



SUSPENSION IRISH CLASSICAL

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July 12, 2011

Hon. Chris A. Collins, County Executive
95 Franklin Street, 16th Floor
Buffalo, NY 14202

Dear County Executive Collins,

On behalf of the Board of Trustees and the staff of the Irish Classical Theatre Company, please find enclosed a proposal from the Irish Classical Theatre Company to the County of Erie.

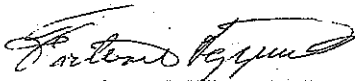
This proposal is a request for a capital improvements' grant to provide the Irish Classical Theatre Company (ICTC) with the necessary funding to fund Phase II of a 3-phase project to replace its existing theatrical lighting equipment with new, energy efficient instruments. The new lighting equipment will improve ICTC's energy efficiency and enhance the quality of ICTC's theatrical lighting while reducing replacement and utility costs for the organization.

As you may know, it is the mission of the Irish Classical Theatre Company to present the greatest works of dramatic literature, produced at the highest level of artistic excellence, for the public of Buffalo, Western New York, and Southern Ontario, and subsequently, national and international audiences. Support of the Irish Classical Theatre Company is both an investment in Buffalo's premiere producing theatre, which continues to be recognized publically for its high artistic and quality standards, and in a fiscally responsible organization that is proactive and effective in its efforts to increase and diversify its revenue sources in order to maintain the high standards of excellence for which it is known.

Should you have any questions or need any further information pertaining to this project, feel free to contact ICTC's Development Coordinator, Carrie Beth Wicks, at (716) 853-1380 ext. 6, or via email at development@irishclassical.com.

We truly appreciate the County Executive's time and attention in reviewing this proposal.

Best regards,



Fortunato Pezzimenti
Producing Director



2011 Capital Funding Proposal to the County of Erie

Applicant Name Irish Classical Theatre Company
& Address: 625 Main Street
Buffalo, NY 14203

Contact Person: Carrie Beth Wicks,
Development Coordinator
Phone: (716) 853-1380 ext. 106
Email: development@irishclassical.com
Fax: (716) 853-0592

Project Summary:

This proposal is a request for a capital improvements' grant to provide the Irish Classical Theatre Company (ICTC) with the necessary funding to fund Phase II of a 3-phase project to replace its existing theatrical lighting equipment with new, energy efficient instruments. The new lighting equipment will improve ICTC's energy efficiency and enhance the quality of ICTC's theatrical lighting while reducing replacement and utility costs for the organization.

Amount Requested: \$17,940 (41% of the total project budget)

ICTC has submitted a request for funding to the Buffalo Renaissance Foundation, in the amount of \$5,500, to fund Phase I of the project. The proposal is currently pending review. ICTC will also submit proposals to local foundations with a specified interest in capital improvement projects to fund Phase III of the project, to include the Western New York Foundation.

The generosity of the County of Erie will be recognized with a listing in all ICTC playbills throughout the 2011-2012 season and on ICTC's Donor Recognition Wall in the lobby.

Mission:

It is the mission of the Irish Classical Theatre Company to present the greatest works of dramatic literature: international classics, modern plays of exceptional merit, and Irish plays, both traditional and contemporary. ICTC will produce them at the highest level of artistic excellence, and offer them to the public of Buffalo, Western New York and Southern Ontario, and subsequently, to national and international audiences.

Activities:

ICTC produces an annual season of six Main Season productions, from early September through the end of June, at its home at the Andrews Theatre in the heart of Buffalo's Historic Theatre District. A 501(c)(3) not for profit organization, ICTC serves 16,000 patrons and students annually, from Western New York, Southern Ontario, and the Northeastern United States, on an annual operating budget of approximately \$773,000.

