



**RECOVERY**

**AND GROWTH**

**IN THE**

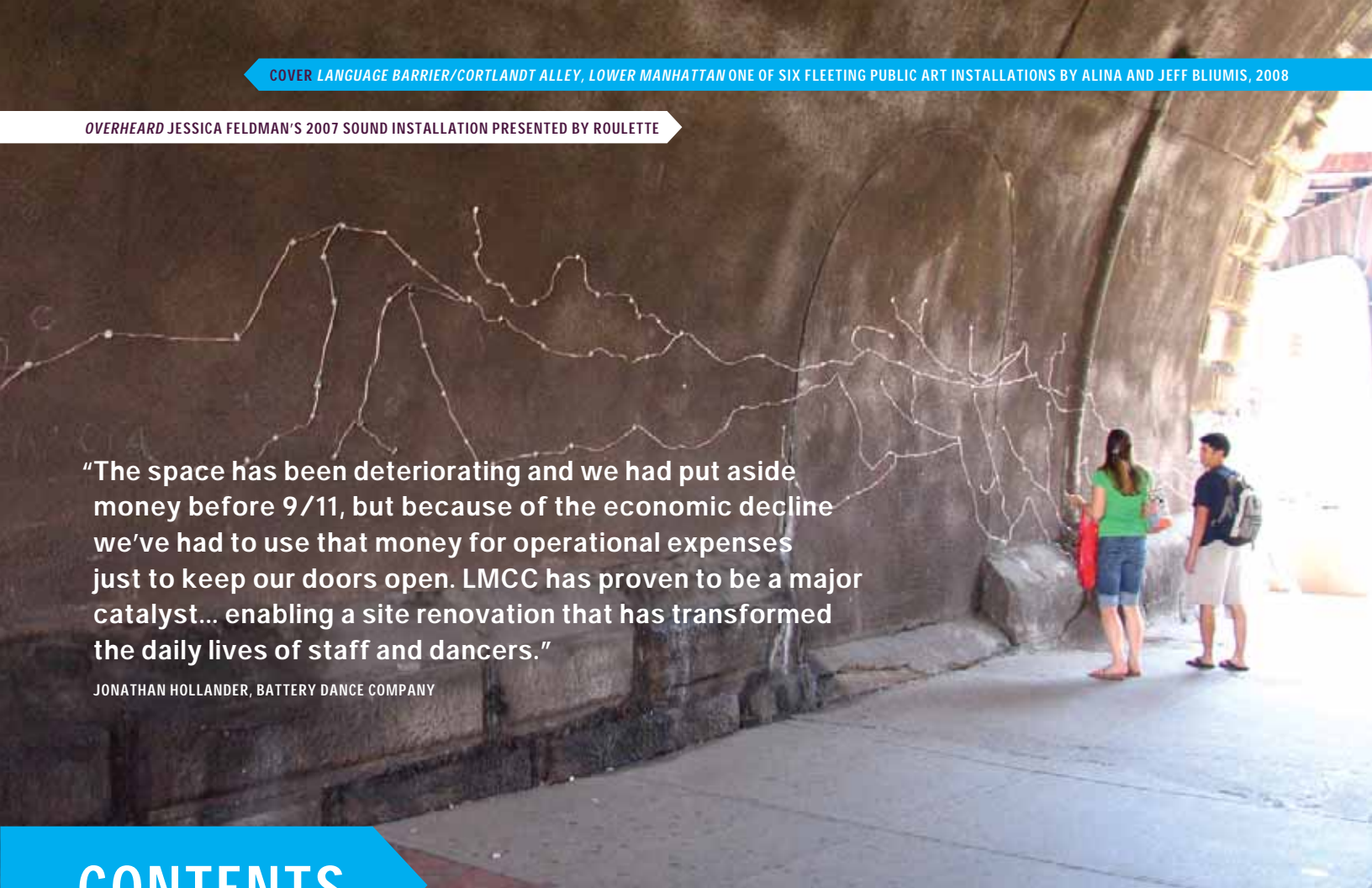
**DOWNTOWN**

**CULTURAL SECTOR**

A REPORT ON  
LOWER MANHATTAN CULTURAL COUNCIL'S  
DOWNTOWN CULTURAL GRANTS INITIATIVE 2005–2008  
MADE POSSIBLE BY THE SEPTEMBER 11TH FUND

Lower  
Manhattan  
Cultural  
Council

OVERHEARD JESSICA FELDMAN'S 2007 SOUND INSTALLATION PRESENTED BY ROULETTE



"The space has been deteriorating and we had put aside money before 9/11, but because of the economic decline we've had to use that money for operational expenses just to keep our doors open. LMCC has proven to be a major catalyst... enabling a site renovation that has transformed the daily lives of staff and dancers."

JONATHAN HOLLANDER, BATTERY DANCE COMPANY

## CONTENTS

<b>INTRODUCTION</b>	<b>2</b>
<b>OUR THANKS</b>	<b>3</b>
<b>DOWNTOWN CULTURAL GRANTS INITIATIVE: A SUMMARY</b>	<b>4</b>
<b>CAPITAL GRANTS FOR CULTURE</b>	<b>5</b>
<b>MARKETING &amp; PROMOTION GRANTS</b>	<b>7</b>
<b>PRODUCTION GRANTS</b>	<b>9</b>
<b>GRANTS FOR ART IN PUBLIC SPACES</b>	<b>11</b>
<b>FESTIVAL ACCESS FUND</b>	<b>13</b>
<b>SWING SPACE</b>	<b>15</b>
<b>DOWNTOWN COMMUNITY BUILDING</b>	<b>17</b>
<b>ABOUT LMCC</b>	<b>18</b>
<b>LIST OF GRANTEEES</b>	<b>19</b>



## INTRODUCTION

In 2004, The September 11th Fund placed its confidence in Lower Manhattan Cultural Council (LMCC), awarding a \$5 million grant to create resources that would support and sustain the Downtown cultural community in the vicinity of Ground Zero – with a focus on assisting arts groups that were working to regain audiences, visibility, and financial stability that were jeopardized by events in 2001.

