

SAN FRANCISCO ARTS COMMISSION
2013-2014 Management and Programming Plan

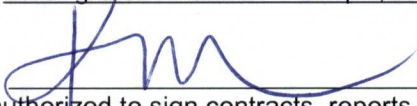
Deadline: Open-submission

2013 – 2014 SFAC/HTF Grant Allocation \$ 483,690

5/24/13



Contact Information

Organization Name: African American Art & Culture Complex
Street Address: 762 Fulton Street
City/State/Zip Code: 94102
Executive Director: Kimberly Hayes
Telephone: (415) 922-2049 Fax: (415) 922-5130
In case of emergency/ cell phone: (646) 642-7349
E-mail Address: Kimberly@aaacc.org Website: www.aaacc.org
Twitter: @sfaaacc
Facebook www.facebook.com/pages/African-American-Art-Culture-Complex/145365379417
YouTube _____ Flickr _____
Hours of Operation: Office: Mon (closed) Tues – Fri 10:00am -6:00pm; Gallery Tues – Sat 12:00pm – 5:00pm
Building: Mon-Fri 9:00am – 8:00pm; Saturday 9:00am – 5:00pm (varies based on events)
(if operating a facility)
Signature:  Date: May 24, 2013
(Submitted by person authorized to sign contracts, reports, and invoices)
Printed Name: Kimberly Hayes Title: Executive Director

CHECKLIST:

Please be sure the Management and Programming Plan includes all of the following:

- Completed Management and Programming Plan
- Signed original form
- SFAC/HTF Grant Budget (projected income and expense) and organizational budget for FY 2013-2014
- Organization Chart with staff (including contractors and volunteers)
- Resumes for key staff (if staff has changed) including executive director, facility manager, and bookkeeper
- Personnel Policies and Procedures (if this has changed)
- List of Board of Directors with contact information (if members have changed)
- Proof of Insurance Policies including the following: Worker's Compensation, General Liability, and Automobile Liability
- List of sub-tenants
- List of building rental rates for the public and sub-tenants
- List of office rates for the sub-tenants

Cultural Center Goals

The Hotel Tax Fund is allocated to the Arts Commission to “support the operation, maintenance and programming of the City-owned community Cultural Centers to assure that these Cultural Centers remain open and accessible and remain vital contributors to the cultural life of the City.”

1. What goals (what you hope to achieve) and objectives (how you plan to get there) does your organization plan to achieve this year? How do the goals and objectives build on the accomplishments from the previous year? What challenges will your organization face this year and how will you address them?

GOALS & OBJECTIVES

Goal #1 - To celebrate art and engage the community through the collaboration of exhibitions with artists and performers that will promote and cultivate the expression of Afro-centric art.

Objectives:

1. Continue to produce 5-7 visual art exhibits annually to be open to the public at no cost.
2. Expose the community we serve through 7-10 “Art Talks” and film screenings, as well as other unique programs that compliment the visual art exhibits.
3. Work with our six resident art organizations and youth programs to increase programming and visibility through at least three new projects involving new artists and youth to be tied exclusively to the AAACC.
4. Present new opportunities to the community and the AAACC that will create interactive dialogue and expression of art that speaks to the demographic of our community.

Goal #2 - To provide emerging artists the crucial opportunity to gain exposure to the greater public that can propel their career to greater heights.

Objectives:

1. Create quality exhibit related events before each exhibit opens to provide an opportunity for artists to interact with art collectors and potential buyers.
2. Provide at least 2-3 artists with commissioned mural projects and “live painting” opportunities at multiple events throughout the city including the de Young Museum, other venues and outdoor events.
3. Dedicate a room in the facility as a “pop-up” painting studio for artists who want to explore, provide artistic expression in a public platform.

Goal #3 – Continue to offer youth programming within a safe space that nurtures and uncovers talents, and provides youth the opportunity to grow into successful adults who give back to their community.

Objectives:

1. Increase collaboration/partnerships with community-based organizations and the San Francisco Unified School District to expand programming opportunities available to at least 15% more youth by the spring of 2014.
2. Continue to develop our Recording Studio Program and resources by seeking donations for top of the line equipment as well as offer additional opportunities for youth to participate in Project Level’s 4-month program, which teaches youth audio engineering, artist development, and details on music industry.
3. Increase our grant funding to continue to offer youth programming and host how-to workshops on relevant subject matter that will help with the development of creativity and self-expression among the youth which will enable more young people to participate in visual and performing arts classes.

Goal #4 - To extend the reach of the African American Art & Culture Complex and make every effort to increase funding and display exemplary features of community-supported arts programming.

Objectives:

1. Launch a capital giving campaign and establish an endowment.
2. Provide staff with at least two professional development opportunities by June 2014.
3. Engage our board to become more active in the development on the AAACC goals.

BUILD ON PREVIOUS YEAR ACCOMPLISHMENTS

Our goals build on the previous year's success by strengthening the accomplishments of the prior year and setting higher goals for our organization to soar to new heights. With the exposure the AAACC has had over the past year, it opens the door for the organization to continue what things have been successful as well as experiment with some new ideas that will speak to a different segment of our constituency.

