

**2017 Nomination Application – Artist of the Year
Coversheet**

Artist Information

Please Print:

First Name: IRENE Last Name: HENTSCHE

Address: 35951 Finestone Ct, Newark, CA 94560

Phone: (Home) _____ (Cell) _____

Email: _____ Website: _____

Artist Discipline (circle one):

Visual Performance

Briefly describe the artist's work in the above indicated Discipline: passionate
artist and mentor to Milpitas Art Students
at MHS since 1986 to today.

Nominator Information

Please Print:

First Name: NICOLE Last Name: PHAN

Address: 187 IMAGES CIR

Phone: (Home) (408) 956-9357 (Cell) _____

Email: vietanh35@yahoo.com Relationship to Artist: advisor

By signature of this application I have read and understood the criteria listed and verify that my artist nomination currently resides or operates a business in the City of Milpitas.

Signature: Nicole Phan

Date: Sept 9, 16

Print Name: NICOLE PHAN



2017 Nomination Application – Artist of the Year Coversheet

Artist Information

Please Print:

First Name: Irene Last Name: Hentschke

Address: MHS

Phone: (Home) _____ (Cell) _____

Email: _____ Website: _____

Artist Discipline (circle one):

Visual

Performance

Briefly describe the artist's work in the above indicated Discipline: Works as
art teacher At milpitas High - and
paints on her free time. Encourages students
to their full potential - she won't let them
give anything less than their best. I am
now a painting major at SJSU
because of her.

Nominator Information

Please Print:

First Name: Max Last Name: Huss

Address: 2141 Lacey Dr.

Phone: (Home) _____ (Cell) (510) 861-3434

Email: msh9882@gmail.com Relationship to Artist: Student/Friend

By signature of this application I have read and understood the criteria listed and verify that my artist nomination currently resides or operates a business in the City of Milpitas.

Signature:  Date: 10-13-16

Print Name: Max Huss.



City of Milpitas
2016-2017 Milpitas Arts and Culture In Kind Grant Program

Application Cover Page

Artist/Organization Name: SOUTH BAY KIDS

Mailing Address: 330 S. ABEL STREET

City, State, Zip: Milpitas, CA 95035

Phone: 408-839-0160 (Joe Santoro) / 408-712-5280 (Sheryl Staley) Fax: N/A

Email: sheryl.staley@southbaykids.org Website: www.southbaykids.org

Arts Discipline (check the form(s) which is the focus of the Applicant's mission)

- | | |
|---|--|
| <input type="checkbox"/> Dance | <input type="checkbox"/> Traditional/Folk Arts |
| <input checked="" type="checkbox"/> Music | <input type="checkbox"/> Visual Arts |
| <input type="checkbox"/> Theater | <input type="checkbox"/> Literary Arts |
| <input type="checkbox"/> Media Arts | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Inter-/Multi-disciplinary Arts | |

Project Title: "We've Got The Music!" Concert

Area of Support (Check One): **Community Arts** Cultural Exposure Arts Education

Total Project Budget: \$ 5,000.00

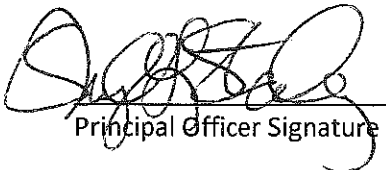
Project Location: Milpitas Community Center, 457 E. Calaveras Blvd, Milpitas

In-Kind Services Request (Mark those that you would like incorporated into your grant request):

Performance Space

Marketing Support

The undersigned hereby certified that she/he: 1. Is the applying artist or a principal officer of the applying organization with the authority to obligate it. 2. Has read and accepted the FY 2016-2017 Milpitas Arts and Culture Grant Program Packet Information, guidelines and requirements. 3. Information in this application and its attachments is true and correct to the best of his/her knowledge.


Principal Officer Signature

SHERYL STALEY, PRESIDENT, BOARD OF DIRECTORS
Name (print)

OCT 6, 2016
Date



1. Describe your history as an Organization; mission, past projects, accomplishments, etc.

South Bay Kids, directed by Joe Santoro, is a non-profit, youth corporation and musical performing troupe for children and young adults. Established in Milpitas, California, in 1987, **South Bay Kids** remains the only Northern California organization of its kind, offering unique performing arts programs.

Joe Santoro, through the **South Bay Kids** organization, has been providing a platform for young musicians to practice their art in front of appreciative audiences for over 29 years. His commitment to musically inclined youth shines in the joy these youths exude in their performances, and their determination to improve and create, as they display their art in numerous events, in, and around, Milpitas, each year.