With this generous support, we developed and introduced the *Downtown Cultural Grants Initiative*, a roster of six funding streams designed to address the needs of the existing arts community in Lower Manhattan, as well as bring new and increased arts activity to the area.

We built the initiative on the belief that what's good for the arts community is good for the greater community Downtown: culturally, socially, and economically. Artists and arts organizations revitalize neighborhoods by transforming spaces, engaging people to see and think in new ways, and interpreting and helping to shape the larger world. They are change agents, who often work outside the limelight – and with very limited resources – to improve the quality of life in their communities. LMCC's focus has been to assist our colleagues in the continuation of their valuable work and to help keep the arts a vibrant part of life in Lower Manhattan as it rebuilds and evolves.

Over four years, we awarded grants totaling \$3,926,000 through the initiative, directly supporting 362 projects, 119 organizations, and 170 individual artists. Our grants helped make possible the creation, expansion, and upgrade of 19 facilities; the presentation of 11 festivals, 48 new productions, and 50 public art projects; nine neighborhood-based marketing campaigns; 29 new promotional efforts; and the placement of hundreds of art projects in vacant offices and storefronts Downtown. We paired these funds with over \$4.5 million in donated space and \$107,000 in training and technical assistance to help our grantees realize their goals.

While the numbers are significant, for LMCC each grant leads to the story of a person or group of people doing tremendous work to sustain a creative practice or an organization over time. We have had the privilege of seeing our colleagues welcome audiences to new facilities, forge partnerships, rebrand their organizations, transform vacant storefronts, and present ambitious new projects. This report focuses not only on the goals, programs, and impact of the Downtown Cultural Grants Initiative, but on the accomplishments of our grantees.

At LMCC, we hope that our work has helped strengthen our community to face the new challenges and opportunities of recent years and of the years to come.

# OUR THANKS

When The September 11th Fund awarded LMCC a \$5 million grant in November 2004, the programs and services that have since benefited our constituents were still an idea. Their realization was made possible through a shared vision and commitment to the Lower Manhattan arts community.

We have Amy Stursberg to thank for her steadfast commitment as our program officer and her willingness to tackle program challenges with us along the way. It was Amy, along with Franklin Thomas and Carol Kellerman of The September 11th Fund, and Lorie Slutsky and Joyce Bove at the New York Community Trust, who placed their confidence in us and lent their expertise to help us realize this ambitious effort.

We thank our generous program partners and donors who collectively brought another \$4.75 million to these valuable programs: the Alliance for Downtown New York, American Express, Tribeca Performing Arts Center, New York State Assembly Speaker Sheldon Silver, the New York City Council, Manhattan Borough President Scott Stringer, Tides Foundation, and real estate donors that include Capstone Equities, Collegiate Church Corporation, General Growth Properties, JPMorgan Chase, Rudin Management, the Sapir Organization, Silverstein Properties, Trinity Real Estate, and Time Equities.

We share our success with our service partners, who helped us provide critical, hands-on training and support to grantees: Nonprofit Finance Fund, Walker International Communications, Artisin LLC, and Fluency.

Our special thanks go to the many current and former LMCC staff members who contributed their passion, intelligence, commitment, and elbow grease to bring these new programs into being.

Finally, the essential and invaluable work of artists and our fellow arts leaders Downtown are the reason for this initiative.

## YOU INSPIRE US

Cherrie Nanninga, *Chair, LMCC Board of Directors*

Kay Takeda, *Director, Grants & Services*

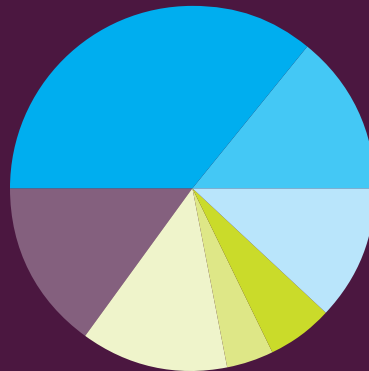
June 2010

Lower  
Manhattan  
Cultural  
Council

The September 11th Fund



CAPITAL GRANTS FOR CULTURE  
 MARKETING & PROMOTION  
 PRODUCTION GRANTS  
 FESTIVAL ACCESS FUND  
 TECHNICAL ASSISTANCE  
 GRANTS FOR ART IN PUBLIC  
 SWING SPACE GRANTS



**INCOME\***

THE SEPTEMBER 11TH FUND \$5,000,000  
 ALLIANCE FOR DOWNTOWN NEW YORK \$200,000  
 AMERICAN EXPRESS \$50,000  
 TOTAL \$5,250,000

**DIRECT SUPPORT\***

CAPITAL GRANTS FOR CULTURE \$1,459,000  
 SWING SPACE GRANTS \$625,000  
 MARKETING & PROMOTION GRANTS \$514,500  
 PRODUCTION GRANTS \$454,000  
 GRANTS FOR ART IN PUBLIC SPACES \$484,000  
 FESTIVAL ACCESS FUND \$172,500  
 TECHNICAL ASSISTANCE \$107,000  
 TOTAL \$4,034,500

**ADMINISTRATION**

TOTAL \$1,215,500

\*DOES NOT INCLUDE REAL ESTATE DONATIONS FOR SWING SPACE VALUED AT \$4.5 MILLION

# DOWNTOWN CULTURAL GRANTS INITIATIVE:

## A SUMMARY

From November 2004 to October 2008, LMCC's Downtown Cultural Grants Initiative provided over \$3.9 million in direct support, \$107,000 in technical assistance, and secured donated space valued at \$4.5 million for cultural projects Downtown.

We adhered to the geographic boundaries established by The September 11th Fund, providing resources to arts and cultural organizations based south of Canal Street and in Chinatown (bounded by Essex Street, Delancey Street, and Broadway), as well as supporting new projects and cultural events in the area.

### SUPPORT WAS OFFERED THROUGH SIX FUNDING STREAMS

**CAPITAL GRANTS FOR CULTURE** to provide resources for the crucial facility needs of arts organizations, including funds for capital and planning projects Downtown.

**MARKETING AND PROMOTION GRANTS** to provide support for new and innovative marketing and promotional activities by cultural organizations to expand their audiences and increase visibility.