We plan to create a wider net of fine arts curriculum to complement our art gallery exhibitions, provide an opportunity to expand the current services we offer to the public by developing our rental facility to include a full-service kitchen as well as offering our state-of-the-art recording studio as an option for local artists.

CHALLENGES

The challenges we're facing this year are centered around funding some of our signature programs. With the loss of a major grant through the DCYF program, we are at risk of losing our summer programs and after school programs that many of the youth in our community heavily rely on to be available. The elimination of some of our staff may be affected as well with the loss of this grant. Our ability to sustain our functionality as close to normal as possible will be tested while we strategize on ways to fund our programming.

2. How will you measure success? Feel free to include reporting requirements of other funding sources such as DCYF.

Our measurement of success will be based on factors that will aggregate the overall programmatic structure at AAACC. We will evaluate our programs through a series of assessments that will include surveys, questionnaires, focus groups and general feedback on our many programs that cater to Visual and Performing Arts, Youth Programming and community engagement. We will also consider the development of additional programming, sponsorships/donations, office morale, work/life balance and general visibility and visitors to the AAACC as a method of estimating our success.

The following methods listed below will also be used to gauge the success of our programs:

- Awards and public recognition of our programs
- Increased participation and attendance at gallery openings, Art Talks and general events
- Retention of artists and attendees
- Increased revenue
- General response and feedback to our monthly constant contact email correspondence and Social Media activity (Facebook, Twitter, etc.)
- Number of Average Daily Attendants (ADA)(DCYF)
- Increased number of participants in programs conducted at the AAACC (Classes, Youth Programs, etc.)

3. What is your strategy for attracting and engaging San Francisco residents in your activities? How is this the same or different from last year?

Our strategy for attracting and engaging San Francisco residents in our activities will include a system that cultivates engaging and interactive outreach to community members. We will continue all of the efforts that have been deployed in the past but also use a more persuasive approach to reinforce the obligation to the community to give back to garner their support. We will enlist “ambassadors” from the community to get out the message of what will be happening at the AAACC.

We will continue will our vigorous marketing crusades to expose the community to our gallery openings and exhibitions and maintain our partnerships with community organizations, local artists, teachers and community leaders to spread the word about the diversity in programming and events at the AAACC. The promotion of our events will include distribution of printed materials in person at significant venues as well as on-line promotion to maximize our reach and host tweet-a-thons or twitter campaigns to support specific events. This plan will inevitably create an opportunity for improved tracking of supporters to extend the success of our new plan.

This strategy will be different from last year as we are preparing a more robust social media presence as well as a more structured grassroots campaign to publicize the events happening in the community and for the community through the AAACC.

4. Please attach a fundraising plan that provides a sense of how the organization will ensure it has the resources necessary to succeed. The plan should outline your efforts over the next one to three years.

STRATEGY	ACTIONS	LEADER
Annual Giving Campaign- maintain at least a 75% renewal rate from current donors and outreach to potential donors Raise at least \$5,000 from this source	<ul style="list-style-type: none"> • Target list of potential donors • Send annual giving letter in Q4 • Follow-up with a reminder letter prior to YE • Invite donors to one event per year 	Administrator Executive Director
Parking Space Rental \$30,000	<ul style="list-style-type: none"> • Maintain parking space rental fee of \$75/month • Create opportunity for more Zipcar spaces 	Administrator
Increase Venue Rates \$60,000	<ul style="list-style-type: none"> • Increase venue rental fees for Security, Facility & Theaters Rentals 	Program Director
Exhibition Opening Events \$5,000	<ul style="list-style-type: none"> • Host VIP receptions with contributing artists at exhibition openings and Theater opening nights • Charge \$50/person this year and increase next year depending on evaluated capacity of attendees 	Administrator, Visual Arts Coordinator
Board Contributions \$20,000	<ul style="list-style-type: none"> • Enforce mandate of board members to contribute to organization 	Executive Director
Assorted grants to support youth programming \$80,000	<ul style="list-style-type: none"> • Apply for various unexplored grants: Lia Fund, Metta Fund, DOJ, others 	Youth Coordinator Executive Director Administrator
Rent Recording Studio \$5,000	<ul style="list-style-type: none"> • Make available the opportunity for use of our recording studio during early business hours when not in use by youth program to generate additional revenue 	Youth Coordinator Administrator

5. The Hotel Tax Fund legislation requires an active community support board which meets six times a year. The board should be "dedicated to community outreach, fundraising and advocacy on behalf of the Cultural Center." List below the tentative dates for the six required community support board Meetings or equivalents.

Tentative Date: 07/10/2013 6pm-8pm
 Tentative Date: 09/11/2013 6pm-8pm
 Tentative Date: 11/13/2013 6pm-8pm
 Tentative Date: 01/08/2014 6pm-8pm
 Tentative Date: 03/12/2014 6pm-8pm
 Tentative Date: 05/07/2013 6pm-8pm

Location: AAACC Conference Room
 Location: AAACC Conference Room
 Location: AAACC Conference Room
 Location: AAACC Conference Room
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Programming

6. In order to fulfill Cultural Center guidelines, list and describe all planned events including classes and performances **within a City-owned Cultural Center**.