South Bay Kids members lead by example, inspire others to follow in their footsteps, mentor each other, and foster their love of a very diverse selection of music. Joe Santoro continues to provide access to events where members can perform on a regular basis, and the opportunity to practice their craft in a welcoming environment. After displaying their music in the many venues provided by the organization, members often move on to take various jobs in

of the Milpitas Relay For Life, providing, not only entertainment for many years, but Director Joe Santoro has also been the Entertainment Chair/Program Director, providing the sound system used, as well as organizing all entertainment for the Relay For Life program on numerous occasions. **South Bay Kids** also participates in the Kohl's Cares for Kids program, sponsored by the Kiwanis Club. **South Bay Kids** makes annual appearances at several church festivals, in, and around the Milpitas area. Other events include numerous appearances at the Alameda County Fair; Day on the Bay, in Alviso; and occasionally, the Santa Clara County Fair. Every summer members travel to Southern California, to perform at Disneyland, the Orange County Fair, Ventura County Fair, and other venues that sometimes become available.

South Bay Kids is a non-profit group, and makes no money on its performances. Many times there are entrance fees, and if not, there are still fees incurred to get the troupe and necessary equipment to the venue, along with expendable supplies. The troupe also needs to maintain, repair, replace, or sometimes, buy new equipment. In order to fulfill the needs of the troupe, we hold fundraisers, to help us defray the costs incurred.

Our largest fundraising project of the year is our "We've Got the Music!" Annual Benefit Concert. This is the project for which we are requesting funds. We held a similar concerts in 2012, 2015, and 2016. In 2012, **South Bay Kids** paid the rental fees for the Milpitas Community Center. In 2015, we were told to apply for a fee waiver from the City, but also informed that the proper procedure was to apply for the Milpitas Arts & Culture In Kind Grant for future events.

2. Describe the project for which funds are being requested. Your description must include the following:

the entertainment industry, while others go on to become music teachers, bringing their love of music to future generations.

South Bay kids has been recognized by the Milpitas community for three years in a row, 2014-16, and voted The Best Performing Group, in the Milpitas Post, Best of Milpitas Reader's Choice Awards. Joe Santoro was also honored with the Best Teacher Award, on those occasions.

The Mission of **South Bay Kids** is to do our part of selfless service as citizens of Milpitas, California, to lend a helping hand, to make a difference, and to perpetuate a musically positive collaborative environment for young musicians in the area to participate in.

The primary objectives of the **South Bay Kids** organization are to foster positive self-expression by providing a means by which members can engage in performance activities through teaching performance skills, providing production materials and performance experiences, thereby fulfilling a unique niche in, and around, the Milpitas community.

South Bay Kids enhances the quality of Life in the South Bay Area by providing our diverse community with quality music performances. **South Bay Kids** members are offered performance opportunities, matching their abilities, with projects suited to their individual needs, helping them become confident in sharing their performances with others, and allowing them to grow in their music. **South Bay Kids** provides a wide variety of musical entertainment that enriches the whole community.

As members of the Milpitas community, **South Bay Kids** have participated in numerous city sponsored Projects, including performing at every Milpitas Art & Wine Festival, and now, at each of the two previous Milpitas International Barbeques. **South Bay Kids** has been a big part

- **Goals of the Project**

The goal of our project, our Benefit Concert, is to raise money, so that the troupe can continue to carry out its mission. Without the fundraisers that are held, the troupe would not be able to continue, leaving numerous young musicians with no place to hone their craft, and depriving the community of the thrill of watching these talented, young performers.

There are many projects that have been available to the troupe at various times, but unfortunately the **South Bay Kids** troupe has been unable to fund travel and other expenses to make these projects a possibility. Raising funds through this Benefit Concert, with your assistance, will help to pave the way to opening up some of these new, exciting experiences and events for the troupe.

- **Location of Project**

- **Plans for Implementation, including timeline and dates of public presentation**

Our Benefit Concert would be held at the Milpitas Community Center, 457 E. Calaveras Blvd, in Milpitas, during June or July of 2017. As 2017 marks the 30 year anniversary for South Bay Kids, plans will include a banquet following the concert to celebrate this momentous occasion.

The timeline for preparing for the Benefit Concert is as follows:

1. **October 2016** – Parent Meeting to discuss Benefit Concerts of past years, and make plans for 2017; Set goals for the next year of fundraising, and start planning 30 year anniversary. Start contacting alumni for the anniversary.
2. **February 2017** – First meeting for Benefit Concert 2017 planning; Discuss ways to improve previous Benefit Concert; Set up committees; Brainstorm ideas.

3. **March 2017** – Planning meeting – List potential Sponsors for ads in Program Book;
Discuss advertising methods/flyers
4. **April 2017** – Begin advertising; set up on-line ticket sales site; Post event on SBK web page; Plan layout for auditorium/submit; Print tickets.
5. **May 2017** – Distribute tickets to members/families for pre-sale; Members begin rehearsals for Concert; Start collecting items/donations for raffle; Seek volunteers to help with the shows.
 - **June/July 2017**– Final submissions and printing of Program Book; Final collection of raffle items, rehearsals, ticket sales, advertising.
 - **Names of Artists involved, their training and experience**

South Bay Kids averages between 35 and 50 members each year. Members come in and stay as long as they can, but many leave for college, or jobs, at the end of each ‘season’, and are ‘replaced’ with new members at the beginning of the next ‘season’. Training and experience varies, as members tend to be at different levels of ability, with some never having been on stage. Many of the veteran members mentor the newer, and sometimes, younger members. This method helps build bonds and strong friendships between members, and fosters their love of music and performing. Younger members are often inspired by their mentors and peers to improve and emulate veteran members.