**PRODUCTION GRANTS** to support the core public programming of arts and cultural organizations in Lower Manhattan with an emphasis on new and expanded arts events.

**GRANTS FOR ART IN PUBLIC SPACES** to enable the creation and presentation of public art projects by a diverse range of artists and arts organizations in the public spaces of Lower Manhattan.

**FESTIVAL ACCESS FUND** to expand festival activities in Lower Manhattan by facilitating the participation of Downtown cultural organizations and venues in local arts festivals to enhance visibility and cultivate new audiences.

**SWING SPACE** to match free and low-cost temporary space with the immediate needs of artists and arts organizations to create and present their work.

“Every artist who has worked here so far has at least doubled their production scale, their production values, their audience size, their length of run, their production income and their artists’ pay.”

KEVIN CUNNINGHAM, 3-LEGGED DOG



STUDIO AT 3LD ART & TECHNOLOGY CENTER ON GREENWICH STREET

# CAPITAL GRANTS FOR CULTURE



5

THE GREAT HALL AT THE NEW MANHATTAN YOUTH DOWNTOWN COMMUNITY CENTER IN TRIBECA

## GRANTEE PROFILE STOREFRONT FOR ART & ARCHITECTURE

Few institutions have a facility that is synonymous with the organization itself. For over 25 years, Storefront for Art and Architecture has been committed to generating dialogue and collaboration surrounding the interaction of architecture, design, and the built environment.

Storefront's location on an unusually shaped, narrow parcel at the intersection of Chinatown, Little Italy, and Soho presents an architectural challenge that was met by artist Vito Acconci and architect Steven Holl in their unique, 1993 design for the façade: a series of 12 panels that pivot to open the entire length of the gallery directly onto the street.

In honor of the organization's 25th anniversary, Storefront embarked on a capital campaign to restore the façade, now considered a cultural and architectural landmark. A \$50,000 grant through our Capital Grants for Culture program served as a catalyst for Storefront's donors. As a result, they were able to raise the necessary funds to complete the project on schedule and with tremendous results, ensuring that the structure will be enjoyed by future generations.

**RENOVATED FAÇADE AT STOREFRONT FOR ART & ARCHITECTURE, 2007. PHOTO: GAIA CAMBIAGGI**



*The Capital Grants for Culture program was designed to provide matching grants of up to \$225,000 to organizations based in Lower Manhattan to secure long-term space or to renovate and expand existing space as well as planning grants of up to \$50,000 to cultural organizations seriously evaluating relocation to Lower Manhattan.*

*In the program's first year, the Alliance for Downtown New York committed \$200,000 in additional grant funds for the program.*

In tandem with our grantmaking, we sought ways to provide technical assistance to grantees to help them anticipate and address the operational impact of facility ownership or expansion. Working with Nonprofit Finance Fund in 2007 and 2008, we offered one-day workshops for grantees on nonprofit finance essentials, and facilities planning, financing, and fundraising. In 2008, we offered two-day intensive financial clinics that included a five-year financial analysis of participating organizations.

Over three grant cycles, the program awarded a total of 19 capital and renovation grants and eight planning grants totaling \$1,659,000, accompanied by a \$74,000 investment in technical assistance.

### HIGHLIGHTS

- ▶ \$225,000 in capital funding helped 3LD Art & Technology Center open the doors to its brand new, state-of-the-art performance space on Greenwich Street.
- ▶ A grant of \$100,000 supported Downtown Community Television Center's transformation of their landmark firehouse on Lafayette Street into an expanded, publicly accessible community media center and venue for film and video works.
- ▶ \$125,000 helped Manhattan Youth Recreation and Resources incorporate dance, music, and visual arts studios into its newly constructed Downtown Community Center on Warren Street.



## MARKETING & PROMOTION GRANTS

Marketing of programs and events is critical to the survival and growth of any creative organization. Faced with loss of audience share and increasing competition for attention during Lower Manhattan's redevelopment process, small and mid-sized cultural organizations have been in particular need of support through broader marketing initiatives.

LMCC's *Marketing & Promotion Grants* were designed to enable new marketing and promotional activities by cultural organizations in order to expand audiences and increase visibility. Grants were offered in two tiers:

- ▶ Collaborative Marketing Grants of up to \$30,000 for campaigns by cultural organizations working in partnership to market their events and programs, share audiences, and leverage resources
- ▶ Promotion Grants of up to \$12,000 to support new promotional efforts by small cultural organizations

With the support of American Express, we paired our grant dollars with workshops and one-on-one meetings with marketing strategist Donna Walker-Kuhne to help grantees maximize resources and realize their goals.

Over three grant cycles the program awarded 15 Collaborative Marketing Grants totaling \$300,000, 29 Promotion Grants totaling \$214,500, and invested \$33,000 in technical assistance provided by Walker International Communications, Fluency and Artisan, LLC.

## GRANTEE PROFILE CHEN DANCE CENTER

HT Chen's dance center on Mulberry Street houses his professional dance company, rehearsal studios, a theater, and classes. Located in the heart of Chinatown, Chen Dance Center has become one of the nation's leading Asian American performing arts institutions.

For years, the core components of the center operated under different names, which diluted the center's effectiveness in reaching audiences and developing recognition. With LMCC support, the organization launched a rebranding effort in 2006 that led to a new organizational name, logo and design aesthetic, a bilingual website, a community information center, and outdoor signage.

In the first year after rebranding, the company experienced significant audience growth, including an attendance increase of 40%, enrollment increase of 18%, and individual contribution increase of 30%. The following year, attendance grew another 38%, despite the recession.

