

Harvard-Allston Public Realm Flexible Fund

For Allston-Brighton

Application for Funding, Spring 2017

Total Amount Requested \$ 36,000

Applicant Organization Name: Brain Arts Organization
Organization Address: 25 Creighton St. #3 City: Boston Zip: 02130
Contact Person: Daniel Shea
Title: Director
Telephone Number: 857-234-6620
E-Mail Address: dan@brain-arts.org

Application submission(s) must be authorized and signed by an authorized signatory of the Organization.

Name and title of Authorized Signatory:

Daniel Shea, Director

Signature of Authorized Signatory:

A handwritten signature in black ink, appearing to be 'DS', written over a horizontal line.

Brain Arts Organization contact:

Daniel Shea, Director

857-234-6620

dan@brain-arts.org

Harvard-Allston Public Realm Flexible Fund Application For Funding

Project & Applicant Information

Communities like Allston need outdoor performance spaces in order to maintain and cultivate their cultural vibrancy. The Amphitheater at Herter Park is the only space in Allston where live music and arts programming can take place outdoors. Through this programming series, Brain Arts Organization, a 501(c)(3) non-profit organization based in Boston, will activate the Amphitheater at Herter Park. Specifically, this series will bring diverse, exciting programming to this ready-to-be-reactivated outdoor performance venue, presenting the art of the many cultures of Allston and surrounding areas in the process.

Our programming will consist of free outdoor live music concerts and art performances to be held at the Amphitheater at Herter Park in Allston. These events will take place weekly and will be held on weekday evenings from 5/1/18 through 10/1/18. BRAIN Arts will work with Friends of Herter Park (FOHP) and other arts organizations to bring dedicated programming to this emerging public arts space. There will be 24 concerts in total, each concert featuring two performers or groups, for a total of 48 performers/groups to be featured through this program.

Events will take place from approximately 7:00PM-9:00PM. Performers will be drawn from the diverse pool of cultural and ethnic communities to be found in the Boston area, with a special focus on those communities that exist in the Allston area itself. This programming will continue Brain Arts' dedicated commitment to bringing cutting edge, and underrepresented artists to the forefront. The Project Booking and Promotions Director will conduct outreach to, and forge partnerships with, the various arts and cultural organizations located in the Allston area and beyond. Ethnic and socioeconomic diversity of programming will also be achieved through partnerships with other arts and cultural non-profits such as the Boston Alliance of Gay, Lesbian, Bi-sexual, and Transgender Youth (BAGLY), Girls Rock Campaign Boston (GRCB), Hyde Square Task Force, Mystic Arts Collective, Allston Village Street Fair Festival, Asia Fest Boston, Allston Village Main Streets, and Non-Event. Though this list is not exhaustive, these organizations have already expressed interest in this project.

BRAIN Arts' series of free performances will take place at Herter Park, which is maintained by the Department of Conservation and Recreation (DCR). Herter Park is a beautiful, multi-use park situated along the Charles River off of Soldiers Field Road in Allston. The park and its accompanying amphitheater, named for Christian A. Herter the 53rd Secretary of State and 59th Massachusetts Governor, has a long history of arts use. In recent year's the park's amphitheater had fallen into disrepair. Herter Park is currently being managed in part by FOHP, a non-profit that has worked to organize volunteers to assist with the amphitheater's restoration. Brain Arts has worked in tandem with this organization to do so, and has their support and interest in producing this free admission series of boundary pushing and innovative arts and

cultural performances for the community. Herter Park is located at 1175 Soldiers Field Rd and is easily accessible for Allston residents and residents of other neighborhoods in greater Boston. Our programming will be part of a wider effort to restore this park to its status as a unique, active arts venue, and to reactivate it for a population eager for more opportunities to engage with their community.



A monthly pamphlet (“zine”) will be created and handed out to audience members at each event, sharing more information and contact details for all performers. Though the events

will be free, tickets will be made available in advance, and will be required for entry, unless it is determined by staff that an event is under capacity. All marketing, ticketing, event production, and art production will be handled in house by Project Program Directors and Brain Arts volunteers. Pamphlet printing will be furnished by Brain Arts.