Beginning in 2008, ICTC initiated and coordinated the professional Mr. & Mrs. Frank J. McGuire International Playwriting Competition in Ireland. The competition, funded through the generosity of the Buffalo Sabres Foundation and Frank & Donna McGuire is representative of ICTC's ongoing commitment to bring national and international visitors and resources to the Buffalo-Niagara region while promoting the area as a premiere arts and cultural destination. No other local theatre company hosts a competition with such significant international outreach opportunities with the ability to increase cultural tourism through effective planning and marketing initiatives. ICTC's 2010-2011, 20th Anniversary Season opened with the world-premiere production of the winning play selected from the competition, *The Cant*, by Shay Linehan. ICTC will also produce the world-premiere production of the first round winner, *Fish Out of Water* by Gillian Grattan, as part of its 2011-2012 Season.

In addition to its mission-driven programming, ICTC also has numerous educational and outreach activities designed to benefit the community.

Established in 2004 with a generous donation from stage and screen actor Jesse L. Martin, ICTC's Classics for Kids Program completely underwrites the costs of providing access to live professional theatre performances and for educational and cultural outreach to over 1,000 underserved youth annually in the Buffalo-Niagara region. Students attend matinee performances of ICTC productions, free of charge. Following every performance, there is a Question & Answer session with the actors covering the themes of the play, development of the production, design elements and how they are achieved, as well as career options in the theatre.

ICTC's annual, after-school Theatre Education Program at the Dr. Lydia T. Wright School provides a hands-on learning introduction to theatre for underserved youth (K-8) annually, while helping them meet and exceed the Learning Standards for the State of New York, as set by the Board of Regents. Students enrolled in the program attend a total of 18 one-hour after school sessions over a 6-week period, culminating in a single final presentation before a public audience.

Since 1997, ICTC has hosted Bloomsday Buffalo, an annual free event celebrating James Joyce's *Ulysses* through readings, live performances, and music. Bloomsday is a collaboration between ICTC, the University at Buffalo Humanities Institute, UB Department of English, UB Poetry and Rare Works Collection, riverrun, Shannon Irish Pub and Cinegal.

Project Description:

The funding requested from the County of Erie will underwrite Phase II of a larger, 3-phase project to replace 100% of the Irish Classical Theatre Company's theatrical lighting inventory, which is out-of-date and in need of repair, with new energy efficient devices that will produce higher quality theatrical lighting effects while substantially reducing ICTC's energy usage, and replacement and utility costs.

In Phase I of the project, ICTC will purchase 8 color scrollers and 8 corresponding color gel strings. Together, the color scrollers and gel strings will give ICTC's lighting designer the versatility to mix flood colors throughout the space using substantially fewer lighting instruments and energy. (Flood lighting is the foundation of all theatrical lighting; a designer "floods" the theatrical space with colored light (i.e. flood colors) to establish the atmosphere, time of day, and/or the emotion of a scene on stage.) The color scrollers will be temporarily mounted to ICTC's existing Altman 360Q lighting instruments until new equipment is purchased in Phase II of the project.

The addition of color scrollers to ICTC's lighting inventory is proposed for Phase I of the project because it is the most effective and least expensive first step to improve ICTC's theatrical lighting capabilities and energy efficiency. The color scrollers will ultimately result in an 80% reduction in both the amount of equipment necessary and the wattage used to achieve color flood lighting, a core element of production lighting design. It will also enhance ICTC's theatrical lighting capabilities by providing the lighting designer with an extensive color palate and the versatility to mix and match flood colors throughout the space, adding dimension to the overall lighting design and enhancing the look and atmosphere of ICTC's theatrical productions.

In Phase II of the project, ICTC will begin to replace its Altman 360Q inventory by purchasing 16 highly energy efficient 50-degree Source Four ellipsoidal reflectors. The color scrollers purchased in Phase I will then be remounted on 8 of these reflectors, further reducing ICTC's energy usage and improving upon its theatrical lighting capabilities. ICTC will also completely replace its fresnel inventory with 44 energy efficient Source-4 fresnels. (Fresnels provide the primary lighting for actors and acting areas.)

In Phase III of the project ICTC will replace the remainder of its Altman 360Q inventory with energy efficient Source Four ellipsoidal reflectors, and replace and supplement its lighting hardware inventory to include cables, wires, and other lighting accessories.