**BANNERS FOR THE REBRANDED CHEN DANCE CENTER ON MULBERRY STREET**



**"Although we knew each other's work, and saw potential in collaborative marketing, we never realized how powerful a branding partnership could be in attracting the public to White Street."**

PEGGY COLEMAN, BATTERY DANCE COMPANY, WALK ON WHITE STREET MARKETING COLLABORATION

### HIGHLIGHTS

- ▶ In January 2006, over 160,000 people from the Tri-State area poured into Chinatown over three days for the Second Annual Lunar New Year Flower Market, produced by the Museum of Chinese in the Americas, Asian American Arts Alliance, and United East Athletics Association. Collaborative Marketing Grants helped this innovative community partnership grow.
- ▶ Tribeca Performing Arts Center, South Street Seaport Museum, and the Abrons Art Center partnered in 2006–2007 to promote their family and children's programming. Through *AM New York*, the group distributed family program brochures in 50,000 morning papers and began discussions with the MTA to explore further outreach partnerships.
- ▶ More than seven arts organizations are clustered along three short blocks on White Street in Tribeca. The Walk on White Street marketing partnership linked these cultural organizations with local businesses for a day-long arts celebration in June 2006 drawing thousands of visitors to the area. An annual marketing strategy helped bring visitors back year-round.

**“LMCC’s support enabled NDA to broaden its programmatic capacity, present quality work in unusual space, create satellite events surrounding the Performance Mix Festival and develop further relationships within our home-base community of Tribeca.”**

KAREN BERNARD, NEW DANCE ALLIANCE



## PRODUCTION GRANTS

9

The creation and presentation of events and programs are among the core activities of arts and cultural organizations. As organizations grow, the development of high quality artistic programming is just as important as capacity building to ensure their long-term sustainability.

LMCC’s *Production Grants* were designed to support the core public programming of Downtown arts and cultural organizations. Grants of up to \$20,000 were provided to support production- and presentation-related costs, with a priority on new or expanded arts and cultural programming in Lower Manhattan.

Over three grant cycles, the program supported 31 organizations through \$454,000 in grants to enable the presentation of 48 core programs and new events, including exhibitions, performances, screenings, lectures, and concerts.

## GRANTEE PROFILE SOHO REPERTORY THEATRE

Soho Rep lives on the cutting edge of the theatrical community as a “hot house” developer of unconventional plays. In 2005, when Soho Rep came to LMCC for support, one of the organization’s goals was to effectively market their most successful shows to reach a new audience.

Over the next three years, Soho Rep received capital, promotion, and production support that enabled significant organizational changes. Working with a marketing consultant, they developed a seasonal approach to promotion as well as a strategy for marketing extended runs. At the same time, much-needed renovations to the lobby, restrooms, and dressing area brought the facility more in line with the caliber of work presented.

The effect of these changes culminated in the New York premiere of Sarah Kane’s “Blasted” in 2008. A Production Grant enabled Soho Rep to afford an ambitious set design to realize the landmark production. The sold-out run was extended for three weeks and successfully marketed to a new audience, earning critical acclaim and two OBIE awards for direction and design. Many first-time audience members became individual donors just months later when the organization launched its first annual appeal – and exceeded its fundraising goal.

**NEW YORK PREMIERE OF *BLASTED* BY SARAH KANE, DIRECTED BY SARAH BENSON FOR SOHO REPERTORY THEATRE, 2008. PHOTO SIMON KANE.**



## HIGHLIGHTS

- ▶ The first ever Festival of Chinese Opera, presented by the Chinese American Culture and Art Association in 2006, featured five regional opera styles over five months, drawing audiences of over 700 per show.
- ▶ New York’s Best Emerging Jewish Artists, a new cabaret-style night of performance featuring up-and-coming Jewish musicians, artists, comedians, and writers at the Museum of Jewish Heritage in 2006 and 2007 brought a sold-out crowd of new and younger audience members.
- ▶ In 2008 MIX, the longest-running queer experimental film festival in New York, presented 15 programs of new short and feature-length films, digital media installations, and performances in a storefront Downtown.



PAUL ZALOOM, 2006, COURTESY OF APEXART

# GRANTS FOR ART IN PUBLIC SPACES



TRANSMIGRATION OF THE SOLD, BY YOKO INOUE, 2008 PERFORMANCE ON CANAL STREET

11

*The Grants for Art in Public Spaces (GAPS) program was designed to enable projects that take place in contexts outside conventional exhibition and performance spaces and engage the public in unusual ways. GAPS provided new opportunities for significant creative work to be presented in public spaces and supported new artistic and cultural experiences for the Downtown community.*

Grants of up to \$20,000 were awarded to artists and arts organizations working in any artistic discipline for projects sited within the myriad of public spaces in Lower Manhattan: parks and plazas, transportation terminals, historic sites, vacant storefronts, and privately owned public spaces. The program encouraged engagement with sites as a context, taking into account local communities, the built environment, or related political and social histories.

We paired our grants with information and resources for artists on what it takes to realize a public project, including fiscal sponsorship, panel discussions to share perspectives and approaches to public art, and online resources to inform artists about public art essentials: site research, insurance, permits and licenses, and community outreach.

Over three grant cycles, the program supported 44 artists and organizations through \$484,000 in grants that enabled 50 public art projects Downtown.

## GRANTEE PROFILE ATHENA ROBLES AND ANNA STEIN, *FREE STORE*

In 2008, visual artists Athena Robles and Anna Stein received a GAPS grant to support the presentation of “FREE STORE,” an exhibition and non-commercial storefront installation in the financial district in which visitors would barter – donating useful items or taking items with them for free. In addition to regular shopping hours, the store would offer events, a franchise guide, and One World Currency for use anywhere in the Global Free Store chain.

The artists launched the project in a former cigar store on Nassau Street in February 2009 in the midst of the economic crisis, just blocks away from the heart of Wall Street. In three weeks, the project saw over 2,000 visitors, including tourists, residents, artists and area employees,

who lined up outside the door each day to participate. Over 1,500 transactions were made.

Media flocked to cover the project, including local, national, and international outlets such as MSNBC, NBC Evening News, CNN, NPR, and news teams from England, France, Russia, Taiwan, Japan, and New Zealand. Described as part cultural pop-up shop, part second hand boutique, the project proposed a networking model of economic sustenance that could be used in cities worldwide – taking on particular relevance as existing economic structures were being questioned.