- Please follow the instructions outlined in the guidelines.
- Feel free to attach additional pages as necessary, but include the categories of information listed below.

Date	Name and Brief Description	Projected Attendance
2013		
July	"AAACC Summer Youth Program" G6 "AAACC Summer Teen Program" G6 "Project Level Performance" G6 "Sugar in our Blood" SJ Gallery Exhibit G5 "The Elders" H of C Gallery Exhibit G5 "The Elders" Panel Discussion G5 "NQAF The Harlem Renaissance 07/05" G1a "NQAF The Harlem Renaissance 07/06" G1a "NQAF The Harlem Renaissance 07/07" G1a "AASC Auditions" G6	20 C4 20 C4 300 C4 500 C2 300 C2 100 C2 200 C1 200 C1 200 C1 100 C2
	"Push Dance Workshop" w/Raissa Simpson G7 Dance Out Diabetes 2013 G6 Talent Allstars Dance Program G6 Kongolese Fusion Contemporary Workshop G7 Mo' Magic Community Meetings G6	10 C3 50 C3 80 C4 15 C3 60 C3
August	"AAACC Summer Youth Program" G6 "AAACC Summer Teen Program" G6 "AAACC Summer Youth Showcase" G6 "Sugar in our Blood" SJ Gallery Exhibit G5 "The Elders" H of C Gallery Exhibit G5 "AAACC College Fair 2013" G6 "AfroSolo Alumni Performance" G1a "Medea Project" Open Rehearsals/Meetings G6 "Push Dance Workshop" w/Raissa Simpson G7 Dance Out Diabetes 2013 G6 Talent Allstars Dance Program G6 Kongolese Fusion Contemporary Workshop G7 Mo' Magic Community Meetings G6	20 C4 20 C4 300 C4 300 C2 200 C2 300 C2 200 C1 15 C3 10 C3 50 C3 80 C4 15 C3 60 C3
September	"AAACC Fall Youth Program" G6 "Sugar in our Blood" SJ Gallery Exhibit G5 "16 Cowries" H of C Exhibit G5 Independent Artists Week (H of C) G2 "Afrosolo Black Voices" Concert Series G1a "Stage Reading" Robert H. Johnson G16 "Medea Project" Open Rehearsals/Meetings G6 "Modern Dance Workshop" Push Dance G7 Dance Out Diabetes 2013 G6 Talent Allstars Dance Program G6 Mo' Magic Community Meetings G6	20 C4 200 C3 200 C3 800 C2 200 C1 10 C3 15 C3 10 C3 50 C3 80 C4 60 C3
October	"AAACC Fall Youth Program" G6 "Uncle Junior Project" SJ Gallery Exhibition G5 "16 Cowries" H of C Exhibit G5	20 C4 200 C2 200 C2

	AAACC Poetry & Jazz Nights G1	100 C2
	"Modern Dance Workshop" Push Dance G7	10 C3
	"Driving Miss Daisy" AASC Production G1a	400 C1
	"Stage Reading" Robert H. Johnson G16	10 C3
	"Medea Project" Open Rehearsals/Meetings G6	15 C3
	"AAACC Scary Movie Night" G9a	200 C4
	"AAACC Halloween" Haunted House G1	400 C4
	Dance Out Diabetes 2013 G6	50 C3
	Talent Allstars Dance Program G6	80 C4
	Mo' Magic Community Meetings G6	60 C3
November	"AAACC Fall Youth Program" G6	20 C4
	"Uncle Junior Project" SJ Gallery Exhibit G5	200 C2
	"16 Cowries" H of C Exhibit G5	200 C2
	"Modern Dance Workshop" Push Dance G7	10 C3
	"Afrosolo" Concert Series G1a	200 C1
	AA Shakespeare Company "Season Sampler G1a	200 C3
	"Medea Project" Open Rehearsals/Meetings G6	15 C3
	Dance Out Diabetes 2013 G6	50 C3
	Talent Allstars Dance Program G6	80 C4
	Mo' Magic Community Meetings G6	60 C3
December	"AAACC Fall Youth Program" G6	20 C4
	"Uncle Junior Project" SJ Gallery Exhibit G5	200 C2
	"16 Cowries" H of C Exhibit G5	200 C2
	"Medea Project" Open Rehearsals/Meetings G6	15 C3
	"Modern Dance Workshop" Push Dance G7	10 C3
	Dance Out Diabetes 2013 G6	50 C3
	Talent Allstars Dance Program G6	80 C4
	"Cinderella 2013" Theater Production G1a	1000 C1
	"AAACC 9 th Annual Holiday Fair" G2	800 C3
	"AAACC Kwanzaa Celebration" "Nia" G2	400 C3
	Mo' Magic Community Meetings G6	60 C3
Weekly	Capoeira G6	10 C3
Weekly	Yoga Class G6	10 C3
Daily	Karate Class G6	30 C4
Weekly	Zumba G6	15 C1
Weekly	Congolese Dance & Drum Class G6	15 C3
2014		
January	"AAACC Spring Youth Program" G6	20 C4
	"Sugar in our Blood" SJ Gallery Exhibit G5	300 C2
	"16 Cowries" H of C Gallery Exhibit G5	300 C2
	"STEPOLOGY 2014 Winter Tap Showcase" G1a	300 C1
	Dance Out Diabetes 2014 G6	50 C3
	"Medea Project" Open Rehearsals/Meetings G6	15 C3
	Kongolese Fusion Contemporary Workshop G7	10 C3
	Talent Allstars Dance Program G6	80 C4
	Mo' Magic Community Meetings G6	60 C3
February	"AAACC Spring Youth Program" G6	20 C4
	"HBCU's" SJ Gallery Exhibit G5	200 C2
	"Divine 9" H of C Gallery Exhibit G5	200 C2
	"Black History Month" Performance G6	200 C3

