

**REDWOOD CITY
CIVIC CULTURAL COMMISSION
FUNDING APPLICATION**

Name of Applicant/Organization: Raices de Mexico

Contact Person: Maria Elena Pacheco Varela

Address: P.O. Box 50101 Palo Alto CA 94303

Telephone: (Work) 415 322-1501 (Home) 415 321-6051 (FAX) 415 322-1501

AMOUNT OF GRANT REQUEST: \$ 1,500.00

MINIMUM AMOUNT ACCEPTABLE: \$ 1,200.00

Please complete the following in detail:

1.) PROJECT DESCRIPTION: Describe in detail

Raices de Mexico proposes to produce a family show, "Primavera en Mexico" (Spring in Mexico), a concert of Mexican folklore dance and music. This concert will be presented by the performing ensembles of the Company - children, teens and adults. Dances from at least seven of the thirty-one States of the Mexican Republic will be featured; approximately 18-21 dances in traditional costumes. The concert program will present background information on each of the different regions (sample attached), costumes or particular dance as a means of educating the community about an aspect of the Mexican culture.

2.) PERFORMANCES: a.) How many, location, time, etc. -
b.) Will you charge admission? If so, how much?

There will be only one show presented on Saturday, May 17, 1997 at Sequoia High School's theater Carrington Hall starting at 7:00 pm. The whole show will run approximately one hour and 45 minutes (including intermission). A \$5.00 per person admission will be charged. We want families to be able to afford attending this concert.

3.) OBJECTIVES

- a.) The Event
- b.) The Organization-purpose, structure, size and major activities

Raices de Mexico's Spring Concert will be presented by the children, teen & adult performing ensembles of the Company. Raices de Mexico's mission statement is to preserve & promote Mexican culture through a distinct art form - dance. Through this concert, Raices de Mexico will continue to educate the Redwood City community, as well as surrounding communities, about the rich music, costumes and dances that Mexico has to offer. Raices de Mexico is administered by a General Director and a Board of Directors. The only paid staff is the instructor. Dance classes are offered to children, teens and adults. There are approximately 32 people involved in the organization. Please see attachment A for major activities.

4.) BENEFITS:

- a.) To your organization
- b.) To the Redwood City community

The production of this concert will benefit Raices de Mexico by providing its participants with the opportunity to educate the community on an aspect of the Mexican culture.

Benefit to the Redwood City community would be Raices de Mexico's providing a service which is currently not available.

- 5.) BUDGET: \$6,354.00 a.) Of project, itemized See attached sample B
 \$81,473.00 b.) Of organization, overall See attached sample C

6.) COMMUNITY SUPPORT: Describe efforts made in building audiences, membership, financial support (other grants you are seeking), etc.

We build audiences and membership by advertising our programs, through word of mouth, flyers, by announcements at the different performances, through a concert program survey which enables us to track arts advocates and through a mailout. Financial support has been solicited from Philanthropic Ventures, and Charles Schwab Foundation; also, financial support will be sought through fund raisers and donations.

7.) EVENT EVALUATION: How will the success of the event be monitored?

The success of the event will be monitored through a survey which will be placed on the inside of the program. The audience will be asked to take a few minutes to fill out the short survey and leave it in a box in the lobby. Another way to gauge the success is by the attendance and reaction of the audience to the concert itself.

8.) PUBLICITY: Describe how you would propose to publicize the Commission.

The Redwood City Civic Cultural Commission will be named as sponsors, in part, on all flyers, posters, news releases, on the mailer, concert program and acknowledgement will also be made verbally at the concert. Sample flyer attached "D".

9.) INDIVIDUAL APPLICANTS ONLY: List your qualifications for handling this project.

10.) SCHEDULED EVENTS: List events that Commissioners might wish to attend for verification and evaluation

Classes: any Friday 6:00-7:30 pm Cubberley Community Center studio L6 children
any Friday 7:30-9:30 pm Cubberley Community Center studio L6 teens
any Sunday 10-1:00 pm Cubberley Community Center studio L4 adults
April 26, 1997 7:00 pm Palo Alto High School Theater City of Palo Alto fund raiser for their
Diversity Network (adult ensemble)
April 26, 1997 5:00 pm St. Elizabeth Seton School fund raiser 1029 Channing Palo Alto
(teens/children)
May 02, 1997 6:45 pm McKinley School, Redwood City Fund raiser (children)

I hereby state that the above information presented to the Redwood City Civic Cultural Commission is true and complete to the best of my knowledge.