- **Example of a past/similar project implemented by the organization**

South Bay Kids held three previous Benefit Concerts, in July, 2012, July, 2015, and June 2016. All of the Benefits were very successful events, and as we have learned much from our

experiences, and have gained much knowledge in ways we can implement improvements, thereby making future events even more successful.

3. Describe your community outreach plans. Include:

- **Identifications of audiences, estimated numbers, demographics, etc.**
- **Mechanisms to reach audiences/marketing strategies**

Our plans are to reach as many people as possible, through as many sources as we can utilize, including social media sites, flyers, newspapers, and word of mouth. Members spread information to families, friends, teachers, and colleagues. Family members share information with colleagues, as well. This event is open to any who wish to attend and support our talented performers. Our goal is to sell 300-350 tickets to the show.

- **Potential impact of project to benefit the Milpitas community**

By supporting this Benefit Concert Fundraiser, **South Bay Kids** will continue to be an active part of the community, providing performance education to children and young adults in this area, and fostering a love of music and the performing arts, while serving the community. Milpitas gains the commitment of a dedicated troupe of enthusiastic performers, and helps strengthens their ties to serving their community. Many of the members that leave **South Bay Kids** go on to jobs in the entertainment industry, and many others have gone into teaching music. In this way, they perpetuate their love of the arts that they have learned as part of this community, and pass this legacy on to future generations.

4. Briefly describe your ability and commitment to improve exposure to, understanding of and respect for the arts and culture of Milpitas. How will you incorporate audiences / participants of diverse cultures or interests into your project.

The **South Bay Kids** organization, itself, displays the ethnic diversity and culture of the community in its members. Where possible these diverse cultures are incorporated into the organization's events. Members are encouraged to learn and perform music that represents their heritage, adding appropriate clothing and costumes, as needed. Because of the members' diversity, audiences are typically made up of families and friends, who are equally diverse.

South Bay Kids has been asked on several occasions to entertain at events specific to a particular culture. One such event, in 2014 and again in 2016, involved a group of adults from the same province in the Philippines. They gather bi-annually for a large reunion, and had requested **South Bay Singers** to provide music performed in Tagalog, their native language. Members learned songs for the event, and ended up having their audience singing along with some of the more popular tunes. In 2016, **South Bay Kids** implemented a Christmas Caroling Fundraiser, based on a Philippine tradition of caroling from home to home, and receiving monetary donations for their efforts. Keeping with that tradition, **South Bay Kids** added traditional carols in Tagalog to the list of carols they performed. **When South Bay Kids** participate in a cultural activity such as these, they learn more about their cultures and heritages that they may not have know previously, and their performances enhance the community, by drawing everyone closer together through the diversity of music.

Milpitas Phantom Art Gallery
Artist Application

Please print or type:
Name: CARLA MOSS
Address: 186 Beresford Court Apt # A
City: Milpitas State: CA Zip: 95035
Home Telephone: (408) 499 - 2561 Other Telephone: (____) _____
Website: Blackdogdesignstudio.com E-mail Address: fetch@blackdogdesignr
Medium: found Objects/Sculpture Theme: Happy Recycled ART - (ART-bots
Pieces Available for Exhibit: 7-9 Dates of Availability: 2016 or ?
Brief remarks about the artist: Profession Sculptor, Artist of the Year 2011
Milpitas), 5 Public Art commissions, loves to create happy,
whimsical Art that asks the question: "What am I?"
Date: 9/2/2016 Artist Signature: Carla Moss

SELECTION PROCESS

The Arts Commission will consider the following for review and discussion of the application:

- This is a new visual art experience for the community
- The art is appropriate for public viewing
- The art reflects the diversity of the community and/or provides opportunity for community enrichment
- The artist has sufficient pieces for a gallery showing
- Commissioner response to the art

The artist must complete and return this application to:

Milpitas Recreation Services
Phantom Art Gallery
457 E. Calaveras Blvd.
Milpitas, CA 95035

(Note: City staff will notify the artist by mail of their review date by the Arts Commission.)

The artist must be present for this review; prepared to respond to Commissioner questions.

The artist may present the work being reviewed in one of the following manners:

1. 2-D art; framed and appropriately mounted – not to exceed five pieces
2. 3-D art; not to exceed three pieces
3. Photographs or slides or CDs of either the 2-D or 3-D art not to exceed ten images

(Note: The artist must provide technical method for viewing slides or CDs.)

For Staff Use Only:

Review date: _____ Result: _____ Chairperson: _____

Date of Approval: _____ Exhibit Dates: _____ Commissioner to Review Hanging: _____