March	"Black History Month Lectures" AAHCS G6	200 C3
	"Medea" w/ AASC G1a	600 C1
	"AfroSolo" Concert Series G1a	200 C1
	Dance Out Diabetes 2014 G6	50 C3
	"Medea Project" Open Rehearsals/Meetings G6	15 C3
	Kongolese Fusion Contemporary Workshop G7	15 C3
	Talent Allstars Dance Program G6	80 C4
	Mo' Magic Community Meetings G6	60 C3
	"AAACC Spring Youth Program G6	20 C4
	"HBCU's" SJ Gallery Exhibit G5	300 C2
April	"Divine 9" H of C Gallery Exhibit G5	400 C2
	Dance Out Diabetes 2014 G6	50 C3
	"Medea" w/ AASC G1a	1000 C1
	"Medea Project" Open Rehearsals/Meetings G6	15 C3
	Kongolese Fusion Contemporary Workshop G7	15 C3
	Talent Allstars Dance Program G6	80 C4
	Mo' Magic Community Meetings G6	60 C3
	"AAACC Spring Youth Program" G6	20 C4
	"HBCU's" SJ Gallery Exhibit G5	200 C2
	"Divine 9" H of C Gallery Exhibit G5	300 C2
May	HBCU College Fair G6	400 C2
	"Much Ado" Production w/ AASC G1a	1000 C1
	APICC Performance G1a	200 C1
	"Afrosolo" Concert Series G1a	200 C1
	Dance Out Diabetes 2014 G6	50 C3
	"Medea Project" Open Rehearsals/Meetings G6	15 C3
	Kongolese Fusion Contemporary Workshop G7	15 C3
	"Stage Reading" w/Robert H. Johnson G16	10 C3
	Talent Allstars Dance Program G6	80 C4
	Mo' Magic Community Meetings G6	60 C3
June	"AAACC Spring Youth Program" G6	20 C4
	"Tomboi" SJ Gallery Exhibit G5	200 C2
	"Divine 9" H of C Gallery Exhibit G5	200 C2
	"Much Ado" Production w/ AASC G1a	1000 C1
	AAACC Poetry & Jazz Nights G6	100 C3
	Dance Out Diabetes 2014 G6	50 C3
	"Medea Project" Open Rehearsals/Meetings G6	15 C3
	Kongolese Fusion Contemporary Workshop G7	10 C3
	Mo' Magic Community Meetings G6	60 C3
	"AAACC Summer Youth Program" G6	20 C4
Weekly	"Tomboi" SJ Gallery Exhibit G5	200 C2
	"Divine 9" H of C Gallery Exhibit G5	200 C2
	"Much Ado" Production w/ AASC G1a	1000 C1
	"Afrosolo" Concert Series G1a	200 C1
	Dance Out Diabetes 2014 G6	50 C3
	"Annual National Queer Arts Festival" G1a	1000 C1
	"Stage Reading" w/Robert H. Johnson G16	10 C3
	Kongolese Fusion Contemporary Workshop G7	20 C3
	Annual SF Juneteenth Comedy Show G6	200 C3
	AAACC Poetry & Jazz Nights G6	100 C3
Daily	Mo' Magic Community Meetings G6	60 C3
	Karate Class G6	30 C4

Weekly Weekly	Congolese Dance & Drum Class G6 Zumba G6	15 C3 10 C1
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7. Please list the programming you plan to hold off-site

Date	Name and Brief Description	Location	Projected Attendance
July	Black Women is God (Satellite Exhibit)	1307 Fillmore	200
September	Independent Artists Week (Collaborative Project)	1307 Fillmore	600
October	Talent Allstars Jamz Competition (Collaborative Project)	TBD	1000
December	Fillmore Holiday Marketplace (off-site extension)	1307 Fillmore	500

Please note why these events were not held at a City-owned Cultural Center.

These events are collaborations with our many community partners.

8. Please list other ways your organization serves the community including items like G3a (online/radio/television programs), G7a (publications), G12 (world premieres), G13 (national premieres), G14 (local premieres), and G15 (works commissioned).

The African American Art & Culture Complex serves the community by continuing its commitment to providing a low-cost resource for the public that reaches the entire community. Our facility open for residents of the community to screen and premiere exclusive films or projects as well as provide services for television/music production. Some of our larger community events such as our Holiday Fair affords children the opportunity to receive Christmas presents and participate in a holiday celebration where they may not have otherwise been able to take advantage of receiving gifts for the holiday. Our monthly newsletter is often a valuable source of information for the community as well as local tourists who want to gain insight on what's happening at the AAACC or in the local community.