Signature: _____ Date: _____

Internal Revenue Service
District Director
P O BOX 486
LOS ANGELES, CA 900530486

Date: AUG 15 1988
RAICES DE MEXICO INC
804 BELL ST
EAST PALO ALTO, CA 94303

Employer Identification Number:
77-0116209
Case Number:
958156016
Contact Person:
FRANCISCA JUAREZ
Contact Telephone Number:
(213) 894-4170

Accounting Period Ending:
Sept. 30
Form 990 Required:
Yes
Caveat Applies:
None

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in section 509(a)(2).

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

The heading of this letter indicates whether you must file Form 990, Return of Organization Exempt from Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the

Letter 947(CG)

RAICES DE MEXICO INC

15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, when a return is filed late, unless there is reasonable cause for the delay.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

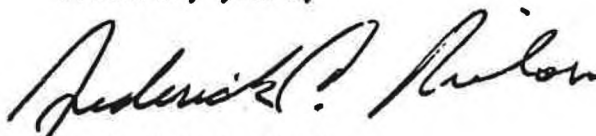
You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Because this letter could help resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

If the heading of this letter indicates that a caveat applies, the caveat below or on the enclosure is an integral part of this letter.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,



Frederick C. Nielsen
District Director



STATE OF CALIFORNIA

FRANCHISE TAX BOARD
ACRAMENTO, CALIFORNIA 95867

Telephone: (800) 852-7050

In reply refer to
342: PTS:jw:g

September 13, 1985

Raices De Mexico
c/o Matias Varela
804 Bell Street
East Palo Alto, CA 94303

| | |
|--------------------------|---------------|
| Purpose | : Educational |
| Form of Organization | : Corporation |
| Accounting Period Ending | : December 31 |
| Organization Number | : 1285478 |

On the basis of the information submitted and provided your present operations continue unchanged or conform to those proposed in your application, you are exempt from state franchise or income tax under Section 23701d, Revenue and Taxation Code. Any change in operation, character or purpose of the organization must be reported immediately to this office so that we may determine the effect on your exempt status. Any change of name or address also must be reported.

You are required to file Form 199 (Exempt Organization Annual Information Return) or Form 199B (Exempt Organization Annual Information Statement) on or before the 15th day of the 5th month (4-½ months) after the close of your accounting period. See annual instructions with forms for requirements.

You are not required to file state franchise or income tax returns unless you have income subject to the unrelated business income tax under Section 23731 of the Code. In this event, you are required to file Form 109 (Exempt Organization Business Income Tax Return) by the 15th day of the 5th month (4-½ months) after the close of your annual accounting period.

If the organization is incorporating, this approval will expire unless incorporation is completed with the Secretary of State within 60 days.

Exemption from federal income or other taxes and other state taxes requires separate applications.

M. Kokinos
Supervisor
Exempt Audit Unit

cc: Registrar of Charitable Trusts

Raices de Mexico

Directors and Officers

President

Javier Pacheco
Ph.D. Ethnomusicology, UCLA
Professor USF

4320 Fair Oaks Ave
Menlo Park CA 94025
(415) 325-0193

Treasurer

Concha Marina Ramirez
Administrative Assistant
San Mateo County Credit Union
Redwood City

2884 Illinois Street
East Palo Alto, CA 94303
(415) 853-1761

Secretary

General Director

Maria Elena Pacheco Varela
Station Sales Rep.,
Mexicana Airlines, San Jose

804 Bell Street,
East Palo Alto, CA 94303
(415) 321-6051

Program Coordinator

Andrea Masterson
Typewriter Technician/
Artist

509 Crestview #228
Belmont, CA 94002
(415) 593-3388

Board Members

Todd Gaviglio
Principal, Green Oaks School
East Palo Alto

800 Bell Street
East Palo Alto CA 94303
(415) 323-8313

Columba Castañeda
Data Administrator
Pacific Bell, San Jose

3013 Sterling Way
Redwood City, CA 940061
(415) 366-7294

Matias Varela
Executive Director Arts Council
San Mateo County

804 Bell Street
East Palo Alto, CA 94303
(415) 321-6051

Antonia Brass
Permit, Teacher
Green Oaks School, East Palo Alto

2162 Capitol Ave
East Palo Alto, CA 94303
(415) 321-5196

David Giles
Attorney
East Palo Alto Law Project
East Palo Alto

748 Noriega Street
San Francisco, CA 94122
(415) 647-2215

RAICES DE MEXICO

1997 Major Activities

- May 05 Cinco de Mayo celebrations - various schools on Peninsula
- May 17 "Primavera en Mexico" - Spring concert
Carrington Hall, Redwood City
- June 20, 21, 22 San Francisco Ethnic Dance Festival
Palace of Fine Arts, San Francisco
- July 04 Independence Day Festival, Redwood City
- Aug 23 "A Journey Through Mexico" concert
Mountain View Center for the Performing Arts
- Oct 30 "Dia de los Muertos" celebration
- Dec 20 End of year recital

