

PRO-FORMA PROPOSAL
ACADEMY OF MUSIC AND ARTS PROGRAM

**A COMMUNITY-BASED PROGRAM DESIGNED EXCLUSIVELY
FOR AT RISK BLACK MALES OF HAMPTON ROADS**

- **MANHOOD**
- **SCHOLARSHIP**
- **PERSEVERANCE**
- **UPLIFT**
- **TRUTH**
- **JUSTICE**
- **EQUALITY**

“WHERE DREAMS COME TRUE”

- *ACADEMIC ENRICHMENT & COLLEGE PREPARATORY*
- *CULTURAL ENLIGHTENMENT*
- *S.T.E.M.*
- *ALCOHOL & DRUG PREVENTION*
- *CIVIC RESPONSIBILITY & ACCOUNTABILITY*
- *GANG INTERVENTION*
- *LIFE SKILLS WORKSHOPS*
- *MENTORING*
- *CREATIVE & PERFORMING ARTS*
- *FILM/VIDEO & MUSIC PRODUCTION/ENGINEERING*
- *PROFESSIONAL TRAINING*



ACADEMY OF MUSIC AND ARTS

“IT TAKES A VILLAGE TO RAISE A CHILD”

MISSION STATEMENT

ACADEMY OF MUSIC AND ARTS is a collaborative community-based youth program designed to use film/video, music, marketing principles, fashion, and the fascination with cultural and performing arts among youth to educate and enhance them with important life skills as well as discipline while providing an important outlet for social expression. Film/Video, music, math, science, and sports will be the lynchpins used by our organization for developing important family and social values among the at-risk youth of our community. Our ultimate goal is to take a non-traditional approach to improve education, family, and community commitment. **ACADEMY OF MUSIC AND ARTS** serves as a unique vehicle to accomplish that ideal through its motto of “*Stay Drug Free, Stay in School, and Stay Away From Gangs and Violence.*” We seek to empower youth through the innovative combination of creative and performing arts, academic growth and leadership skills, civic responsibility, creative energy, cultural heritage/pride, and the development of coping strategies.

ENROLLMENT

The **ACADEMY OF MUSIC AND ARTS** accepts participants in its youth program from ages 5 - 21 from the general area of the Peninsula (Newport News/Hampton). The program is systematically designed to serve minority youth who are idle and/or are in need of activities to keep them on the right track to success. However, the program doesn't discriminate on the basis of race, creed, or color. Our goal is to provide every eligible young man in the targeted communities with an opportunity to develop and express their God-Given talent in a wholesome, safe, supervised, and structured environment.

AN APPEAL FOR ASSISTANCE ACADEMY OF MUSIC AND ENTERTAINMENT

December 14, 2011
To Those Who Care:

It's not often in life we are presented with an opportunity to do something meaningful to lift the spirits, invigorate the dreams, while raising the hopes and achievement levels of youth in our community while leaving a lasting memorial for our efforts.

We must protect our future with bold, innovative programs that speak directly to the hearts of our youth in a language that they can **"OVERSTAND"** using a method they can embrace. The **ACADEMY OF MUSIC AND ARTS** is such an effort and we solicit your time, financial and professional support.

Help us aid youth by supporting the **ACADEMY OF MUSIC AND ARTS EMPOWERMENT PROGRAM OF HAMPTON ROADS**. We are currently providing an essential alternative outlet for the youth of Southern Maryland. This is a proven program that is designed to uplift, inspire, and empower youth by using arts, math, science, and sports as catalysts for academic and cultural enrichment.

Our earnest goal is to develop this program in such a way that every resident, every child, every community organization, and every elected official can take a personal stake in this ambitious cutting edge youth program. Each of our youth is required to engage in character building classes, arts, and community service projects in addition to weekly classes/seminars.

We need your financial and professional support as we move forward with this endeavor. The **ACADEMY OF MUSIC AND ARTS** is a model that works and we have brought together an unprecedented number of community organizations and civic leaders to assist us in this effort. Our unyielding commitment is to make a difference in the lives of Peninsula youth. Please join us in this effort.

May God Bless Always,

Pro-Forma Grant

4

CONFIDENTIAL: Created by Ceasar Jackson Jr.