Listed below are some other highlights that we are committed to this coming fiscal year:

- Commission local artists to provide murals to select exhibitions and spaces at the AAACC
- Arrange radio (KPFA, KPOO) and television program opportunities for artists and curators featured in various exhibitions
- Thanksgiving themed Turkey Give Away to families that are less fortunate so they may enjoy the Thanksgiving holiday

Facility

9. Describe the regular maintenance plan that you implement to fulfill the requirements in your lease. Please tell us about any facilities projects you plan to execute this year that require SFAC approval.

The regular maintenance plan used to fulfill lease requirements consists of a bi-weekly meeting with the facilities manager to review any and all facility issues and to ensure they are up to code. Each staff member reports any concerns related to property damage on-site during scheduled weekly meetings with the Executive Director where all reported issues are tracked and brought to the attention of the facilities manager for attention.

Anticipated Facilities Projects:

- Upgrade our electrical system
- Repair damages to the roof
- Install a sink in our multipurpose room to make it a full service kitchen

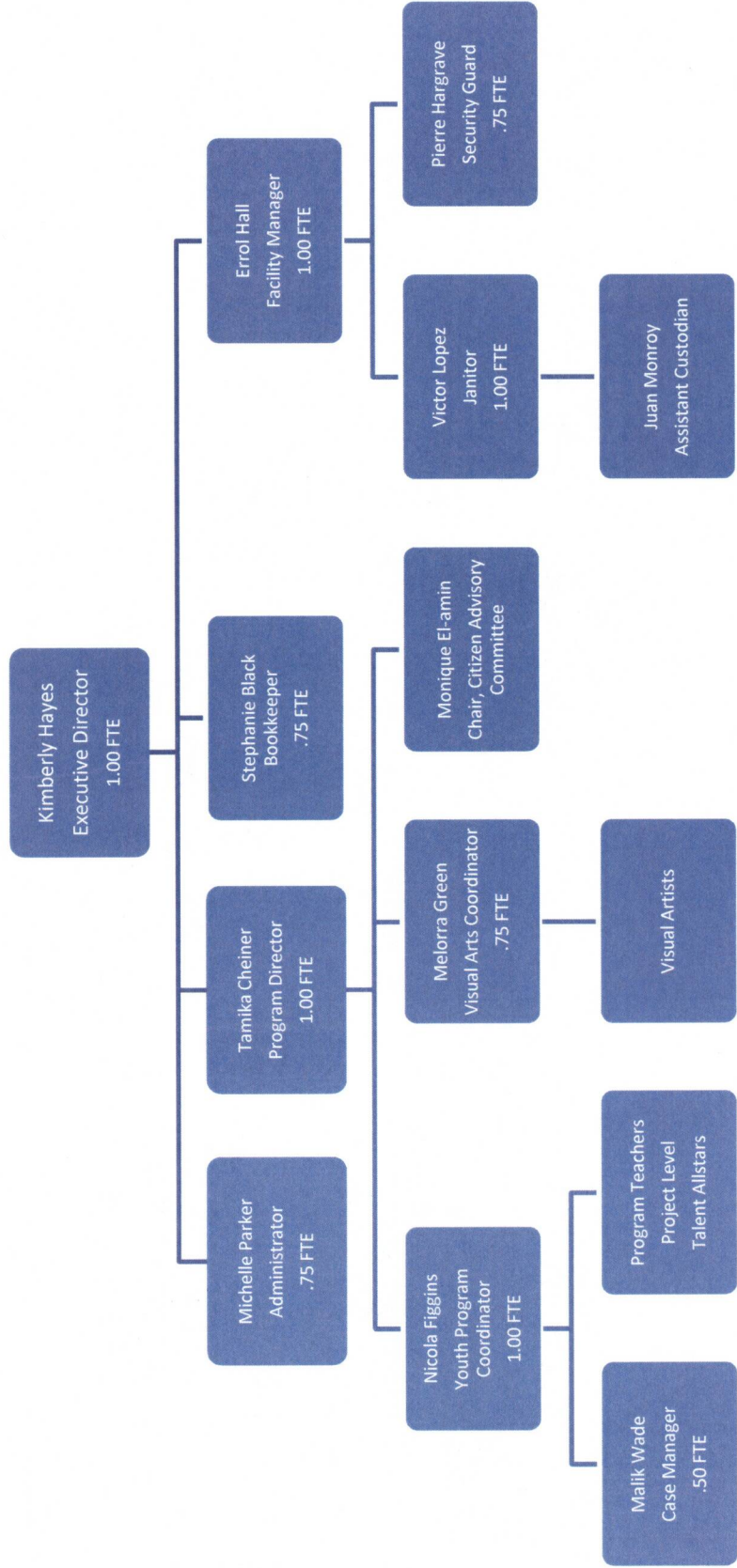
Personnel

10. Date scheduled for the annual review of the executive director: December 18, 2013

11. Attach an organizational chart showing all staff positions and the time committed to that position. If a member of the staff serves in more than one role in the organization, show the person in each position and the amount of time dedicated to each position. Include contractors and volunteers to reflect the breadth of your community. Be mindful of the requirement to have a bookkeeper and facility manager.