Spring Concert - "Dances From Mexico"

May 17, 1997

Carrington Hall, Sequoia High School, Redwood City

Income

Contributed

| | | |
|--|----|-----------------|
| Federal government | \$ | -0- |
| State government | | -0- |
| Local government - Redwood City Civic Cultural Commission | | 1,500.00 |
| Foundation - Philanthropic Ventures, Charles Schwab Foundation | | 2,500.00 |
| Corp/business | | -0- |
| Individual | | |
| Other _____ | | -0- |
| Subtotal | \$ | <u>4,000.00</u> |

Earned

| | | |
|--|----|-----------------|
| Tickets/admissions <small>300 seats @ average of \$6.00 ea</small> | \$ | 1,800.00 |
| Fees | | -0- |
| Tuition | | -0- |
| Product sales | | -0- |
| Special events: | | -0- |
| Other <u>fund raisers</u> | | 500.00 |
| Subtotal | \$ | <u>2,300.00</u> |

Total Income**\$ 6,300.00****Expenses**

Personnel

| | | |
|---|----|---------------|
| Salary & benefits: Instructor <small>20 additional hrs of prep time @ \$15/hr</small> | \$ | 300.00 |
| Salary & benefits: administrative <small>30 hrs @ \$15/hr + 10 hrs accounting @ \$15/hr</small> | | 600.00 |
| Salary & benefits: tech & prod <small>1 sound & 1 light tech for 3 hrs show + 2 hrs rehearsal @ \$20/hr + \$300 to prerecord needed music</small> | | 500.00 |
| Contract: artistic - musicians <small>\$400 for Mariachi + \$400 for Los Querreques</small> | | 800.00 |
| Contract: documentation - video | | <u>400.00</u> |

Subtotal \$ 2,600.00

| | | |
|---|----|----------|
| Advertising & promotion <small>flyers, posters, programs, press releases, graphics, printing</small> | \$ | 750.00 |
| Office supplies, utilities, rent, etc. <small>stamps, envelopes, paper, copies, telephone, lights, extra studio time needed</small> | | 354.00 |
| Production, exhibits, projects <small>touch up paint for backdrop/props \$350 + 20 hrs labor @ \$15/hr = \$225</small> | | 650.00 |
| Rent: performance & rehearsal <small>Theater: 6 hrs show, setup and tear down & 3 hrs rehearsal</small> | | 1,200.00 |
| Loans, debt reduction | | -0- |
| Other: <u>costumes</u> <small>replace & repair costumes & accessories as needed</small> | | 800.00 |
| Other: _____ | | -0- |

Subtotal \$ 3,754.00**Total Expense****\$ 6,354.00**

RAICES DE MEXICO

1997 PROJECTED OPERATIONAL BUDGET

INCOME:

| | | |
|-------------------------|------------------|--------------|
| Dividends | \$ 275.00 | |
| Donations | 6,500.00 | |
| Fundraisers | 2,000.00 | |
| Ticket Sales | 2,000.00 | |
| Scholarships | 2,500.00 | |
| Performances | 3,000.00 | |
| Workshops | 500.00 | |
| Tuitions | 4,390.00 | |
| Grants | 29,150.00 | |
| Corporations/Businesses | <u>21,750.00</u> | |
| Total Income | | \$ 72,065.00 |

EXPENSES:

| | | |
|---------------------------|---------------|--|
| Banking | \$ 15.00 | |
| Building Repairs | -0- | |
| Costumes - for new class | 2,119.00 | |
| Educational/conferences | 2,500.00 | |
| Equipment | 2,050.00 | |
| Dual tape VHR | 850.00 | |
| Audio recorder | 800.00 | |
| Repairs | 400.00 | |
| Fundraising supplies | 150.00 | |
| Insurance | 450.00 | |
| Legal & Professional fees | 150.00 | |
| Miscellaneous | 1,500.00 | |
| Office Supplies | 300.00 | |
| Postage | 300.00 | |
| Printing | 750.00 | |
| Publicity | 1,800.00 | |
| Rent | 8,500.00 | |
| Salaries | 42,280.00 | |
| Admin Director | \$15,000.00 | |
| Dance Instructor | 8,780.00 | |
| Developmt Person | 8,000.00 | |
| Tech Assistance | 1,500.00 | |
| Bookkeeper | 4,500.00 | |
| Program Director | 4,500.00 | |
| Salaries - Contracted | 1,200.00 | |
| Videographer | 800.00 | |
| Caterer | 450.00 | |
| Scholarships | 3,584.00 | |
| Shows: 2 | 11,600.00 | |
| Subscriptions | 75.00 | |
| Telephone | 250.00 | |
| Travel & Lodging Expense | 1,100.00 | |
| Utilities | -0- | |
| Workshops - hosting | <u>750.00</u> | |

| | | |
|----------------|--|--------------|
| Total Expenses | | \$ 81,473.00 |
|----------------|--|--------------|