PROJECT SUMMARY

Music and creative expression through the arts are vital in the existence for youth in and around Hampton Roads. As parents, mentors, and educators, we hear it on the radio, we see it on television, and we must deal with it as an integral part of the lives of the young people we are connected to. The **ACADEMY OF MUSIC AND ARTS PROGRAM** is a nonprofit community-based program that seeks to use the heightened interest in fashion, music, creative and performing arts to facilitate improvement in the lives of at-risk males (ages 5 - 21) in Hampton Roads.

S.T.E.M., Hip-Hop music, arts, and recreational sports are only tools to facilitate personal growth, academic enrichment, cultural development, gang prevention, alcohol and drug education, conflict resolution, and social etiquette.

The **ACADEMY OF MUSIC AND ARTS** has developed a comprehensive values-centered program that is individually tailored to address the needs of each participant by establishing a strong support system that reinforces the major goals of the program. This community-based approach is designed to connect youth to positive influences, including family, community leaders, and positive peer groups, to heighten responsibility and accountability for each individual's action.

The program will carefully guide youth through a journey towards acceptance of responsibility and increased awareness about community values and goal-oriented living.

The **ACADEMY OF MUSIC AND ARTS** collaborates with numerous organizations, schools, and law enforcement officials to present a balanced approach to providing a support system for its participants. Youths will gain an enhanced sense of self-esteem through various public performances and special events. They can appreciate and see positive results from their hard work and the use of their creative gifts that are divinely developed in a structured environment.

Working with dozens of community-based groups, we bridge the generation gaps between parents, adults, and children by fostering a new sense of cooperation and understanding of ancestral and educational roles through the Ancient African principles of “teamwork and accountability”. The **ACADEMY OF MUSIC AND ARTS** also uses program participants to disseminate positive messages to their peers. We believe youth are in the best position to help other youth.

There will be special emphasis placed on gang intervention, academic enrichment, cultural awareness, anger management, conflict resolution, drama, drug counseling, employment training, peer mediation, music, and team sports. Basic skills such as proper etiquette, economic empowerment, dressing for success, writing a resume, community service, and even registering to vote, will be emphasized in an effort to give program participants a greater sense of personal accountability and communal responsibility.

The **ACADEMY OF MUSIC AND ARTS** teaches important skills in such areas as graphic design, computer animation, and new music technology such as digital recording, film/video production, editing, in addition to marketing and advertising music, film/video, and theater productions. Computer, behind the camera skills, and off-stage skills also will be developed.

- **Creating Music Videos as a Therapeutic Intervention**

Music video group combines the process of creating a music video with theme centered therapy and analysis of group participation. The music facilitates group discussion and provides the context for interaction. Video is used to examine participants' roles and group process, as well as to create the product of a music video.

- **Program Description**

The purpose of music video group is to improve self-expression and group interaction skills through the use of music, art, drama, and video. Chemically dependent adolescents are asked to bring a song to group that reflects individual or group themes. The music serves as a non-threatening vehicle to express feelings related to addiction, facilitates group discussion, and provides the foundation for a screenplay of the music video. Drama exercises are used to facilitate group interaction and self-expression. Video is used to record the process of the group as well as the product.

We advertise our programs through the use of a number of grassroots community resources and media. Each prospective participant is asked to complete an application and obtain parental consent before they can join the program.

We also review conduct and character standards with each participant before allowing them to join the program. They are given a written copy of rules/bylaws and we enter into a contract. It's the first step in the process of teaching accountability. Classes are offered three days a week and activities are carefully monitored and scheduled in advance.

Classes are grouped by age, ability, and creative desires. Within the structure of these classes, youth not only learn performing arts and overcome their fears of performance, but they learn to work as a team. We encourage the more gifted members to assist their classmates. This fosters a sense of togetherness and unity. As we identify the talents of the various youth, we guide them into particular areas of interest. For instance, some may want to sing while others may prefer dancing only or working backstage in a technical capacity. Our professional staff works diligently to encourage and develop leadership skills

Youth are encouraged to facilitate their problem solving and mediation skills. An instructor is available to guide and intervene when appropriate. Team captains meet on a regular basis to discuss their challenges, and collaborate on strategies for dealing with peer issues. For instance, poor grades can result in immediate termination from the **ACADEMY OF MUSIC AND ARTS** Group/Team unless an acceptable mentoring/tutoring plan is developed. Moreover, being a part of the **ACADEMY OF MUSIC AND ARTS** also requires a commitment by the participant's parent(s) or guardian.