Through our program's 24 events we will create 48 outdoor performance opportunities for Allston and Boston area musicians and performers. We will create 48 hours of outdoor live music and art entertainment for Allston area residents during spring and summer months, and in the process reactivate the notion of outdoor music and arts programming in this area of the city. We anticipate an attendance of 100+ for each event, with a program total audience reach of 2,500+. Our program will create well-paying performance opportunities for 150+ working musicians and artists, all based in the Allston and Boston area. Residents will have the opportunity to be exposed to music and performance by their neighbors, which they may never have previously had the opportunity to encounter. Several varieties of rock music, hip hop, folk, several varieties of Chinese and Korean music, jazz, Jewish Music, African music, Armenian music, and other forms of live performance will be integrated into the event series. Each variety of performance will be part of the diverse tapestry woven via the implementation of Brain Arts' programming. Through our 15+ years of booking and event organization experience, we have both the desire and ability to give the neighborhood of Allston the outdoor music and events programming that it deserves. Event advertising and marketing will be provided by Brain Arts through its website, newspaper, social media, and through the creation of posters, created by local artists, and distributed through Allston and its neighboring areas.

Our programming will result in a heightened awareness of the diversity of the Allston neighborhood. It will boost visibility of Allston as an arts destination of a diverse make-up. It will help revitalize Herter Park as an arts landmark, and will boost visibility of the park. This in turn will lead to more use of the park, bringing disparate cultural groups from the same neighborhood together through the universal language of music and art. With this programming series our organization intends to add to, and further the legacy of, live music and performance in Allston.

The anticipated overall cost of putting on each event is \$1,500 which includes permitting, staffing, artist payment, advertising, electricity, and equipment costs. To cover the costs of this program Brain Arts is seeking a grant of \$36,000 from the Harvard-Allston Public Realm Flexible Fund.

In order to implement our program we will need a number of skilled staff. The following is a full list of required staff: a Project Booking & Promotions Director, a Project Artistic Director, a Project Sound Staff Team (three members). All staff positions are of a volunteer nature and will be unpaid. In addition to staff, program implementation also requires sound equipment and other materials. The following is a list of required equipment: two PA speakers, two monitor speakers, a power amp, a mixer, four microphones, four microphone stands, a drum rug, cables, and various art supplies. Further staffing needs will be fulfilled on a volunteer basis via the Brain Arts non-profit. Sound equipment will be furnished by Brain Arts.

This is a 5 month long programming series. However, if successful, Brain Arts may seek grant funding to continue the series in the future, either from the Harvard-Allston Public Realm Flexible Fund or elsewhere.

A special events permit will need to be acquired for all events from the DCR. State police detail may also be required, and is accounted for in our budget. FOHP have committed to helping our organization to coordinate with DCR staff, and portable toilet companies, and will be sponsoring us in regard to necessary insurance.

Founded by co-Directors Daniel Shea and Samuel Potrykus, Brain Arts has been programming live music and art events and fostering community through arts and music in Boston for over 15 years. We create and organize 150+ events each year. Within the last year we have received grants from the Boston Foundation and the Massachusetts Cultural Council for our programming and other ongoing projects. Our ethos focuses upon supporting and presenting performers that are special and innovative, but don't currently have the ability to be huge commercial successes. Our commitment to an inclusive grassroots community means that we must also actively work to amplify the voices of and make our spaces comfortable and accessible for individuals marginalized by mainstream culture. We need grant funding to keep this type of cultural cultivation alive in the City of Boston, and to actually pay these artists to ensure they continue to produce work that advances cultural output.

Allston has been one of the main host neighborhoods for Brain Arts' events for all of the years we have been active. Specifically, Brain Arts has organized events at rock clubs, dance music clubs, cafes, restaurants, private residences, and pop-up art venues in the Allston neighborhood. Brain Arts organized its first outdoor events in 2010, and has organized over 30 such events since. Events include art/artisan markets, concerts, larger festival fundraisers and more. They have taken place at beaches, privately owned lots, city-owned spaces like Somerville's ArtFarm, and numerous city parks including Christopher Columbus Park, Davis Square Statue Park, the Jamaica Pond Boathouse, Franklin Park, and others. Attendance at these events has ranged from 50-800 individuals.

