



Bath House
CULTURAL CENTER



Office of
Arts & Culture

Bath House Cultural Center

2021-2022 THEATER PROPOSAL GUIDELINES

The Bath House Cultural Center seeks proposals for its 2021-2022 performing arts season. The 2021-2022 Bath House season runs from **August 2021 through June 2022**.

Proposals Deadline: May 15, 2021

Proposals must be received by the deadline. Late proposals will not be considered. Proposals can be submitted by mail or electronically.

ELIGIBILITY

This call is open to performing art companies, cultural producers and/or individual performing art creators. Applicants who have outstanding contracts with the Office of Arts and Culture (OAC) that are not in compliance are not eligible.

SUBMITTING PROPOSALS

Include the following information with your proposal:

1. COVER LETTER

Give us a brief overview of your company, the project, and its merits.

2. CONTACT INFORMATION

Contact person(s), contact numbers, e-mail, website, etc.

3. PROJECT

Company Information

Are you a 501(c)3 corporation?

What is your Mission Statement and how does this production further it?

How is your company uniquely qualified to produce this project?

What education, audience development and/or outreach components are part of the planned project, if any?

How will this project make the Bath House a better venue?

Scheduling

How long of a run would you prefer? Is this a full-length theatrical play that requires multiple days/weeks or a one-night concert? Please keep in mind a typical performance run for a theatrical play is limited to three weeks for performances and one week of load-in/technical rehearsals.

Which month and dates would you like to perform? (List top three (3) choices).

Are there months you are not willing to accept? What days of the week and times of the day would you like to perform? Please be aware that Sundays and Mondays are not available for rehearsals or performances (this is extremely important to our scheduling process).

Please be aware that all production strikes will take place immediately following the final performance of the production. Additional time may be granted at the discretion of the BHCC Technical Director.

Sundays are not available for rent at the Bath House. Mondays are granted at the discretion of the BHCC Technical Director.

Marketing, Audience Development and Ticket Prices

How will you market this event?

What is your marketing/press strategy?

Who is your target audience?

What are your ticket prices?

Hazards and Insurance

Will the project include any of the following? If so, please elaborate.

Fire, animals, nudity, firearms, explosives, material unsuitable for children, food, liquid, stage blood, etc.

None of these will disqualify your project—we just need to plan for them.

Does the producing company hold liability insurance? With whom?

Production History

List past productions by you or your company (include reviews, photos, etc.) and tell us about your future projects.

Funding

What funding have you sought and/or received? Are you actively engaged in seeking other funding?

Please include an approximate general overall budget for the project, including where the expected funding for the project will come from.

Please be aware that there is a rental charge and other fees associated with usage of the Bath House Cultural Center. If you have questions regarding rental rates, please contact Stewart Mikkelsen, whose contact information is located below.

Comp Tickets, Marketing

Would you be willing to provide the Bath House Cultural Center with 10 complimentary tickets to the group's event? The Bath House Cultural Center staff will use these tickets for special guests and VIPs.

Would you be willing to provide an additional donation of 2 tickets to each event to the Bath House? These donated tickets will be placed in the Bath House Art Mart Silent Auction in November. The silent auction serves as a fundraiser for the Bath House.

Would you or your group be willing to share your marketing list with the Bath House, so that the Bath House might better market your production?

Supporting Materials

Include supporting information, such as photos, reviews, videos, etc.

Submit a copy of your production's script so that it can be reviewed by our committee (if applicable).

Health and Safety – Pandemic Precautions

Although we remain optimistic that progress is being made with mitigating the effects of the pandemic, we understand that some health risks will still be present for some time to come. Please tell us about the ways in which you or your company would navigate the challenges of producing and presenting your show in the middle of a health crisis.

In preparation for a possible extension of protective restrictions during our upcoming season, our center is also accepting and reviewing special performing art projects that emphasize social distancing, limited audience capacity, and virtual programming.

EVALUATION OF PROPOSALS

A Review Panel will review and rate all the submitted proposals. The panel will be composed of local art professionals and staff members of the cultural center. All panelists will follow all relevant guidelines and procedures in City Code and Cultural Policy. Information about the panelists will be evaluated in order to ensure that no conflict of interest exists.

Proposals will be assigned slots in the Bath House season calendar based on their panel ratings and consideration of the BHCC season and mission:

The Bath House Cultural Center is dedicated to fostering the growth, development, and quality of multicultural arts within the city of Dallas by emphasizing innovative visual and performing arts as well as other multidisciplinary arts events.

Proposals will be rated on:

- The overall fit within the Bath House Cultural Center's programming, mission, season, etc.
- The contribution the project makes to the citizens of Dallas and/or the arts community in general.
- How well the audiences will be engaged in an authentic and meaningful cultural activity.
- The creativity, innovation, uniqueness or interest of the project.
- How this project will help realize the mission of your company.
- Past experience with projects at the Bath House Cultural Center, including the quality and professionalism of the projects.

Please Mail / Deliver proposals to

**Bath House 2021-22 Theater Proposals
521 E. Lawther Dr. Dallas, Texas, 75218**

Or email your materials to
stewart.mikkelsen@dallascityhall.com

Good Luck!

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