After joining the program, each participant is guided to one of character-building counselors who sit down with them and develop a personal plan of success tailored to meet their needs. Each participant will receive an initial interview, review of grades, and where it's needed; provided with supplemental services, including tutoring or mentoring from one of our program advocates.

ACADEMY OF MUSIC AND ARTS will provide numerous workshops and outings to keep program participants focused in a positive manner and to help them understand the consequences of negative behavior and irresponsible conduct.

After the evaluations are complete and after a developmental session (usually 12 weeks), we hold a public celebration where we recognize outstanding achievements. We also use this opportunity to introduce our program to the community by giving what we call ***"BRIGHT LIGHT AWARDS"*** that are sponsored by community donors. Recipients are encouraged to spend three hours weekly as a program volunteer.

Our ultimate aim is to uplift, improve, restore, and ignite the flames of divine creative vision as well as economic and social independence that result from professional success. We hold true to the principles that positive self-esteem, economic opportunity, social acceptance, a strong moral and spiritual foundation are important elements in eliminating the vestiges of crime and substance abuse among our youth.

This is an effort to allow the gifts of youth to shine under the light of success rather than to be hidden in shadows and shame of

darkness that accompanies deviant and criminal behavior that is the underlying cause of crime and unemployment among the targeted population. We are committed to the belief that every child has a creative gift and talent that needs to be amplified in a positive setting such as the **ACADEMY OF MUSIC AND ARTS**. We maximize community resources with the needs of the youth throughout our community in a full-service juvenile prevention program.

Our goal is to serve 150 youths at cost of roughly \$2,500 annually per participant to maximize project effectiveness in a cost-efficient manner.

PROJECT DESIGN AND OPERATION

The **ACADEMY OF MUSIC AND ARTS** is a nonprofit musical production, independent recording label, film/video production, and artist development corporation based in Southside Virginia. The company was founded in February 2,000 as an entertainment, production, distribution, and Performance Company specializing in the utilization and maximization of current entertainment business opportunities offered through a variety of film/video, musical, and recording industry services, including traditional avenues, Niche Marketing, and Guerilla Marketing through innovative and high-tech methods such as the Internet.

The ultimate goal of **ACADEMY OF MUSIC AND ARTS** is to provide a community-based voice for talented artists and writers who have both been forgotten and overlooked by mainstream recording and movie companies as well as those artists and writers who have a strong desire to maintain their independence. There is also a strong desire by some consumers to buy music and movies outside the normal channels such as retail outlets. Computers and modern technology have opened a new world for independent film and music producers seeking to enter into a highly competitive industry. Our goal is to train youth to use and develop their creative gifts in an effort to provide them with multiple avenues for success. ***“From the Ghetto to the Board Room”...***

Plans call for artists and production professionals developed by the **ACADEMY OF MUSIC AND ARTS** to emanate from major metropolitan areas along the East Coast corridor including Atlanta, GA, Baltimore-Washington Metropolitan area, and New York City while focused on the Tidewater area. The American Idol Television Show, which has developed a cult, is just a small barometer of the scores of talented artists craving for an opportunity to sing before an adoring public in search for fresh faces.

ACADEMY OF MUSIC AND ARTS plans to utilize an “*out of the box*” creative vision in the development of its entertainment company. The company is innovative and creative, not given easily to the molding of the masses into narrow visions of “should” and “have to” or even “use to” when it comes to developing artists and creating music for the public domain. We have enough expertise and experience to have insight and wisdom on how to lead our artists and our company down the right path in the music industry. The sounds of our existence...the cadence of our lives...the melodies of our hearts - all represented, enveloped, molded, and embodied in a myriad of musical expressions will be developed and creatively manufactured by **B. C. Productions, LLC**. We recognize that music touches every facet of our lives, giving us hope in moments of despair, ecstasy in moments of passion, victory in struggle, and courage of conflict. Unlike most businesses, our true market is the world.

“A Quality Product Sells Itself”...

