

LMDC Proposed Project Information Form

Name of Organization: 3-Legged Dog, Inc.

Contact Person: [REDACTED]

Email: [REDACTED]

Capital Project

Non-Capital Project

Total Project Budget: \$8,500,000

LMDC Funds Requested: \$4,00,000

Other Committed Funding Sources: 3LD Earned Revenue Fund \$4,000,000, Andrew W. Mellon New York Theater Fund, \$262,500, DCA \$73,000 (minimum) Ford Foundation (\$200,000)

Project Description (include specific details regarding proposed use of LMDC funds):

3-Legged Dog requests \$4 million dollars from the LMDC Settlement Fund, \$2.5 million in program operating support to continue and improve our internationally recognized programming, local and international cultural development, arts production programs, technology training programs and technology development programs. We also respectfully request \$1.5 million in capital support to upgrade and renovate our facility and add updated equipment to our existing complement to keep us the best equipped non-profit art and technology center in the U.S.

The only producing arts organization to have been completely destroyed in the 9/11 attacks, 3-Legged Dog secured a 30-year lease on a 12,500 square foot space in the Battery Parking Garage within 9 months of the attack and spent four years re-building in that space.

As we built our facility, we continued programming at 19 John St. hosted by LMCC. Since opening our critically acclaimed space we have brought 700 artists from 20 countries annually at our new home two blocks below the WTC site. Our work has consistently garnered international acclaim and excellent reviews. During the last 14 years we have won major national or international awards including: Venice Biennale, Prague Quadrennial, Israel Prize, Sundance, Obie, Gothamist, American Film Institute, New York, Hamptons, Perth International, DOXA Documentary, DOCPoint and CPH:DOX Film Festivals. Our artists have won the Hewes Award, the Grammy Awards and were nominated for Hewes and Drama Desk Awards.

We were twice awarded the Rockefeller Foundation Cultural Innovation Award. We have received significant support through foundations including Ford, Andrew W. Mellon, American Express and Booth Ferris Foundations, and the Rockefeller Brothers Fund. We receive support from the Department of Cultural Affairs, the NEA and from 2006-2008 the Lower Manhattan Development Corporation.

In 2008 just we had successfully replaced LMDC funding with other private foundation sources. When the recession hit we suddenly lost 75% of our contributed income. 3LD accelerated a new business model for the arts. The model allowed us to survive the recession and increased our earned income from \$160,000 a year in 2009 to \$3.8 million in 2014. We have been commissioned to create large-scale multimedia works for Lady Gaga, American Express, The National Trust for Historic Places, Björk, Calvin Klein, The New York Public Library, The Smithsonian Institute, Times Square Alliance, Bloomberg LLC, Vice, The University of

Maryland, Marc Jacobs, Kolmar Labs, TAG Heuer and Michael Kors.

Since 9/11, 3LD has built important partnerships bringing major institutions from throughout New York and the world to the WTC neighborhood including: The Public Theater, The Joyce Theater, Brooklyn Academy of Music, MoMA and The Metropolitan Museum of Art in New York. We have sent works developed in the WTC neighborhood to the Sundance Film Festival, The National Theater of Scotland, Walker Arts Center, The Wexner Center, Ars Electronica, Culture Yard and the Quanta Arts Foundation in Taipei. In the coming years work developed and produced at 3LD will be featured at Sundance, BAM Next Wave Festival, The Shanghai Art Festival, the Click Festival and Parc de la Villette in Paris.

By continuing to aggressively prosecute our mission in our neighborhood despite complete destruction in the attacks, we were able to insure the promise of world class cultural activity here, insuring that cultural activity was a component of redevelopment of Lower Manhattan even as the complex re-building process proceeded on an uncertain timeline. We believe this is critical if we are to create a fully functioning, vibrant neighborhood out of the chaos of destruction and the tangle of redevelopment as we await the proposed Performing Arts Center at the WTC site.

Performance Targets/Deliverables:

- Broaden our Ford Foundation supported initiatives to offer underserved communities of artists in New York direct access to technology and services. We aim to serve 100 more artists as part of this program by 2016 reaching local audiences of 2,000-5,000 and digital audiences of 60,000 – 125,000 by the same year. We will continue to aggressively diversify our artist community.
- Build upon the success of our 3LD/3D+ program that creates secondary artworks including high definition 3D documentation of live performances at 3LD for worldwide distribution. We will complete a minimum of five additional 3LD/3D+ projects by 2017 bringing all postproduction in-house. Since the program's founding in 2010 we have completed six films as part of this program.
- Strengthen our international partnerships to expand QA Ring, to bring 3LD productions developed in the WTC neighborhood to the Taipei Performing Arts Center, Shanghai Art Festival, Parc de la Villette in Paris , Culture Yard in Denmark and others by 2017.
- Increase program offerings open to the public to maintain a four – six show Season and increase our subsidize ticketing program for 1000 New Yorkers by 2017.
- Implement a membership program and marketing within our neighborhood with business and partner organizations to increase awareness of cultural offerings by 2017.
- Renovate facility storage, flooring, HVAC and administrative offices; increasing our equipment complement to include new sound, lighting and video equipment by 2017.

Beneficiaries:

Beneficiaries include emerging and established media, theater, visual and music artists from throughout the five boroughs and international communities. We aim to serve 3,000 such artists by the project completion in 2017. Further, we will conduct outreach to our cultural partners and local business in lower Manhattan for our marketing program in order to increase our audiences from the five boroughs. We aim to bring audiences of 43,000 to our facility in the World Trade Center neighborhood by project completion and reach a minimum of 500,000 worldwide through off site production and touring and 500,000 via digital distribution of 3LD/3D+ documentation by 2017.

Anticipated Start Date: Programs in Progress **Estimated Completed Date:** 12/31/2017

Acceleration can start immediately with funding