All of the proposed new lighting instruments are compatible with ICTC's existing control board and dimming system. Installation of the new equipment will be done by in-house personnel, under the direction of ICTC's Resident Lighting Designer and Technical Director, Brian Cavanagh.

Justification:

Replacing ICTC's Altman 360Q inventory with highly energy efficient 50-degree Source Four ellipsoidal reflectors and fresnels will improve ICTC's energy efficiency and enhance the quality of ICTC's theatrical lighting while reducing replacement and utility costs for the organization.

ICTC's present inventory is comprised of Altman 360Q lighting instruments. These instruments use a 750 watt quartz lamp, which has an average lamp life of 300 hours. All of the 60 Source Four lighting instruments proposed in this phase of the project require an HPL 575 watt lamp that has an average lamp life of 2000 hours. These new lamps will use 175 less watts than the 750 watt quartz lamps required by ICTC's current inventory, improving the company's energy efficiency by 23.3%.

The life expectancy of the new HPL 575 watt lamps, at 2,000 hours, is also 6.67 times longer than those required by ICTC's current lighting instruments. Consequently, the lamps will need to be replaced far less frequently, only once per season, drastically cutting replacement costs for the organization, as illustrated below.

To achieve 2,000 hours of light (the life expectancy of one of the new, proposed HPL lamps) using one of ICTC's Altman 360Q instruments would require the 750 watt quartz lamp to be replaced 7 times, at a cost of \$15.11 per lamp.

$$2000 \text{ hours: } 7 \text{ lamps} \times \$15.11 \text{ each} = \underline{\$105.77} \quad \times 60 \text{ instruments} = \underline{\$6,346.20}$$

The new Source-4 instruments will require just one 575 watt lamp to achieve 2,000 hours of light, at a cost of \$13.95 per lamp. Each lamp will last through at least one full theatre season.

2000 hours: 1 lamps x \$13.95 each = \$13.95 x 60 instruments = \$ 837.00

ICTC will save approximately 86.8% annually in lamp replacement costs with the new equipment. And since all of the new lighting instruments require a common lamp, it is possible for ICTC to purchase the replacement bulbs in bulk, further reducing replacement costs.

The new HPL lamps also use a new compact tungsten filament that causes them to burn at a lower temperature than the lamps required by ICTC's present Altman 360Q lighting instruments. When lamps burn at a high temperature, heat builds up inside the chase of the lighting instruments and corrodes the contact bases over time. The new Source Four lighting instruments use a projector quality, high contrast aspheric lens and a borosilicate reflector with dichroic cold mirror coating that removes 90% of the infrared radiation (heat) (The Altman 360Q's, ICTC's present inventory, uses a common ellipsoidal reflector). These elements work together to cause the heat to dissipate from within the lamp at a much quicker rate, also preventing heat from building up in the chase of the instruments. Consequently, the new instruments and lamps operate at a much cooler temperature, slowing down the corrosion process and increasing the life expectancy of the lighting instruments.

Given the nature of ICTC's theatrical space (a 48' x 48' enclosed room with seating in-the-round), the heat produced by ICTC's present inventory can build up in the space, elevating the air temperature by as much as 25°. Since the new instruments and lamps operate at a much cooler temperature, the air in the theatre will remain at a more manageable temperature, which will reduce the utility costs to cool the theatre.

In addition to being energy efficient and significantly reducing replacement and utility costs for the organization, the new Source Four lighting instruments and HPL 575 watt lamps will positively impact the look of ICTC's theatrical lighting design.