Music dominates the world of creative expression. We plan to provide some of the finest music that is produced anywhere. You see we're not looking for stars... most of the artists we plan to sign or have already signed; have the god-given potential to gain stardom although that is not their major goal for producing music or film. ***"It's Their Love of the Genre" ...***

Most are seeking a measure of respect and an opportunity to eke out a comfortable living. If anything else occurs, then that's a bonus. In the meantime, our audience/customers are only looking for good music and they don't care where they find it - on the Internet, in a neighborhood club, or a Mom and Pop record store.

We're planning to provide the music you live by, love with, cry because of, laugh at and sing along with. We specialize in reality - you know, one real live someone reaching out to another real live someone. There just are those special voices, those incredible songs, those amazing musicians, those undeniably charismatic entertainers who reach into our souls and make us sit up and take notice. That's the magic of music - it knows no boundaries - it erases them. ***"To Teach It You Have To Live It"...***

Our objective is, simply, to create the nonprofit business entity that authors the activities of our amazingly gifted group of individuals to produce distribute and perform musical offerings to be marketed through grassroots, guerilla, and traditional networks.

Using our vast array of contacts, grassroots connections with independent and unsigned artists and the insatiable desire in the public - particular among ages 12-24 - for new brands of music and new talent discoverers along with the dream to perform; **B. C. Productions, LLC** plans to showcase and harness the talents of these hidden gems in a forum that will provide for artistic, management, and business success.

The **ACADEMY OF MUSIC AND ARTS** hopes to capitalize on a vacuum in the grassroots market for a recording and production company that can speak directly to the creative desires of youth consumers and youth artists in a language and in a forum that they can understand. The **ACADEMY OF MUSIC AND ARTS** hopes to focus much of its attention on artists often overlooked by the mainstream companies and by producing a vast number of underground genre's of music such as Go-Go, which has a cult following in the D.C. Area. Since many artists - especially in the recording industry - have a difficult time getting exposure for their work, we plan to develop a niche for these individuals as they climb the business ladder to success. We are confident that we can become a partner that can capitulate them to industry success.

We believe our company can provide an important informational glimpse into the depths of our neighborhoods and communities where many talented individuals toil in obscurity with the barrier of anonymity keeping them from being "all that they

can be.” For these individuals music and The **ACADEMY OF MUSIC AND ARTS** will be their bridge to mainstream society. Because of its vast network of industry contacts, **ACADEMY OF MUSIC AND ARTS** will be able to establish itself quickly and efficiently, which will provide funding and financial resources for the continuation of the program. The **ACADEMY OF MUSIC AND ARTS** will also have the additional benefit of providing a training mechanism for young musicians, producers, writers and technicians who have a gift for creative expression, but no forum to develop it. This will also allow the company to tap into government grants and other private resources that will create additional revenue, community/civic good will, and a pathway to creative expression for youth in our targeted area. *“It takes a Village to Raise a Child”...*

QUALIFICATIONS

The **ACADEMY OF MUSIC AND ARTS** has proved itself to be a positive resource for talented at-risk youth from diverse segments of the population. For the past ten years, the program has been operating efficiently and effectively in Southern Maryland on a grassroots level without the benefit of major funding. Youth throughout the Southern Maryland area have been enlightened and empowered through the program. The goal now is to use the professional expertise of program organizers to develop one of the first comprehensive training programs in the Tidewater Area.

The **ACADEMY OF MUSIC AND ARTS** started with a small group of community youth at its inception, now numbers more than 50 children during any given session. Program activities are closely supervised and monitored by a professional staff charged with management and oversight of activities. Parents are invited to participate and many do. The **ACADEMY OF MUSIC AND ARTS** has been cited by numerous civic and government officials as a well-thought out and well-managed program that needs to serve as a model for other after-school and summer vacation activities for youth.

The **ACADEMY OF MUSIC AND ARTS** has received widespread acclaim from parents and educators who say the program has made a discernible difference in the lives of their children. Interestingly, the program has also proven to be educational for many of the parents, who before The **ACADEMY OF MUSIC AND ARTS** didn't

understand or know what Hip Hop Music and Dance was and now through the efforts of the **ACADEMY OF MUSIC AND ARTS** they can meet their children on a level that they understand and even appreciate.