See Attachment

African American Art & Culture Complex Organizational Chart



Budget and Revenue Target

Complete the following budget for FY12 following the definitions described by the CCDP. **Budget notes are required** for the areas with an asterisk and for significant changes from the previous year (increase or decrease by 50 percent) to explain external or unusual factors and how you arrived at those figures.

	EARNED	
1	Admissions	
2	Ticket Sales	
3	Tuitions	3000
4	Workshop & Lecture Fees	4000
5	Touring Fees	1500
6	Special Events - other	1000
6a	Special Events - Non-fundraising	
7	Gift Shop/ Merchandise	500
7a	Gallery Sales	3000
8	Food Sales/ Concession Revenue	
8a	Parking Revenue	30000
9	Fees	18900
10	Subscriptions - Performance	
10a	Subscriptions - Media	
11	Contracted Services Fees	18900
12	Rental Income - Program Use	37228
13	Rental Income – Non Program Use	25000
14	Advertising Revenue	
15	Sponsorship Revenue	
16	Investments-Realized Gains/Losses	
17	Investments-Unrealized Gains/Losses	
18	Interest & Dividends	
19	Other Earned Revenue	
20	Total Earned Revenue	124128
	SUPPORT	
21	Trustee/ Board Contributions	20000
22	Individual Contributions	5000
23	* Corporate Contributions	25000
24	* Foundation Contributions	50000
26	* Government – City & County	548690
27	* Government - State	
28	* Government - Federal	19793
28a	Tribal Contributions	
29	Special Events - Fundraising	5000
30	* Other Contributions	
30c	Related Organization Contributions	
31	* In-Kind Contributions	
32	Net Assets Released from Restrictions	

33	Total Contributed Revenue and Net Assets Released from Restrictions	
34	Total Earned and Contributed	797611
	Total Earned and Contributed (minus your HTF allocation)	313921
	Previous Year's Total Revenue	920499
	Was the 20% Revenue Target met?	yes
36	Total Revenue	797611
37	Of the total unrestricted revenue reported on line 36, what was the total amount intended for operating/programmatic purposes?	90%
38	Of the total unrestricted revenue reported on line 36, what was the total amount intended for capital purposes?	10%
39	Total Operating and Capital Revenue	797611

	EXPENSES	TOTAL ORG.	SFAC HTF
1	* Salaries	333300	195000
2	Commissions		
3	Payroll Taxes	27000	20000
4	Health Benefits	25000	19000
5	Disability		
6	Workers' Compensation	6500	5000
7	Pension and Retirement		
8	* Benefits, Other		
9	Total Salaries and Fringe	391800	239000
2	Accounting & *Audit	80000	50000
3	Advertising and Marketing	4000	3000
4	Artist Commission Fees	1500	1500
4a	Artist Consignments		
5	Artist & Performers - Non-Salaried	10000	5000
6	*see Accounting		
7	Bank Fees	500	300
8	Repairs & Maintenance	20000	15000
9	Catering & Hospitality	5000	
10	Collections Conservation		
11	Collections Management		
12	Conferences & Meetings	1000	
13	Cost of Sales		
14	Depreciation		
15	Dues & Subscriptions	1000	
16	Equipment Rental	7000	7000
17	Facilities - Other (includes Security)*	95000	90000
18	Fundraising Expenses - Other	3000	
19	Fundraising Professionals	5000	
20	* Grant-making Expense	6000	3500

21	Honoraria	500	
22	In-Kind Contributions	500	
23	Insurance	15000	12000
24	Interest Expense		
25	Internet & Website	4000	3000
26	Investment Fees		
27	Legal Fees	1000	500
28	Lodging & Meals		
29	* Major Repairs	3000	
30	Office Expense - Other	3000	1500
31	* Other		
32	Postage & Shipping	2000	1000
33	Printing	5000	5000
34	Production & Exhibition Costs	12500	10000
34a	Programs - Other	70000	
35	Professional Development	5000	
36	* Professional Fees: Other	2500	1000
37	Public Relations		
38	Rent		
38a	Recording & Broadcasting Costs	3000	
38b	Royalties/Rights & Reproductions		
39	Sales Commission Fees		
39a	Security – see Facility Other*		
40	Supplies – Office, Facility, Program	5500	4916
41	Telephone	12500	10000
42	Touring	500	
43	Travel	1311	
44	Utilities	20000	20000
45	TOTAL EXPENSE	797611	483216
	Total Expenses Less In-kind		
46	Change in Net Assets		

KIMBERLY L. HAYES

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WORK EXPERIENCE

MTV Networks, New York, NY

Account Manager - September 2005- Current

- Manage Local Ad Sales markets in the top 25 DMAs to execute sponsorship and promotions across all MTV brands.
- Participate in the development and execution of content distribution sales & marketing strategies to increase distribution for cable networks.
- Generate incremental revenue through point-of-sale effort and secure media value and co-marketing initiatives.
- Train distribution partners on key attributes of programming services offered by MTV Networks, BET Networks and EPIX.
- Provide comprehensive account service to distribution partners, build and develop relationships with point of sale contacts at various levels.
- Understand and anticipate industry trends that will affect network distribution and provide strategic insight to senior management.
- Fully integrate as part of internal deal strategy teams to help brainstorm and build plans for approaching renewal negotiations.
- Serve as liaison between clients and brand marketing teams for creative approvals, idea sharing, and general marketing project management.