The HPL lamps produce a high quality, clear, crisp beam of light with the appearance of a 1,000 watt lamp. The resulting light is a much brighter, "bluer" light (i.e. a more natural, white light) than the light produced by ICTC's Altman 260Q's, which has the appearance of a 750 watt lamp and bears a more amber tone. Since the light produced by the new instruments is significantly brighter in appearance, ICTC's lighting designer will have a larger range of light intensity to work into his theatrical design. Additionally, when the designer incorporates the use of projections or gobos (stencils placed in front of the lights to control the shape of the light produced), the edges of the light projections will have incredible definition due to the crispness of the light beam produced, as opposed to being blurred. The clarity and whiteness of the light produced will also intensify the colors created when the new color scrollers and gelstrings (purchased in Phase I of the project) are used in conjunction with the new equipment.

Attachments:

501(c)3 Letter of Determination

Project Budget

Equipment Specification Guides for Source Four Ellipsoidal Reflectors and Fresnels

Annual Financial Statement

Irish Classical Theatre Company
Project Budget

	ITEM #	DESCRIPTION	QUANTITY	COST PER ITEM*	TOTAL COST
PHASE I	SCRO-0178	Apollo Smart Scroller, 7.25 w/universal mount plate and shield	8	\$461.59	\$3,692.72
	SCRO-0110	Gelstring, Apollo Smart Color, 7.25 16 Frame/ Rock & Roll	4	\$47.61	\$190.44
	SCRO-0111	Gelstring, Apollo Smart Color, 7.25 16 frame/ Theatre	4	\$47.61	\$190.44
	SCRO-0303	Apollo, Power Supply 200WTS	1	511.15	511.15
	SCRO-0353	Scroller Cable 25'	12	\$44.78	\$537.36
	SCRO-0352	Scroller Cable 15"	4	\$34.33	\$137.32
	DICO-0273	DMX Control Cable 75'	4	\$64.00	\$256.00
PHASE I TOTAL:					<u>\$5,515.43</u>

PHASE II	FIXT-0078	ETC/Source 4, 50DEG w/clamp	16	\$299.00	\$4,784.00
	FIXT-1141	ETC Fres7 Source 4 7" Fresnel	44	\$299.00	\$13,156.00
PHASE II TOTAL:					<u>\$17,940.00</u>

PHASE III	FIXT-0073	ETC/Source 4, 36DEG w/clamp	10	\$299.00	\$2,990.00
	FIXT-0081	ETC/Source 4 jr.50DEG w/clamp	10	\$196.00	\$1,960.00
	FIXT-0067	ETC/Source 4 jr. zoom w/clamp	10	\$245.00	\$2,450.00
	FIXT-0189	ETC/Source 4 PAR/W/lenses	10	\$155.00	\$1,550.00
	INAC-0206	Barn Door, S4 Par, City Theatrical	40	\$54.40	\$2,176.00
	INAC-0294	Stackers tapered Top Hat 6-1/4"	20	\$16.55	\$331.00
	INAC-0161	ETC Donuts 61/4x61/4 31/4 hole	10	\$6.35	\$63.50
	INAC-0147	Pattern Holders S4jr size M/City Th	12	\$6.74	\$80.88
	INAC-0146	Pattern Holders S4 size B City Th	12	\$6.74	\$80.88
	INAC-0155	Iris, City Theatrical, Source 4	8	\$89.50	\$716.00
	INAC-0156	Iris, City Theatrical, Source 4 Jr	8	\$89.50	\$716.00
	LAMH-0009	HPL-575-115V 2000Hrs	120	\$15.54	\$1,554.00
	ELEC-0132	L5-20P Inline Male, Twist-lock	100	\$8.13	\$813.00
	ELEC-0282	Stage Cable 12/3 L5-20 5'	30	\$24.55	\$763.50
	ELEC-0259	Stage Cable 12/3 L5-20 10'	30	\$30.26	\$907.80
	ELEC-0270	Stage Cable 12/3 L5-20 25'	10	\$47.40	\$474.00
	SFXL-0007	ROSCO, I-Cue Intelligent Mirror	4	\$645.95	\$2,583.80
PHASE III TOTAL:					<u>\$20,210.36</u>

TOTAL PROJECT BUDGET: \$43,665.79

*Equipment costs are derived from the Production Advantage Equipment Supply Catalog 2011.