The **ACADEMY OF MUSIC AND ARTS** has proven to be a positive community model for reaching at-risk youth who might otherwise engage in juvenile crimes or become susceptible to gang or drug activity. We have demonstrated a viable method whereby we can use creative expression, positive peer pressure, and the development of a strong moral/spiritual foundation to keep youth focused on the great possibilities of their bright tomorrows.

Working closely with parents, grassroots organizations, faith-based groups, schools, neighborhood associations, and public agencies, we have developed an effective way to monitor behavior, provide an important social outlet, instill important values, and foster a greater sense of pride among the youth of Hampton Roads.

Our strong collaborations with organizations, schools, social service agencies, and law enforcement officials, enable us to monitor behavior and to quickly identify troublesome behavior before it becomes epidemic or problems within the youth community. We also have the ability and the mechanism to provide an important career outlet for youth in an organized; fun-setting that is both safe and therapeutic.

We also have the ability to assist our youth with family and personal problems because of the strong relationships and trust that we develop through the program.

We have proven to be an effective model for keeping youth off the street, away from negative influences and character development. The **ACADEMY OF MUSIC AND ARTS** has proven to be an effective tool in reconnecting at-risk or youths dealing with life-controlling problems such as juvenile delinquency, poor academic achievement, chronic truancy, low self-esteem, with the right keys for success. For the **ACADEMY OF MUSIC AND ARTS**, the often-quoted cliché, “***It takes a Village to Raise a Child,***” is a recurring reality.

STATEMENT OF NEED

Many youth in Hampton Roads and beyond have become more susceptible to becoming participants in drugs, violent crime while underachieving in school. One of the primary reasons is there are a lack of cultural, educational, and recreational outlets for youth below the age of 18. After school, many wander aimlessly through neighborhoods seeking activities to occupy their time and their minds.

The old cliché' that an "*Idle Mind is the Devil's Workshop*"... is rapidly becoming a real-life drama for parents, educators, and youth advocates who are constantly searching for ways to improve discipline, structure, and achievement among youth.

Sports only go so far and many youth don't have the ability to play competitive sports, but music is a common thread that each youth shares. They listen to music. Each of them aspires to dance or to be a part of some kind of creative endeavor where they can use their God-Given talent. No child wants to sit at home day after day with nothing to do and nowhere to go. The lack of youth programs on the Peninsula has the potential to have a systematic negative impact on the quality of life for the population at large. To date, the community at-large has not developed a comprehensive, multifaceted program where we can channel the energies of our children into a positive program that will lead to growth and development.

Children are growing up faster and with more issues and barriers to overcome. Emotional problems, low self-esteem, family troubles, and a lack of respect for authority are just a few of the issues that have become a part of this negative national trend.

Despite the best efforts of well-meaning elected officials and criminal justice professionals, we need a more comprehensive community approach to wipe out the potential for this scourge as it rears its ugly head in Hampton Roads.

We don't want to fall victim as many communities have to at-risk youth who are becoming more prone to violent behavior and life as a career criminal since it has become more appealing (because of poor role models and the entertainment industry, which has glorified immorality, disrespect, crime, and drugs). The bottom line is suspects in major crimes have become younger and more violent.

Youth in the areas most impacted by these issues often have the fewest youth programs; smallest amount of activities and money budgeted, particularly mentoring for their youth population. The results are predictable... No programs, No hope, and No positive role models. It all adds up to a huge potential for a large amount of juvenile crime. Many of the problems occur in homes and neighborhoods where there is a high incidence of busy parents and underachieving youth with a proclivity toward criminal behavior because of multiple personality and social disorders.

There are also few efforts that identify and target "wrong track" juveniles and even "good community kids" with the goal of

steering them into a positive direction through intensive mentoring, behavior modification, and “fun things to do” such as the creative and performing arts. In addition, the Hampton Roads Community lacks a comprehensive outreach program that offers meaningful alternatives through popular and familiar tools such as music and fashion attractive to youth, performing/creative arts, cultural enhancement, educational enrichment, music, and team sports integrated with important training linked to conflict resolution, future employment (job skills), gang intervention, peer mediation, and community/self-improvement.