**OBJECTS ON DISPLAY AT THE *FREE STORE*  
AT 145 NASSAU STREET, COURTESY DOUBLE A PROJECTS.**



## HIGHLIGHTS

- ▶ For one week in 2007, the Public Theater transformed the Whitehall Ferry Terminal into an immersive site-specific theater experience, presenting “small metal objects” by Australia’s Back to Back Theatre as part of the Under the Radar Festival.
- ▶ In 2006, Matthew Geller installed a public artwork in the form of a fountain with swings and benches near a local courthouse in Collect Pond Park. Park regulars adopted the work and served as informal guides for passers-by. Visitors called the work “refreshing, weird, an antidote for court-related tension, anti-art, architectural, cool, and what public art should be.”
- ▶ Third Rail Projects installed themselves at the World Financial Center’s Winter Garden for an entire month in 2009, presenting daily, unannounced, five-minute dance works during lunch hour. The artists became familiar and performances were anticipated by security personnel, employees of tenant companies, shopkeepers, and local residents.

12

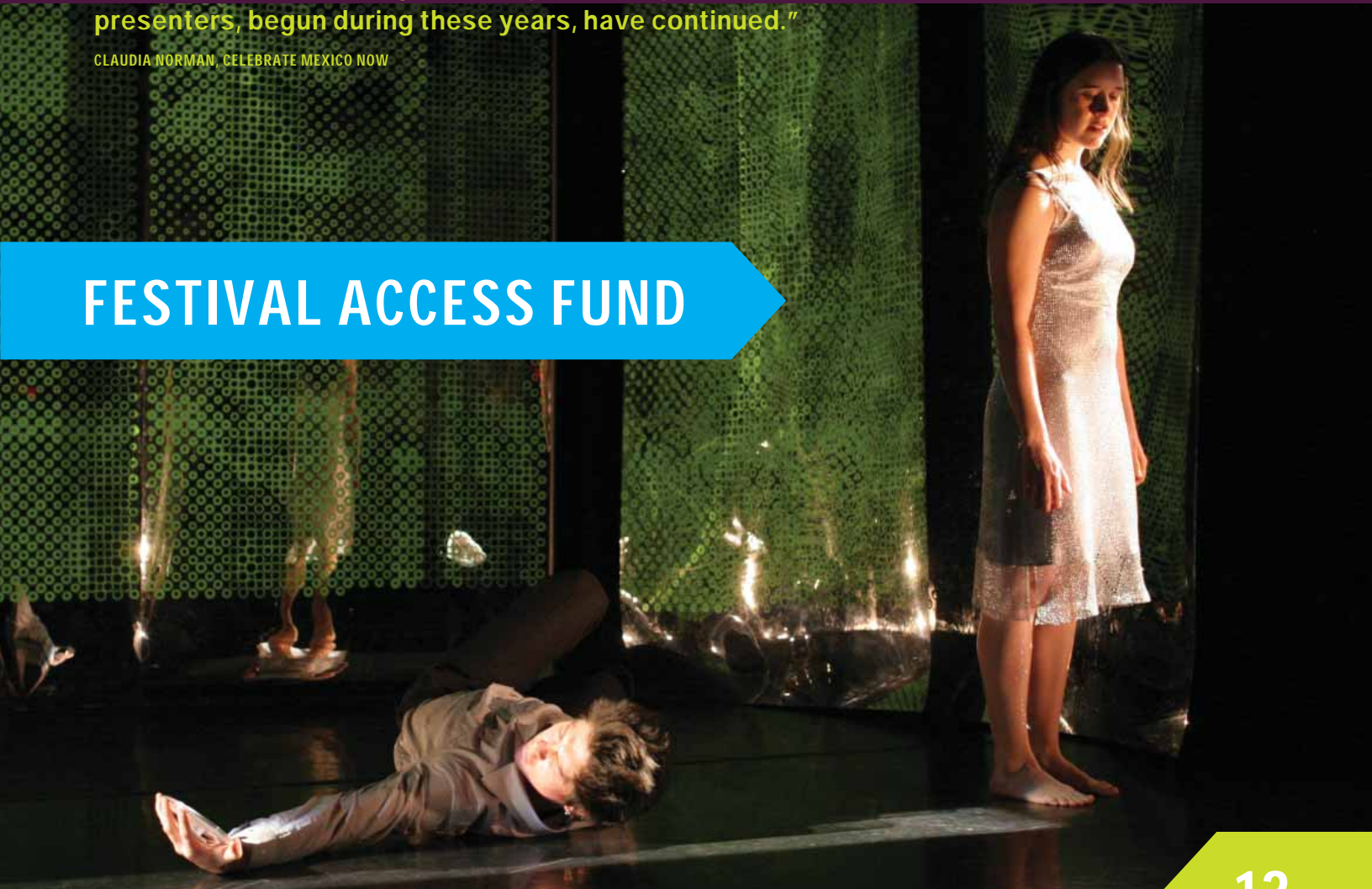
**“The direct interaction and feedback from individuals and families who happened upon these events was extremely positive and has convinced us to continue to hit the street throughout the year in addition to during the annual festival.”**

TONY WAAG, AMERICAN TAP DANCE FOUNDATION

**“The Festival Access Fund enabled Celebrate Mexico Now to establish new partnerships with organizations in the downtown area by supporting the engagement of artists and projects directly from Mexico. These projects would not otherwise have made it to New York City, and our partnerships with downtown presenters, begun during these years, have continued.”**

CLAUDIA NORMAN, CELEBRATE MEXICO NOW

## FESTIVAL ACCESS FUND



13

*The Festival Access Fund* was designed to harness the opportunities that local cultural festivals provide for organizations to access wider audiences than they could under independent efforts. Grants for up to \$50,000 provided direct support for invited festival organizers to present events in partnership with small to mid-sized cultural organizations and venues in Lower Manhattan in order to increase the visibility of participating groups and to draw new festivals and audiences Downtown.

In three years, the program awarded eight grants totaling \$172,500 to support partnerships between 21 Downtown organizations/venues and five festivals.

## GRANTEE PROFILE **PERFORMA BIENNIAL**

When PERFORMA began planning the first biennial of performance art in New York City in 2005, they came to LMCC to seek support. We helped incubate the festival by providing free office space for the festival headquarters, and provided support through the Festival Access Fund to enable the participation of Downtown venues including Art in General, apexart, and Gigantic Artspace.

