



**ARTIST(s) NAME(s):** Monica Henderson

**GROUP NAME (if different from above):**

**PROJECT TITLE:** Festival of African American Film

**PROJECT SUMMARY: (one sentence or 200 characters)**

Film screenings of and discussions about works of little-known directors of color who celebrate life via honest, insightful, non-typical views of the struggles and accomplishments of people of color.

**Discipline:**

**Visual Arts:**

**Literary Arts:**

**Media:**

**Performing:**

**Other:**

**Artist Contact:** Monica Henderson

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**Contact Mailing  
Address:**

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**DESCRIBE YOUR PROJECT: (MAXIMUM 700 WORDS)**

- Describe what form your project will take and how it will be available to the public (i.e. exhibition, public art project, event, performance, publication, website, etc)
- Motivations for the work and concepts behind the project
- A brief project timeline and the location your project will take place. (Only list organizations from which you've received prior approval.) If you have not secured a venue, or your project does not require a venue, please explain. If your project is a print or internet-based publication, please talk about your plans for distribution.

**Form & Availability:**

Short and feature length films by directors of color will be available for public viewing in a screening room or large auditorium. A key focus is to make these types of films easily accessible to underserved communities.

**Motivations & Concepts:**

The demand for theater and DVD movies portraying real, non-stereotypical, honest, cutting-edge, thought-provoking depictions of African American life is a growing but as yet underserved market segment. The lack of exposure to and difficulty in locating such media is not only an obvious social commentary but is ethnically crippling. Mainstream/Hollywood movies often portray one dimensional African Americans, rather than exploring the rich cultural diversity that features the vast array of opinions and lifestyles that have always existed in the African American community. Mainstream/Hollywood movies too often portray behavior, that when role modeled by youth is dangerous and destructive to the community.

There are many excellent works celebrating the diversity and richness of African American experiences in search of an audience. There is certainly a large Texas-wide audience to appreciate these films, but currently, there is no venue in which the audience and the market intersect. There is no African American film festival in Houston.

I will provide the opportunity for these works to be seen and discussed by a diverse audience. I will reach beyond the art house movie-goers and engage the general public in venues easily accessible to them. Contemplated venues include but are not limited to schools, civic centers, bookstores, retail establishments, small movie theaters, etc. A comfortable space, adequate time, and knowledgeable moderators will create an opportunity for Q&A sessions that are designed to educate the public, provide consumer driven feedback to the filmmakers, as well as facilitating open, honest, and educational discussions about information/issues/topics presented in the films. There will also be a film industry panel discussion. I am inviting successful and knowledgeable entrepreneurs from Texas, as well as the east and west coasts to give advice to and answer questions from our local producers, directors, actors, and interested community members.

My long range objective is to organize a Film Festival for Houston that begins by celebrating the diversity and richness of African American experiences but that grows to include similar works from other underserved groups and that is an affirmative celebration of the diversity that has shaped Houston into the world class city that it is today.

**Timeline & Venue:**

November - December 2009 - secure venue; work out logistics; I am currently speaking with owners of various venues to determine the most economical and easily accessible location; plan out advertising, which includes an emphasis on reaching out to underserved communities, thereby ensuring a wide range of participation and inclusion

November 2009 - February 2010 - select four short films and one full length feature film; notify filmmakers of selection and encourage them to attend festival and participate in Q&A via a stipend; invite industry panel members

February - May 2010 - secure reception venues including deals on food & drink; continue advertising; complete plans

June 18, 2010 - short film screening; Q&A with filmmakers; reception

June 19, 2010 - film industry panel discussion; feature screening; Q&A with filmmaker; reception

**4. Budget:** Submit a project budget that estimates all anticipated costs. Please include projected expenses and anticipated income (if any). For anticipated income, indicate if you have applied for, secured, or anticipate additional funds for this project and list the amounts and the potential sources. Please add notes to clarify questions that might arise for the panel.

