYC program will work to widen this impact to a more diverse audience and bring theatre to patrons who may not otherwise be considered a typical theatre-goer building upon the strong theatre community in the South Sound.

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**Q10**

Describe any other funding you have pursued for this project in addition to the Arts/Culture Organization's contributions and the City's matching grant. Please indicate whether the funding has been secured.

Harlequin will continue to apply for grants and solicit corporate underwriting to continue the Pay What You Choose program. We currently have committed funding from The Vannerson Family Fund, a fund from The Community Foundation of South Puget Sound, ArtsWA, NEA, and Olympia Federal Savings Bank. We also have solicited funding from the Muckleshoot Tribe, the Tulalip Tribes community impact fund, and Tegna Foundation.

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**Q11**

Project Expenses: please list a description and the amount of each project expense. (Eg. Artist fees: \$500)

Project Expense 1	<b>Program Salaries &amp; Benefits \$18,000</b>
Project Expense 2	<b>Program Materials &amp; Other \$4,500</b>
Project Expense 3	<b>Advertising \$4,500</b>
Project Expense 4	<b>Theater Occupancy Expenses \$6,500</b>
Project Expense 5	<b>Administration Expenses 12% \$4,000</b>
Total Expenses	<b>\$37,500</b>

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**Q12**

Project Income (Matching Funds): please list a description and the amount of each project income source (Eg. Ticket sales: \$500) this can include dollar and in-kind sources. (Note: volunteer hours can be included as "project income". Each volunteer hour is valued at \$31.72. To calculate the In-kind dollar value of your volunteer hours multiply the total number of hours by \$31.72. (Eg. 10 Volunteer Hours: \$317.20)

Project Income 1	<b>Ticket Sales \$7,500</b>
Project Income 2	<b>Grants \$15,000</b>
Project Income 3	<b>Fundraising – Other \$15,000</b>
Total Income (Matching Funds)	<b>\$32,500</b>
Grant Request Amount	<b>\$5,000</b>
Overall Total (Add total income & Grant Request amount)	<b>\$37,500</b>

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**Q13**

**Respondent skipped this question**

Optional: Please upload any supplemental information.

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**Q14**

Please attach verification of your organization's 501(c)3 status.

**Harlequin 501c3.pdf (741.9KB)**

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