The subsequent edition of the festival grew and so did the number of downtown venues involved: Dance New Amsterdam, World Financial Center, Storefront for Art & Architecture, and WPS1 Art Radio. Performa 07 highlights downtown included the presentation of an international collaboration by Markus Schinwald and Oleg Soulimenko,

a day-long performance by Pablo Bronstein working with 15 trained ballet dancers, and a ten-member dragon dance team performing in camouflage in Chinatown as part of a work by artist Qiu Zhije.

PERFORMA continues to raise the visibility of performance art and transform the way it is presented and discussed, across New York City and beyond.

**CLIFFORD OWENS, *STUDIO VISITS*, PRESENTED AS PART OF PERFORMA 05. COURTESY PERFORMA.**



GERALDINE CARDIEL, PRESENTED BY THE CELEBRATE MEXICO NOW FESTIVAL, 2007. PHOTO: JULIETA CERVANTES

14

**“The poets spoke in their native languages... bilingual moderation facilitated questions in both Spanish and English... This program was particularly successful in that it attracted a new audience who felt accommodated by the bilingual component and expressed interest in returning to the museum by joining our mailing list.”**

LUCIA DERESPINIS, SMITHSONIAN NATIONAL MUSEUM OF THE AMERICAN INDIAN,  
PRESENTING PARTNER OF CELEBRATE MEXICO NOW



## SWING SPACE

*Swing Space* is an innovative partnership that matches vacant real estate from landlords in Lower Manhattan with artists and arts groups on a project basis. The program, which was piloted under the Downtown Cultural Grants Initiative, supplies artists with space for studios, rehearsals, installations, exhibitions, public programs, performances, and for short-term administrative purposes. From 2005–2008 grantees were given stipends ranging from \$500 to \$3,000 to support their projects.

In the program's first four years, we brought together 185 artist projects with over 192,000 square feet of vacant real estate in Lower Manhattan, with donations valued at over \$4.5 million from Capstone Equities, Collegiate Church Corporation, General Growth Properties, JPMorgan Chase, Rudin Management, the Sapir Organization, Silverstein Properties, Trinity Real Estate, and Time Equities.

Emerging artists as well as some of the city's most established artists have applied for and received space, confirming the critical need for this resource, which has since become an ongoing program. *Swing Space* currently provides support for up to 65–70 projects annually for the development and presentation of work.

15

**"I don't think it is possible to stress just how critical this arts space award was at this point in my artistic development. The freedom of experimentation enabled by the award was confronted with the challenge of creating and producing within an awe-inspiring yet difficult space. This residency has allowed me to see myself as a very different kind of artist than I expected."**

MELINDA LEE, PRESENTATION GRANT



MCKENDREE KEY, PIER 17: *SPACE #2085 DIVIDED INTO CUBIC YARDS* 2006, SITE-SPECIFIC INSTALLATION IN THE SOUTH STREET SEAPORT



DEBORAH LOHSE ATTRACTS ATTENTION IN *CHANGING ROOM*, BY ANJA HITZENBERGER, 2007. PHOTO © ANJA HITZENBERGER

## HIGHLIGHTS

- ▶ Through a partnership with the Design Build Program of Parsons The New School for Design in 2005–2006, a team of graduate architecture students designed and installed a system to transform a former bank space at 15 Nassau into a visually stunning, innovative, and well-equipped space for *Swing Space* exhibitions, performances, readings, and events.
- ▶ LMCC found cost-effective architectural solutions for temporary space, securing a portable dance floor through a partnership with Tribeca Performing Art Center and commissioning a system of portable, tension-mounted wall units by architect Robert Wall to minimize the build-out associated with occupying raw space.

**“The LMCC grant provided the time, space and money necessary to develop this performance to the magnitude and production value I felt it deserved.”**

SHAUN EL C. LEONARDO, PRESENTATION GRANT

16

**“My Swing Space residency was my first sustained encounter with Downtown Manhattan... the relationships I started to form though a daily routine of talking with the security guards, being with the same people in an elevator, or even observing the work going on through the windows across the street, all made me consider the relativity of my practice versus everyone else’s work routines and ideas around me. The change pushed me in many ways, from simply working harder, to a reconsideration of my audience. ”**

JULIA ROMMEL, STUDIO GRANT



## DOWNTOWN COMMUNITY BUILDING

The success of the Downtown Cultural Grants Initiative was, in part, dependent upon our ability to reach out to our downtown colleagues and to enhance our own capacity to meet their needs and address shared concerns. Given our multiple roles in the community – as facilitator, advocate, presenter, and funder – we looked for ways to make people aware of our full range of programs and resources, identify and share best practices, and help bring people together.

- ▶ Our quarterly **Downtown Cultural Leadership Breakfasts** brought together the leaders of over 120 of downtown's cultural institutions to meet one another, hear from guest speakers, learn about new opportunities, and share ideas on issues relevant to the community.
- ▶ Each year, an average of **20 grant information sessions and eight skill-building workshops** brought hundreds of people through our doors to learn how to apply for our grants and learn best practices for carrying out their projects.
- ▶ Our staff made **site visits and held individual meetings** with representatives of over 60 downtown organizations annually, in addition to ongoing phone and email contact with our grantees.
- ▶ To help ensure access to our programs in Chinatown, one of our priority communities, we provided **Mandarin translation** at press conferences, grant information sessions and one-on-one meetings. These efforts contributed to the investment of over \$940,000 in Chinatown-based projects.
- ▶ **Partnerships** with Nonprofit Finance Fund, Seedco, Commerce Bank, Fluency, and the Fund for the City of New York enabled us to maximize our resources and benefit a growing circle of artists and arts organizations through training and technical assistance.

17

**“LMCC gave us the critical support to enable us to make the transition from project to organization – not just in terms of funding, but also in terms of community. LMCC helped us establish relationships in our Chinatown and Lower East Side communities and they put us in touch with a community of artists and cultural leaders downtown.”**

# ABOUT LMCC

Lower Manhattan Cultural Council (LMCC) is a leading voice for arts and culture in downtown New York City, producing cultural events and promoting the arts through grants, services, advocacy, and cultural development programs. For more information, visit [www.LMCC.net](http://www.LMCC.net).