IMPORTANT FACTS ABOUT YOUTH

Did You Know?

- In Virginia approximately 56,000 (9%) **adolescents used an illicit drug** in the past month; 37,000 (6%) used marijuana, and 26,000 (4.3%) used an illicit drug other than marijuana.
- More than 1 million teenagers can neither read nor write.
- Hampton Roads doesn't have an established youth program that teaches important life-skills in a recreational setting or fun-filled environment like the **ACADEMY OF MUSIC AND ARTS**.
- One in five African Americans ages 15-24 are in trouble with the law.
- One in three African Americans youth under the age of 18 don't expect to live past the age of 30 because of gangs and an increasing amount of violent crime.
- More than 1 million youth have been infected with sexually transmitted diseases such as HIV-AIDS.
- Nationwide nearly 1.5 million adolescents were dependent on or **abused alcohol** in the past year and more than 1.2 million adolescents were **dependent or abused illicit drugs**.
- More than 45,000 drug addicts live in the Commonwealth of Virginia.
- Cocaine is widely abused and available throughout the state of Virginia. Powdered cocaine and crack cocaine are readily available in large urban population centers and many medium sized cities. Crack cocaine continues to plague inner city settings, particularly in Richmond, Virginia; Roanoke, Virginia; and the Tidewater, Virginia area.
- One out of three at-risk youth have never been outside the state, taken an airplane flight, or even visited a museum.
- Criminals are becoming younger and more violent in the Commonwealth of Virginia.
- Juvenile crime in Virginia, including Hampton Roads, has shown an increase for the past ten years.

- Just about every youth under the age of 18 in Hampton Roads listens to or enjoys rap music and Hip Hop music. An equal amount are interested in dancing and singing.

- More youth are interested in performing and creative arts than in participating in sports.

Now more than ever, we need a program like the ACADEMY OF MUSIC AND ARTS PROGRAM. Let's join together to protect our youth.

PROGRAM ACTIVITIES

Studio Training: We provide each student with the necessary training to operate audio/video equipment, to produce and edit professional recording projects. We assist them in all aspect of productions, including the operation of the recording equipment and engineering soundboards.

Academic Enrichment: We encourage academic excellence and we provide tutoring when be accentuated. GED Preparation, college preparation (for those eligible) and vocational training will be encouraged and highlighted through seminars and meetings with youth.

Awards Banquet: We plan for this event to be a major showcase and fundraiser for program continuation. At the end of the program, we plan a ceremony to honor the participants, but in addition, we will solicit the help of major corporations for nominees for our ***“BRIGHT LIGHT AWARDS”***. This will be a community service awards given to outstanding individuals for their civic and volunteer contributions. Companies will be asked to participant by sponsoring awardees.

Cultural Arts Training: Using Hip-Hop music, we teach dance to students on a regular basis and allow them to perform as a part of our Show Team. This is the cornerstone of program activities. Many youngsters have un-harnessed talent that is waiting to be discovered and developed. This program will also give participants an opportunity to develop self-confidence along with positive alternative to street life by enhancing positive behavior with a meaningful reward.

Group Outings: A minimum of 10 scheduled trips will be taken during the grant period. This will include visits to museums, NASA, state government, embassies, sporting events, and recreational outlets. HBCU bus tour for college bound students.

Life Skills Training: Youth will develop win-win strategies for peer confrontations, family scenarios, and social problems. They will also receive tips on social etiquette, taking care of personal business, and developing positive personal relationships. We will also conduct a series of healthy lifestyles workshops which will attack subjects such as teenage pregnancy, AIDS awareness, healthy diets, exercise programs, driving safety, personal hygiene, and conflict resolution.

Motivational Speeches: Speakers from all walks of life will be presented to participants in an effort to inspire and educate them.