NBC Universal/Paramount, New York, NY

Unit Publicist -March 2004- September 2005

- Responsible for providing publicity for all clients while creating innovative ideas to keep client as mainstream industry fixture.
- Updated and distributed press kits for clients including press releases, press clips and press lists for each individual account.
- Responsible for writing press releases and distributing timely notifications of show updates and information.
- Coordinated research efforts in order to implement alternative initiatives for better client presentation.
- Tracked daily Nielsen Ratings for clients and all national trade publications press coverage of each client.
- Pitched to national and local media including long & short leads to top 100 markets across the country while overseeing launch of new syndicated show.

National Broadcasting Company, Inc (NBC) -The John Walsh Show, New York, NY

Researcher/Booth Production Assistant- October 2002-December 2003

- Researched current news stories and booked guests to appear on the show and coordinated weekly Missing Kids segment of the show.
- Reviewed tapes and edited sound bites to feature during shows while logging material relevant to show topic.
- Researched accurate statistics relating to show topics to feature during shows.
- Prepared rundown and coordinated all tapes for AD & prepared seating charts for stage manager & crew.
- Coordinated all graphic material and information for Deko & Thunder operators.
- Provided editorial overview of chyrons suggested for use during the show.

The National Conference for Community and Justice, New York, NY

Director of Development-Special Events, May 2001-September 2001

- Created and organized a series of special events while developing and implementing donor cultivation strategies.
- Instrumental in securing annual giving from individuals and corporations to grow the organization.
- Prepared revenue projections and budget submissions for implementation of organizational strategies.
- Enhanced existing fund development and fundraising initiatives to continue the vision of the organization.

Citibank, F.S.B., Washington, D.C.

Citibusiness Credit Center, Credit Support Specialist, Nov. 1999-March 2001

- Provided aid to the Vice President for all administrative functions of the Senior Management area.
- Responsible for the operation and coordination of the Vice President's office.
- Prepared reports and presentations for the credit division.
- Consulted with unit managers and other staff for matters brought to the attention of the Vice President.
- Primary administrator compiling account submissions, monitoring and reviewing reports and correspondence.

THE WHITE HOUSE, WASHINGTON, D.C.

Social Office-Intern, May-July 1998

- Responsible for completing projects, producing reports, corresponding and organizing guest lists for the President and First Lady.
- Coordinated functions and ensured that a comprehensive framework for evaluating risk to facilitate appropriate identification, control and monitoring all guests entering into the White House was in effect.
- Portrayed ability to work independently and interactively in a team based environment while enabling management to be more proactive in identifying areas of concern.
- Attended all White House events and maintained professional etiquette while interacting with renowned dignitaries.

EDUCATION

Fairleigh Dickinson University, Teaneck, NJ

Masters Degree in Public Administration, May 2005

Nationally Accredited Certification in Public Management, May 2005

Hampton University, Hampton, VA

Bachelor of Arts Degree in Political Science, May 1999

COMPUTER SKILLS

Proficient in Microsoft Windows, Microsoft Office Suite 1996-2003, Lotus Word Pro, Symantec ACT, Adobe Acrobat, S-Link, Lexis-Nexis Software, Accurint, Internet Access Software and other database management systems.

References: Furnished Upon Request

KIMBERLY HAYES
Professional Public Service Affiliations
Work Experience

United Nations, New York, NY
Hospitality Committee for United Nations Delegations (HCUND)
Volunteer, April 2009 – Current

- *Press Consultant for Ambassador's Ball, managed logistics and sponsorships, silent auction and in-kind donations*
- *Junior Committee Co-Chair for the HCUND, secured talent for kick-off fundraiser and managed sponsors donations*
- *Gala Committee Member for the HCUND; responsible for securing sponsorships and guests for annual Ambassador's Ball*

Habitat for Humanity International/ Jimmy Carter Work Project – Leogane, Haiti
Volunteer, November 2011

- *Participated in the Carter Work Project completing the building of 150 homes for victims of the 2010 Earthquake in Haiti*
- *Coordinated individual fundraising campaign raising over \$5k to reach organization and project goals*
- *Projects included construction of homes, cutting lumber, securing roofing, nailing structures, scaffolding, sheet metal installation*

Obama Presidential Campaign, New York, NY
Volunteer, June 2008 – November 2008

- *Participated in voter registration canvassing in Bucks County, PA to raise awareness for the presidential candidate*
- *Joined in phone-banking initiatives to garner financial support for the campaign*
- *Organized debate watch parties during the campaign to rally voters and strengthen support of the candidate*

United Nations, New York, NY (Airline Ambassadors)
Volunteer, October 2008 – Current

- *Press Consultant/Volunteer for first Annual Airline Ambassadors Gala with the United Nations*
- *Secured press outlets to cover event and coordinated logistics for talent upon arrival including advance clearances*