## LMCC BOARD OF DIRECTORS\*

Cherrie Nanninga  
Chair  
CB Richard Ellis, Inc.  
Timur Galen  
Vice-Chair  
Goldman Sachs & Co.  
Francis Greenburger  
Treasurer  
Time Equities, Inc.  
Steven M. Davis,  
Secretary  
Davis Brody Bond, LLP  
Michael Ashworth  
JPMorgan Chase  
Kimberly Blacklow  
Cleary Gottlieb  
Marcia Caban  
American Express  
Eric Deutsch  
The Clarett Group  
Hillary Gal  
Citi  
Richard Gladstone  
Port Authority of NY & NJ  
John Haworth  
George Gustav Heye Center,  
National Museum of the American Indian  
Meredith Kane  
Paul, Weiss, Rifkind, Wharton  
& Garrison LLP  
James Law  
Ameriprise Financial  
Dr. Antonio Perez  
Borough of Manhattan Community College  
Frank J. Sciamè  
F.J. Sciamè Construction Co.  
Robert Sorin  
Fried, Frank, Harris, Shriver  
& Jacobson LLP  
Amy Stursberg  
The Blackstone Group

Frederieke S. Taylor  
Frederieke Taylor Gallery  
Madelyn Wils  
New York City Economic  
Development Corporation  
Xue Ya  
China Center New York LLC

Charles J. Maikish  
Chair Emeritus  
Edward J. McGuire, Jr. Esq.  
Director Emeritus  
Flory Barnett  
Mark S. Kaufmann  
Liz Thompson  
Honorary Board Members

## DOWNTOWN CULTURAL GRANTS INITIATIVE: PROGRAM STAFF 2005–2008

Maggie Boepple  
Chad Bolton  
Brenda Cho  
Natasha Chuk  
Erin Donnelly  
Jason Franklin  
Tom Healy  
Hendrik Gerrits  
Jeanne Gerrity  
Liza Green  
Steffani Jemison  
Ben Kerrick  
Trisha Mire  
Mary Ellen Obias  
Tara Paone  
Diego Segalini  
Kay Takeda  
Chad Wolbrink  
Alex Zachary

## LMCC STAFF\*

Douglas Back  
Web Designer & Digital Media Producer  
Sean Carroll  
Program Manager, Artist Residencies  
Anne Dennin  
Director of Development  
Erin Donnelly  
Special Projects Consultant  
Paulie Heenan  
Systems Administrator  
Andy Horwitz  
Performing Arts Curator  
Ben Kerrick  
Associate Director of Artist Residencies  
Melissa Levin  
Director of Artist Residencies  
Maureen McMahon  
Development Coordinator  
Marisa Olsen  
External Affairs Coordinator  
Prachi Patankar  
Program Manager, Grants & Services  
Diego Segalini  
Vice President  
Deborah Sprzeuzkouski  
Associate Director of Operations  
Kay Takeda  
Director of Grants & Services  
Haowen Wang  
Program Manager, Grants & Services

\* Current as of June 2010

# GRANTEES 2005–2008

## CAPITAL GRANTS FOR CULTURE: CAPITAL & RENOVATION GRANTS

3-Legged Dog  
Access Theater  
Alwan Foundation Inc.  
Art in General  
The Battery Conservancy  
Battery Dance Company  
The British Memorial Garden Trust  
Children's Museum of the Arts  
Church Street School for Music & Art  
Collective: Unconscious  
Downtown Community Television Center  
Eldridge Street Project  
The Flea Theater  
HT Dance Company  
Manhattan Children's Theatre  
Manhattan Youth Recreation & Resources  
New York Chinese Cultural Center  
Soho Repertory Theatre  
Storefront for Art & Architecture

## CAPITAL GRANTS FOR CULTURE: PLANNING GRANTS

Church Street School for Music and Art  
CityLore  
Collaborative Arts Project 21 (CAP21)  
Harvestworks Digital Media Arts Center  
Pace University/  
Michael Schimmel Center for the Arts  
National Dance Institute  
New York Chinese Cultural Center

## COLLABORATIVE MARKETING GRANTS

3-Legged Dog  
Alwan Foundation Inc.  
Art in General  
Battery Dance Company  
HT Dance Company  
Museum of Chinese in the Americas  
Tribeca Performing Arts Center  
WPS1.org/Art Radio

## PROMOTION GRANTS

apexart  
Armitage Gone! Dance  
Art in General  
Asian American Arts Centre  
Blue Coyote Theater Group  
The British Memorial Garden Trust  
Center for Traditional Music and Dance  
Collective: Unconscious  
Dieu Donne Papermill  
The Flea Theater  
Fraunces Tavern Museum

HT Dance Company  
Hester Street Collaborative  
The House Foundation for the Arts  
LightBox Theater  
MIX NYC: The New York Lesbian  
& Gay Experimental Film Festival  
The New Festival  
New Dance Alliance  
New Stage Theatre Company  
New York Scandia Symphony  
Roulette Intermedium  
Soho Repertory Theatre  
Storefront for Art & Architecture

## PRODUCTION GRANTS

3-Legged Dog  
Alwan Foundation Inc.  
American Documentary/POV  
apexart  
Art in General  
Asian American Arts Centre  
Aubin Pictures  
Center for Traditional Music & Dance  
Chinese American Culture & Art Association  
Collective: Unconscious  
Dance New Amsterdam  
Downtown Community Television Center  
The Flea Theater  
Fraunces Tavern Museum  
HT Dance Company  
The House Foundation for the Arts  
MIX: The New York Lesbian &  
Gay Experimental Film/Video Festival  
The Museum of Chinese in the Americas  
The Museum of Jewish Heritage  
Music from China  
New Dance Alliance  
The New Festival  
New York Chinese Cultural Center  
The Paper Bag Players  
Poets House  
The Rema Hort Mann Foundation  
RoseAnne Spradlin Dance  
Storefront for Art & Architecture  
Soho Repertory Theatre  
The Tank