METHODOLOGY/PLAN OF ACTION

FIRST QUARTER

- Organize Staff
- Finalize collaborative agreements
- Establish maximum number of program participants
- Evaluate budget
- Meet with staff, community representatives and school officials
- Set schedules.
- Publicly announce program
- Hold grand opening
- Enroll new students in program
- Establish personal improvement plans with students
- Begin workshops and activities
- Secure at least two public performances
- Plan and complete at least two outings

SECOND QUARTER

- Begin program evaluation
- Prepare and hold first awards ceremony
- Accelerate public appearances
- Hold monthly meetings with parents
- Strengthen community relationships
- Continue outreach effort
- Allow new participants in program

THIRD QUARTER

- Continue program monitoring
- Develop successful trends packet
- Provide program report
- Continue outreach effort
- Schedule more performances

FOURTH QUARTER

- Develop criteria on as-need basis
- Hold awards banquet

GOALS/OBJECTIVES

The major goals of ACADEMY OF MUSIC AND ARTS EMPOWERMENT PROGRAM is to implement a fun-filled recreational program for 150 youth that can provide positive direction as well as a cultural and recreational outlet for their creative expression using creative and performing arts. Anticipated program results are higher achievement, lower truancy, lower juvenile crime, stronger family and community ties for successful participants. Youth will also be required to produce a journal of achievement that will outline individual goals for future achievement. They will also produce a video about their experiences in the program. Each youth will also be taught specific values, habits and coping methods. In addition, an aggressive outreach program will target youth headed for trouble and those in trouble will receive the benefit of intensive mentoring from a variety of community and faith-based resources.

Program objectives will be accomplished primarily by:

- Ensuring that each participant realizes the full impact of his or her actions. We will increase the understanding of personal responsibility. We subscribe to the theory that youth will not change their behavior until they are willing to accept responsibility for it. Youth who are irresponsible turn into irresponsible adults.
- Developing an individualized service plan tailored to meet the needs of each program participant. There is no one size that fits all. As a result, we meet the children where they are and that's the start of a cycle that leads to trust and a new dedication to societal norms. We give them a blueprint for future success.
- Identifying individual skills, gifts, and personal interests (Music, writing, art, sports, or mechanical aptitude) that might lead to success. Every child has a gift and the best way to achieve success is to breed success. We believe creative and performing arts is the perfect carrot to dangle in an effort to show youth the world

of opportunity that's available to them if they produce positive actions.

- Monitoring Behavior to reduce truancy and low academic achievement .We can't watch youth all the time, but through this community based network, program participants will have a heightened sense of awareness of what is expected of them. We will evaluate school records.
- Improving physical fitness and arts appreciation.
- Increasing self-confidence and self-respect for self and others. Teaching participants to restrain anger or modify behavior.
- Assist in employment and educational opportunities.
- Developing constructive habits and strong life skills.
- Improving opportunities for success through achievement. Each participant will be held to a strict code of accountability and responsibility. They must attend school regularly, demonstrate knowledge of good values, habits and life schools, work with mentors and tutors, develop and develop personal limits and establish strategies to abstain from illicit behavior including alcohol, drugs, cigarettes and sex.

CURRENT MARKET FACTORS

- Underground artist's produce and sell more than 1 million records in the Washington-Baltimore area. Someone has to produce the CD covers.
- Hip-Hop music sales made up 89.2 million albums or 11.7% of the 762.8 million albums sold in 2001, ranking it third behind rhythm and blues, and alternative music, according to Sound Scan, which monitors album sales in U.S. Each album or CD has a cover.
- The Washington Metropolitan Area, including Prince George's County has the wealthiest and best-educated group of African Americans in the nation. Most are sensitive to doing business with like-minded African American professionals.

- As a group, movies and music recordings are the most successful group in the print media family.
- Independent movies and music are now become the bane of the Entertainment Industry.
- The Internet (YouTube™, Twitter™, Facebook™, etc...) has given music makers and moviemakers another outlet for creative and financial success.

STRATEGY AND IMPLEMENTATION

Our strategy is based on serving a clearly defined niche market well. By having an identifiable market with available lists and related memberships, School of Music and Arts believes we can exceed target levels. Devoted artists are a passionate and loyal clientele. A thirst exists for the movies and music that we will provide. Multi-channel distribution principles will be employed. Each has a differing margin structure but the combination will maximize the potential reach of **ACADEMY OF MUSIC AND ARTS**.

