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**Chester County Nonprofit
Innovation & Resiliency Fund
Grant Request Form**

Contact Information

Nonprofit Org Name: SALT Performing Arts	ED/CEO Name: Lauren McComas
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City, State Zip: Chester Springs, PA 19425	Board Chair Name: Lauren McComas
Phone: (610) 703-1734	Grant Proposal Contact Name: Bethanie Emery
Website: www.saltpa.com	Grant Proposal Contact E-mail: info@saltpa.com
EIN: 81-3277906	Grant \$ Amount Requested: \$30,000
Year Founded: 2013	

In filing this application, the nonprofit certifies that it complies with all federal, state & local laws, including taxation; complies with current public health guidelines; and complies with coronavirus pandemic phased reopening restrictions.

Agreed by:	Date:
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Nonprofit Field/s of Interest

<input checked="" type="checkbox"/> Arts, Culture & Historic Preservation	<input type="checkbox"/> Education	<input type="checkbox"/> Health
<input type="checkbox"/> Community Development	<input type="checkbox"/> Environment & Animal Welfare	<input type="checkbox"/> Human Services

Figures	Current	PRE-COVID (as of 1/1/20)
Annual Operating Budget		\$
Full-Time Equivalent Paid Staff	4 (but this may not last)	# 4
# Board Volunteers	7 members	# 7 memebers
# Committee Volunteers	25-50	# 25-50
# Active Direct Service Volunteers		#
Annual Volunteer Hours	50	#100

Funding: Please indicate if your nonprofit has received funding from any of these regional sources over the past few years. We will invite them to review this funding request.

<input type="checkbox"/> ChesCo Comm Fdn	<input type="checkbox"/> Brandywine Health Fdtn	<input type="checkbox"/> United Way ChesCo	<input type="checkbox"/> ChesCo Dept Comm Devel
<input type="checkbox"/> ChesCo Fund/W&Girls	<input type="checkbox"/> Phoenixville Comm Health Fdtn	<input type="checkbox"/> United Way S ChesCo	<input type="checkbox"/> ChesCo Dept Health
<input type="checkbox"/> Other significant funders:			<input type="checkbox"/> ChesCo Dept Human Svcs

Narrative: In a few concise paragraphs, please explain:

1. Mission

SALT Performing Arts, a 501(c)(3) non-profit organization, is committed to providing live community theatre throughout the entire year, enriching workshops, dinner theatre, professional performance opportunities for people from all walks of life, summer camp programming, and community outreach. With excellence as the standard, SALT believes that the “community” is paramount in community theater and strives to foster an all-inclusive atmosphere that promotes a positive and uplifting experience for everyone.

2. What geographic area is served?

SALT now has two locations: in Chester Springs, Chester County AND in West Chester, Chester County. It primarily attracts patrons and performers from the Chester Springs, Phoenixville, Pottstown, West Chester, Exton, and Downingtown areas, but SALT has welcomed people from all over southeastern PA, including Philadelphia.

3. **What population is served? How have your service numbers been impacted by COVID?**

SALT attempts to create our season of 7 shows with everyone in mind: some shows are geared towards kids, while other shows are for adults. Additionally, each year, SALT produces a show for the special needs community, whereby every cast member is someone with special needs. Nearly all of our shows are family-friendly. Our goal is to make quality live theatre attainable for anyone in any financial situation and to enrich the lives of those in our community with arts, culture, and connectedness.

Our service numbers were projected to be approximately 6,050 people in 2020. Due to COVID, we instead serviced approximately 1,800.

4. **What has been the impact of COVID-19, and how has your nonprofit responded?**

When the COVID pandemic struck in March, SALT had just wrapped its first production of what was a packed 2020 season of live theater. Suddenly forced to close its doors, SALT was challenged to quickly regroup and adapt, not only to sustain itself (and its staff) financially but also to keep its community of actors, directors, and patrons of the arts connected during the quarantine. Fortunately, creative people are able to think creatively! And though the arts and entertainment industry has been hit the hardest by COVID, SALT has adapted to try to stay alive and continually offer the gift of the arts to the community:

- Beginning just a week into quarantine, SALT produced 10 weeks of the “Cooped Up Cabaret” on their online YouTube channel, featuring performers from past SALT shows singing songs that its Facebook followers voted on. The community gathered online each Thursday to watch together.
- Once the quarantine ended and phased reopening of non-essential businesses began, SALT arranged to rent the Ludwig’s Corner horse show arena – which was going unused – in order to provide live entertainment in a safe, socially distanced way through “Beyond the Walls.” This summer drive-in concert series presented live entertainment broadcast onto a radio station in people’s cars.
- In September, SALT featured *A Good Old-Fashioned Variety Show* outside on SALT’s back patio. Currently (in October) SALT is offering *The Last Five Years* – its first live musical theater production in six months, performed outdoors with only two socially distanced actors and a live orchestra.
- In November, SALT is slated to produce *Nonsense*, with its five cast members performing inside plexiglass boxes that will cleverly serve as various stage props – confessionals, bathroom stalls, etc. – in order to maintain the safety of both the performers and the appropriately limited audience.

5. **What would this funding be used for? How does this demonstrate innovation and resiliency in dealing with COVID impacts? What would be the community impact of this anticipated funding? Why is it important to fund this now?**

The requested funds would be used to offset the costs of immediate safety measures that were taken, such as the purchase of PPE, as well as adapting SALT’s productions to work within COVID-safe guidelines: for example, upgrading the internet connection for “Cooped Up Cabaret;” renting outdoor space and equipment for “Beyond the Walls Drive-In Concerts” and *The Last 5 Years* outdoor productions, as well as purchasing plexiglass for our *Nonsense* set. In addition, funds will be used for marketing materials for upcoming fundraisers and special events designed to help mitigate COVID-related financial losses, which were extremely significant.

SALT has been actively fundraising since it had to close its doors in March, ensuring that staff can be paid and basic operational expenses met until it can fully reopen. The requested funding would provide some much-needed relief to keep the theater operational while the Board of Directors revisits its strategic planning for life after COVID.

A rather timely report released by the World Health Organization in late 2019 validates what many of us already know: the arts can have a profoundly positive impact on both physical and mental health. Sadly, however, the performing arts is one of the industries to be hardest hit by the pandemic, and it will also be one of the last to be fully functioning on the other side of it. The creative team at SALT has been passionately determined not to let the arts disappear from our community during this time when people have needed to be uplifted more than ever. By thinking innovatively and

capitalizing on the assets it is fortunate to have, SALT has shown admirable resilience in keeping the essence of its important mission of *community connectedness through the arts* alive.

6. How much funding is sought? How does this compare to your annual operating budget and this years' projected deficit? What is the expected timeframe for use of funds?

SALT is requesting \$30,000, which equates to roughly 22% of the estimated \$131,500 profit loss for 2020 due to lost ticket sales, lost season subscriptions, and lost business sponsorships. The grant award would be used immediately to replenish funds used for COVID-related expenses and the modified live events that have already occurred and will occur by the end of this year.

Itemized Expenses

Overhead costs - Rent, staffing etc. for Nov/Dec	\$20,000
PPE Gear	\$1,500
Outdoor Space rental for Beyond the Walls	\$2,000
Equipment Rental for outdoor events	\$800
Internet connection upgrades	\$500
Rental Fees for costume location	\$1,280
Nonsense Plexiglass	\$2,000
Marketing for special events	\$1,000
Shelving	\$350

Total
\$29,430