Harvard-Allston Public Realm Flexible Fund Application For Funding
Budget

The anticipated overall cost of putting on each event is \$1500 which includes permitting, staffing, artist payment, advertising, electricity, and equipment costs.

PER EVENT:

<u>Cost</u>	<u>\$ Amount</u>
DCR Staff	\$300.00
State Police Staff	\$300.00
Special Events Permit	\$100.00
Insurance	\$100.00
Portable Toilets	\$300.00
Performers	\$400.00

TOTAL Cost Per Event: \$1,500.00

TOTAL Project Cost (24 events): \$36,000.00

Project to be 100% funded by a Harvard-Allston Public Realm Flexible Fund Grant

The Parents and Community Build Group, Inc.

*Working To Build and Strengthen the Community Through Fundraising, Events and Education
Advocacy - Stewardship - Education - Community Growth*



May 31, 2017

To Whom It May Concern:

I am writing this letter in support of the Brain Arts Organization and their proposed project, which would bring much needed Free and Open to the Public, live outdoor music and arts programming to the Allston community, in which I reside.

The Allston-Brighton Community has the third largest low-income City of Boston residency. With the reality of growing economic difficulties, the Brain Arts Organization's planned admission free multicultural programming is exactly what this community and the City of Boston needs more of. The proposed programming will also revitalize the underutilized Herter Park Amphitheater by providing community access to a multitude of vibrant, diverse music and art, while also breathing life back into the amphitheater's stage.

The Brain Arts Organization has my and The Parents and Community Build Group, Inc.'s full support.

Thank you for your consideration.

Sincerely,

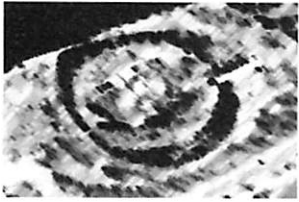


Joan Pasquale, Executive Director
The Parents and Community Build Group, Inc. 501©3
Ringer Park Partnership Group
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www.parentsandcommunitybuildgroup.org



The
Friends *of*
Herter Park

June 5, 2017

To the members of the Harvard Allston Public Realm Flex Fund:

I am writing on behalf of *Friends of Herter Park* in support of the grant application from *Brain Arts* for the Harvard Allston Public Realm Flex Fund.

The Friends of Herter Park (FOHP) believe that Brain Arts Boston Hassle proposal for a series of programs at the Ampitheatre at Herter Park will help FOHP advance its mission of promoting Herter Park as a cultural resource for the well-being of all.

Brain Art's Boston Hassle series will bring diverse, emergent, and boundary pushing arts to this ready-to-be-reactivated outdoor performance venue, celebrating the art of the many cultures of Allston and surrounding areas in the process.

Over the past year, the members of Boston Hassle have generously contributed to the renovation of the theater by attending multiple volunteer days to help fix up the space. They have regularly turned out interested and helpful folks to tackle the daunting task of clearing brush, painting benches and clearing debris and litter from the park – demonstrating the passion and commitment Boston Hassle has for helping the Ampitheatre at Herter Park reemerge as a vibrant venue for community and performance events. With the help of Boston Hassle, several community organizations and dozens of local volunteers, FOHP are reactivating this abandoned park space into what will soon be a cultural resource for the entire community.

For our part FOHP is prepared to collaborate with Brain Arts by managing the site and visitor services, carrying insurance for the space, and coordinating the permitting process with the DCR. Part of a Harvard Allston Public Realm Flex Fund grant would help cover these essential functions.

The Friends of Herter Park look forward to a strong programming season in 2018, with the help of community arts groups like Brain Arts Boston Hassle, and funding from gracious sponsors such as the Harvard Allston Public Realm Flex Fund.

Sincerely,

Galen Mook

Treasurer, Friends of Herter Park