MARKETING STRATEGY

In today's technological world, we find a challenging and ever-expanding marketplace for almost any product or service. Such is the case for the services and products of **B.C Production, LLC**. Through the worldwide reach of the Internet, innovative and resourceful companies can market their 'products' around the world, literally. It may seem unlikely that someone in, say, South America would contact us to package and market them as an artist. Unlikely, perhaps, but certainly not impossible to do, or impossible that they would buy product from us. ***"A Quality Product Sells Itself"...***

Our advertising, marketing, and production clients will based on our past experience, come from areas 'closer to home, but, through the far-reaching aspects of our past experiences we have learned that contacts from anywhere in the world are possible.

Pro-Forma Budget

Categories	Request	In Kind	Total
A. Personnel	\$365,000	-0-	\$365,000
B. Contractors & Consultants	\$50,000	-0-	\$50,000
C. Operations	\$20,000	\$20,000	\$40,000
D. Equipment & Supplies	\$50,000	\$50,000	\$100,000
E. Transportation	\$10,000	\$10,000	\$20,000
F. Banquet	\$10,000	\$20,000	\$30,000
Totals	\$505,000	\$100,000	\$605,000

Note: would like to reserve the right to make adjustments in the budget to meet the needs of the program in the most-cost effective manner. Some fees may be slightly higher or lower depending on contract negotiations. Personnel and contracting fees are static and have been agreed upon.

BUDGET JUSTIFICATION

A. Personnel (\$365,000)

1. Executive Director (\$150,000): Responsible for program oversight and management. Will be the public face of the program. They will develop quality of control measures and recommendations for program enhancements. They will coordinate entire effort working in conjunction with state government and local officials. He will set the course for the entire operation and resolve any problems that may occur in day-to-operation. Will also make sure that program is running smoothly and is producing desired results.

2. Program Director (\$100,000): Will be responsible for the review of program processes and evaluation of program offerings. Will develop participant surveys and feedback forms for distribution in all workshops and seminars. Will compile weekly and monthly reports and work to implement programmatic improvements. Will serve as link social service agencies and state officials. Will also work to make every effort to inform and cooperate with necessary officials that there is a smooth program start.

3. Director-Mentoring & Outreach (\$75,000): Will set up training and individualized service plans for participants. Will make reports on progress of each participant. Will ensure education and development of youth. Will organize presentation of a series of soft-skills workshops and direct referrals for specific needs of program participants. Will be responsible for coordinating awards activities and for scheduling interviews and meetings with parents and students.

4. Office Manager (\$25,000): Will handle all of administrative duties. Will be responsible for answering telephone, filing, typing correspondence, data entry, and keeping time sheets.

5. Administrative Assistant (\$15,000): - Part time position. Will primarily work under direction of office manager, answering phones, providing backup clerical services.

Note: In cost-cutting measure, top managers have been given multiple assignments and each will handle a variety of different duties in coordinated effort. This will also allow us to increase number of hours of operation.

B. Contractors (\$50,000)

1. B. C. PRODUCTIONS, LLC (\$24,000): Media and Mentoring Consulting. Includes grant-writing and community-based public relations to assist outreach effort.

2. Artists & Instructors (\$10,000): They will take care of day-to-day instruction. Part-time basis. Our programs requires minimum of two.

3. Kids For Character (\$4,000): Seminar teaches five different character traits that promote positive behavior in children.

4. Mustafa Malik (\$12,000): He is one of top young videographers at Mastafa Malik Designs, which makes films for assorted corporate clients, including AOL. Malik will provide production training for interested program participants and he will film PSA's and seminars for student evaluation.

C. Operations: This includes things needed for day-to-day operation, including rental fees, phone, fax, postage, and computers.

D. Equipment & Supplies (\$5,000): We expect computers to be donated by private entities, but we will need other basic equipment to back up theatrical efforts.

E. Transportation (\$5,000): This includes the back of forth-daily expenses incurred by residences and program managers in developing and delivering services for this implementation grant. We also will provide transportation to various events for youth participants.

F. Banquet (\$10,000): As part of program continuation, we plan major banquet that will enhance mentoring program. This money is for up-front costs. We expect program to net up to \$50,000. This will be the showcase event for the **ACADEMY OF MUSIC AND ARTS**. We also hope to use some of the money for scholarships for ongoing education for deserving students who graduate from program.

Note: Budget is based upon estimates based upon costs currently given provided to program managers and could be slightly higher or lower based upon market conditions at time grant is awarded.