**Feel free to change any of the suggested line items in the budget  
to items that better fit your project.**

	Budget	Notes
<b>EXPENSES</b>		
<b>Fees</b>		
Filmmaker stipend	\$900.00	\$150 to each short filmmaker (4 short films) and \$300 to the feature filmmaker
Industry panel member stipend	\$500.00	\$100 to each panel member
Accommodations for 2 panel members (east & west coast)	\$200.00	One night hotel stay for each out of town industry leader
<b>Fees Subtotal</b>	<b>\$1,600.00</b>	
<b>Production</b>		
Tech: sound	\$200.00	Person to work the sound booth for two evenings
Venue/Rental Fee	\$1700.00	Two days at video/audio ready venue. This is an average based on current negotiations.
Receptions	\$600.00	Includes venue (restaurant space), complimentary appetizers and non-alcoholic beverages. Cash bar available for those 21 and over.
Event programs	\$50.00	
Photographer	\$200.00	Media/documentation for event. Cost includes both nights.
4 ticket takers/greeters	\$200.00	\$50 to each person
<b>Production Subtotal</b>	<b>\$2,950.00</b>	
<b>Marketing</b>		
Advertising/promotional materials/postage	\$350.00	Postcards, fliers, public radio
Graphics work	\$200.00	
<b>Marketing Subtotal</b>	<b>\$550.00</b>	
<b>TOTAL EXPENSES</b>	<b>\$5,100.00</b>	

INCOME		
Idea Fund	\$3500.00	
Ticket Sales	\$1000.00	Tickets are \$5 per night. Free tickets will be given out via community organizations for underserved populations. I plan on selling 200 tickets and the rest will be donated to arts organizations and underserved communities to foster wide and diverse community participation.
	\$4,500.00	
<b>TOTAL INCOME</b>		

IN-KIND DONATIONS		
Assistant organizers		My assistants are invaluable, like-minded, artistic individuals, who after hearing this plan fully committed to working with me (doing grunt work or whatever) at no cost.
Reception DJ		
Host/Hostess for Q&A sessions and panel discussion		
Setup/breakdown for receptions		
<b>TOTAL IN-KIND</b>		

**5. Biography:** Please submit a short biography (not to exceed one page) about yourself, your group or collective.  
(MAXIMUM 500 WORDS)<sup>1</sup>

Monica Henderson has worked in front of and behind the camera on various independent film projects in Texas and in New York City for over ten years. She has also worked on numerous Texas and NYC based film festivals. Monica's computer and organizational skills have allowed her to serve as a volunteer and paid organizer for festivals from the ground up, from securing venues to interacting with filmmakers, working with community groups, hosting and facilitating Q & A's, and obtaining funding.

Before leaving NYC, she assisted in developing a film and theater company and is still a member of its board. Monica is surrounded by knowledgeable, capable friends who are eager to assist her in this endeavor and are doing so at no cost.

Monica believes in the power of the arts to bring communities together in fellowship. Through exposure and opportunity, the arts can educate people, opening them up to experiences and information they will not find in school or in the media.

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**Please SAVE this document with the document title: "lastname\_firstinitial\_ProjectTitle" and email it to: [tracey@diverseworks.org](mailto:tracey@diverseworks.org) by **OCTOBER 30, 2009.****

**All work samples must be received at DiverseWorks by **5:00 PM NOVEMBER 5** mail or deliver your work sample(s) to: The Idea Fund; c/o DiverseWorks; 1117 E. Freeway; Houston, TX 77002-1108.**

**\*Materials without a self-addressed stamped envelope will not be returned and will be discarded after 2 months if the applicant has not contacted The Idea Fund staff.**

Work sample annotated lists must be EMAILED to [TRACEY@DIVERSEWORKS.ORG](mailto:TRACEY@DIVERSEWORKS.ORG) and also **RECEIVED BY 5:00PM NOV. 5.**