Income

1. Federal Government - None
2. State Government - Soliciting from the Arts Council of Santa Clara County
3. Local Government - Arts Council of Santa Clara County, Palo Alto Fund, Redwood City Cultural Commission, Community Foundation of Santa Clara County
4. Foundation - Charles Swab Foundation, Zellerbach Foundation, David & Lucile Packard Foundation, Peninsula Community Foundation, Rosenberg Foundation, Walter and Elise Haas Foundation, Nu Lambda Trust
5. Corp/Business - Target Stores, Mervyns, Coca Cola,
6. Individual - Donations
7. Tickets/admissions - 400 tickets at \$10 ea = \$4000. for show at Mountain View Center for the Performing Arts "A Journey Through Mexico" show \$2500 of proceeds to benefit Scholarship Fund. Show at Carrington Hall in Redwood City, ticket sales 200 @ \$5 ea = \$1000.
8. Fees - None
9. Tuition - \$25 a month x 18 students
10. Product sales - Dia de Los Muertos T-shirts (\$20 ea) and videos (\$15 ea)
11. Special events - fundraisers (snocone, nachos sales)
12. Inkind - None

Expenses:

1. Banking - fees, charges
2. Costumes for new class - \$2,120 for 6 ladies Jalisco skirts/blouses, 6 mens' Jalisco shirts, 6 bowties/sashes and pants, 6 prs boots and 6 prs womens' shoes
3. Educational/conference - \$1000.00 plane fare to send 2 people to Mexico to attend dance conference - \$1000.00 for meals/lodging/workshop registration; \$500 for students to attend workshops in area
4. Equipment - need to replace dual tape VHR for reproducing show videos to sell to students; need to replace dual tape audio recorder for recording performance and show tapes and equipment repairs - Xerox, VHR, tape recorder, typewriter, computer
5. Fundraising supplies - ice, cups, napkins, straws, syrups, chips, cheese, plastic gloves, wipes,
6. Insurance - IPS liability renewal
7. Legal and professional fees - CPA fees, State registration
8. Miscellaneous - supplies for making props, painting backdrops; mirror for new class 5.5' x 8'
9. Office supplies - Copy paper, Xerox dry ink cartridges, toner cartridge, laser printer ink cartridge, typewriter ribbon, etc.
10. Postage - for mail outs, correspondence
11. Printing - flyers, posters, stationery, notices, show tickets, recruitment flyers,
12. Publicity - press releases, advertising, show announcements,
13. Rent - dance studio L4 @ \$15/hr and L6 @ \$21/hr at Cubberley Community Center, Palo Alto for childrens', teens' adults classes and performing group rehearsals
14. Salary & benefits: Administrative - General Director: 100 hrs mon x 10 mon yr @ \$15/hr (
15. Salary & benefits: Instructor for performing group @ \$18/hr and Instructor for childrens' class, teens' class, and beginning adult class @ \$15/hr
16. Salary & benefits: Technical & production - Stipend for technician's time for recording of CD, performance tapes and videos, plus running audio/video equipment at shows
17. Salary & benefits: Bookkeeper - 40 hrs/mon x 10 mon x \$12/hr
18. Salary & benefits: Program Coordinator - 40 hrs/mon x 10 mon x \$12/hr
19. Salaries Contracted - Videographer @ \$400 Mtn View show, \$200 Rwd City show, \$200 childrens' show. Caterers: "Dia de Muertos" reception, refreshments at shows, Christmas Boutique
20. Scholarships - monies accessible for low income or indigent minor students
21. Shows - main concert Aug 23, 1997 at Mtn View Center for Performing Arts plus rehearsal type show in Spring at Carrington Hall in Redwood City and student recital type show at Palo Alto High School Theater
22. Subscriptions - ArtsLine, CAPA - art associations
23. Telephone - average monthly bill \$20-30
24. Travel & Lodging - transportation stipend to students for performances outside of San Mateo County, Cinco de Mayo, meals and transportation
25. Workshops: hosting - host workshop on Aztec and Zacatecas dances