Bailey House, New York, NY
Volunteer, February 2002 - November 2005

- *Consulted with clients to assist them in preparing for job interviews and job training seminars to prepare them for the workforce after hiatus due to virus related illnesses*
- *Instrumental in organizing annual Halloween Party for children of HIV/AIDS patients*
- *Responsible for collecting and distributing Thanksgiving Meals for families affected by HIV/AIDS*
- *Volunteered time and efforts to accommodating requests of Christmas letters from children of HIV/AIDS families*
- *Instrumental in coordinating logistics for Annual "Open Your Heart" Auction*

Congressional Black Caucus, Washington, DC
Volunteer, May - November 2000

- *Instrumental in organizing congressional receptions for Democratic National Committee*

Bloomberg Mayoral Campaign, New York, NY
Volunteer, August - November 2001

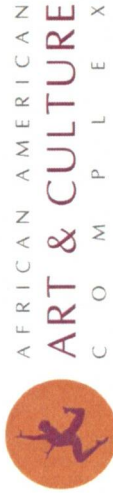
- *Daily volunteer overseeing telephone campaign to petition potential voters to support candidate*
- *Responsible for database management of potential voter roster to effectively steer voters to support candidate*

Rock-The-Vote, Hampton, VA
Campus Ambassador, January - May 1999

- *Responsible for administering voter registration campaign on local campus and surrounding community for unregistered voters*
- *Sponsored programs and initiatives to increase voter awareness for upcoming elections*

NAACP National Headquarters, Baltimore, MD
Intern/Volunteer, July - August 1998

- *Responsible for assisting Director of Youth and College Division on administrative projects*
- *Instrumental in organizing event logistics for National Convention in Atlanta, GA*
- *Responsible for escorting talent to necessary locations for presenting awards at NAACP Image Awards, Pasadena, CA*
- *Participant in local Adopt-A-Highway program*



AAACC Resident Art Organizations

Organization	Representative	Office #	Phone Number	Email
Cultural Odyssey	Rhodesa Jones Adris Ackammor	Suite 301	(415) 292-1850	idris@culturalodyssey.org
Afrosolo	Thomas Simpson	Suite 303	(415) 771-2376	trs100@yahoo.com
African American Historical & Cultural Society	Al Williams Dr. Hoskins	Library	(415) 292-6172	awilliams@sfaahcs.org
African American Shakespeare Company	Sherri Young	Suite 305	(415) 762-2071	syoung@african-americanshakes.org
Community Grows	Barbara Wenger	Suite 302	(415) 731-1837	blwenger@gmail.com

**AFRICAN AMERICAN ART AND CULTURE COMPLEX
EVENT VENUE RATE SHEET**

Buriel Clay Theatre	Standard Rate	\$840.00 per 4 Hours
	Non Profit Rate	\$570.00 per 4 Hours
	Holiday Rate*	\$1,000.00 per 4 Hours
Theatre Rehearsals	Standard Rate	\$100.00 per 2 Hours
	Non Profit Rate	\$75.00 per 2 Hours
Sargent Johnson Gallery**	Standard Rate	\$110.00 per 2 Hours
	Non Profit Rate	\$85.00 per 2 Hours
Nia Room	Standard Rate	\$240.00 per 2 Hours
	Non Profit Rate	\$180.00 per 2 Hours
Dance Studio "A"	Standard Rate	\$110.00 per 2 Hours
	Non Profit Rate	\$80.00 per 2 Hours
Dance Studio "B"	Standard Rate	\$110.00 per 2 Hours
	Non Profit Rate	\$80.00 per 2 Hours
Conference Room	Standard Rate	\$110.00 per 2 Hours
	Non Profit Rate	\$80.00 per 2 Hours
Hall of Culture	Standard Rate	\$1,000.00 per 6 Hours
	Non Profit Rate	\$700.00 per 6 Hours
	Holiday Rate*	\$1,300.00 per 6 Hours

*Holiday Rates apply for the entire month of December, January 1 (New Year's Day), January 21 (Martin Luther King Day), February 18 (President's Day), May 27 (Memorial Day), July 4 (Independence Day), September 2 (Labor Day), October 14 (Columbus Day), November 11 (Veterans Day), November 28 (Thanksgiving Day), November 29 (Day after Thanksgiving). **Exhibits are coordinated through the Visual Arts Programming Committee for AAACC. Use of the Sargent Johnson Gallery provided for speaking engagements only. Non Profit Rates apply ONLY to those with 501c3 status and ONLY on non-Holiday event days. Proof of 501c3 must be provided.



AFRICAN AMERICAN
ART & CULTURE
C O M P L E X

**African American Art & Culture Complex Sub-tenant
Office Rental Rates 2013-2014**

Organization	Monthly Rate
African American Historical Cultural Society (Bill Hoskins)	\$200.00
Afro Solo (Thomas Simpson)	\$268.00
African American Shakespeare Company (Sherri Young)	\$351.00
Cultral Odyssey (Rhodessa Jones/ Idris Ackamoor)	\$200.00
Community Grows (Barbara Wenger)	\$81.00

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