## GRANTS FOR ART IN PUBLIC SPACES

American Tap Dance Foundation  
Matthew Bakkom  
Alina and Jeff Blumis  
The British Memorial Garden Trust  
Chinese Theatre Works  
Circus Amok  
CITYarts  
Collage Dance Theatre  
Creative Time  
Dancing in the Streets  
Tai Dang  
Electronic Music Foundation  
Ethel  
Solange Fabião  
Frère Independent  
Elaine Gan  
Matthew Geller  
Erik S. Guzman  
Pablo Helguera  
Hester Street Collaborative  
Eunjung Hwang  
Yoko Inoue  
Stephan Koplowitz  
Pia Lindman  
Looking Glass Productions/  
Alice Farley Dance Theater  
Norm Magnusson  
Zach Morris and Tom Pearson/Third Rail Projects  
neurotransmitter  
New York Classical Theatre  
Palissimo  
Poets House  
The Public Theater  
Rooftop Films  
Roulette Intermedium  
Eric Schuldenfrei and Marisa Yiu  
SENS Production  
Bill Shannon  
Stephanie Skaff  
Spiegelworld/Performance Space 122  
Anna Stein and Athena Robles  
Tryst  
Two Bridges Neighborhood Council  
Alex Villar  
Seth Weiner

## FESTIVAL ACCESS FUND:

### FESTIVAL GRANTS

Community Works  
PEN American Center  
Celebrate Mexico Now  
HERE Arts Center  
PERFORMA

## SWING SPACE GRANTS

01.org  
3-Legged Dog  
Katja Aglert  
Karina Aguilera Skvirsky  
Jamie Allen  
Jonathan Allen  
Oscar Alzate  
Artice Company  
Artists Alliance, Inc.  
Hamdi Attia  
Gabriel Bach  
Benton-C Bainbridge  
Melanie Baker  
Anne Beffel  
Sidra Bell  
Zoe Beloff  
Ann Bennett  
Masha Berek/ICE  
Karen Bernard  
Carlo Bernardini  
Amelia Biewald  
Big Dance Theater  
Mary Billyou  
Bronwen Bitetti  
Helga Blocksdorf  
Chris Bors  
Ginger Brooks Takahashi  
Chris Caccamise  
CAMEL  
Francisca Caporali and Mary Jeys  
Curtis Carman  
Kabir Carter  
Mallory Catlett  
Celebrate Mexico Now Festival  
Paul Clay  
Clubbed Thumb  
Martha Colburn  
CollaborationTown  
David Colosi  
Jeri Coppola  
Gary Corbin  
Christian Croft  
Morgan Croney  
Carrie Dashow  
Robert de Saint Phalle  
Kyle deCamp  
Aissa Deebi  
Elizabeth Demaray  
Stephanie Diamond  
Joy Dietrich  
Yehuda Duenyas  
Dave Eppley  
Daria Fain  
Caroline Falby  
Kelly Falzone  
Jessica Feldman  
Bertie Ferdman  
Edward Ficklin  
Noah Fischer  
FREEFALL  
Luka Frelih  
Frère Independent  
Jane Gabriels  
Jan Gerber  
Charlotte Glynn

Shana Gozansky  
Jeff Gray  
Miguel Gutierrez  
Erik S. Guzman  
Samar Haddad-King  
Andrea Haenggi  
Kyung Woo Han  
Frederick Hayes  
Sharon Hayes  
Nina Hein  
Anja Hitzenberger  
Jaqueline Hoang Nguyen  
Katie Holten  
Catherine Hourihan  
Joshua Howard  
Timothy Hutchings  
Eunjung Hwang  
Koosil-Ja Hwang  
Ketta Ioannidou  
Immigrants Theater  
Jessica Irish  
Jamal Jackson  
Sarah Julig  
Juneteenth Festival  
Gautam Kansara  
Carolyn Kay  
Mckendree Kay  
Jeong Han Kim  
Shin il Kim  
George Kimmerling  
Björn Kjelltoft  
Yumi Kori  
Gail Kriegel Mallin  
Charles LaBelle  
Pamela Lawton  
Melinda Lee  
Stella Lee/Bureau V  
Elisa Lendvay  
Shaun El C. Leonardo  
Danny Licul  
Amy Lincoln  
Cynthia Lovett  
Clarinda Mac Low  
Mano a Mano  
Kleoni Manoussakis  
Caitlin Masley  
Pamela Matsuda-Dunn  
Tim Maxwell  
Colin McMullan  
Megan Metcalf  
Johanna S. Meyer  
Sarah Michelson  
Maria Millar  
Tiffany Mills  
Yola Monakov  
Mariette Monpierre  
Simonetta Moro  
Carlos Motta  
Robbin Murphy  
Laura Napier  
National Theater of the United States of America  
Kymia Nawabi  
Kirsten Nelson  
Huong Ngo  
Nsumi  
Aya Ogawa

Sheryl Oring  
Jamie O'Shea  
Augusta Palmer  
Wonjoo Park  
Pamela Payne  
Pepatian  
Eva Perez de Vega Steele  
Performa  
Daniel Pflumm  
Jesse Phillips-Fein  
Kala Pierson  
Paola Prestini  
Bobby Previte & Andrea Kleine  
Troy Richards  
Blithe Riley  
Melinda Ring  
Sandra Rodriguez  
Julia Rommel  
Michelle Rosenberg  
Lynn-Marie Ruse  
Kathe Sandler  
Erik Sanko  
Jay Scheib  
The Shalimar  
Shoplifter  
Smudge Studio  
Shino Soma  
Marian St. Laurent  
Roy Stanfield  
Oona Stern  
Studio Cycle  
Ari Tabei  
Fiona Templeton  
Theater of a Two-Headed Calf  
John Jasperse Company  
The Thing  
Matthew Thomas  
Meghan Trainor  
Sabina Vajraca  
Edin Velez  
Alex Villar  
VisionIntoArt  
Haeri Yoo  
Ann Livingston Young

DANCERS IN THE 12-16 VESTRY STREET REHEARSAL SPACE, 2006

DO NOT  
CROSS

125 MAIDEN LANE, 2ND FLOOR, NEW YORK, NY 10038  
TEL 212 219 9401 [WWW.LMCC.NET](http://WWW.LMCC.NET)

Lower  
Manhattan  
Cultural  
Council