

**Excellence in the Arts : Entry # 195**

**Is your organization a 501(c)3 nonprofit?**

Yes

**According to your 501(c)3 letter, in what town is your official office located?**

Hartford

**Where will your project be performed or exhibited?**

Hartford

**Will this activity occur after February 1, 2023?**

Yes

**Are you a recent grantee?**

No

**Organization Name**

Cuatro Puntos

**Organization's IRS Tax ID #**

474862489

**Principal Contact Name**

Kevin Bishop

**Title**

Executive Director

**Email**

[kevin@cuatropuntos.org](mailto:kevin@cuatropuntos.org)

**Phone**

(860) 949-5609

**Address**

45 Church St.  
Hartford, Connecticut 06103  
United States  
[Map It](#)

**Website**

<http://www.cuatropuntos.org>

**Amount requested this application**

\$12,000.00

**What is the organization's mission/vision statement?**

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### Mission Statement:

Cuatro Puntos is dedicated to intercultural dialogue and universal access through the performance, writing, and teaching of music.

### Vision Statement:

Cuatro Puntos ("four points" in Spanish) is a non-profit organization that activates music as a pragmatic and universally accessible stimulus for social change, cultural awareness, and empowerment of the underserved.

## Provide a brief history of your organization and its activities.

*Cuatro Puntos* was founded in Hartford in 2012, and is celebrating its tenth season of events in 2022-23. The goal of *Cuatro Puntos* is to uplift underrepresented, persecuted, and silenced artistic voices around the world, and to create a dialogue between those voices and Connecticut-based musicians and audiences.

Driving *Cuatro Puntos*' operations is the desire to create organic, meaningful, and uplifting partnerships. Due to this model, the way we uplift voices has changed over our 10 years, and is a little different in each collaboration. There are some core similarities between all of our projects, however:

- The artist(s) we work with are the driving force of creation and the lead artistic voice.
- Our partnerships are long-lasting (4+ years average).
- Our partnerships respect the professional work of all musicians, local and international, by providing fair pay to both the underrepresented or persecuted artists and the Connecticut artists they create with.

### Work Examples:

- *AMEEN MOKDAD'S THE CURVE*(2018-Ongoing). Iraq and CT. Results: 60 public concerts, multiple talks; an album that has had international reach, including placement in documentaries.
- *THE ROSEGARDEN OF LIGHT with AFGHAN WOMEN'S ORCHESTRA "ZOHRA"*(2015-2017): Results: an album of music by the women's orchestra and *Cuatro Puntos Ensemble*, which has been heard all around the world, including movie soundtracks and on NPR and BBC. Concerts in CT, England, Germany, Afghanistan.
- *TEA FOR THREE: MUSIC FROM KURDISTAN* (2018-Ongoing): CT record an album of traditional Kurdish music with Mücahit Poyraz in Southeastern Turkey-preserving a persecuted musical genre.
- *SOUNDS OF PERSIA*(2015 - Ongoing) Iranian musicians Reza Vali and Dariush Saghafi record two albums of traditional and modern Persian music with CT musicians. 20+ concerts to date
- *NEW WORLD SOUL with ZILI MISIK*(2020-Ongoing) Represents collaborative musical strivings for increased racial justice and particularly for those of African descent.

## Describe the demographics of your audience/people served by your activities.

Our primary community program is *Music Moves Hartford*, serving those who face homelessness and housing insecurity in Hartford. A 2020 analysis of our attendance from March 2018 to March 2020 found these general demographics served: Black: 35%; White: 25%; Hispanic 20%; Other 20%.

100% of professional guest artists we collaborate with are considered either underrepresented, persecuted, or silenced.

## Describe your organization's governance.

Our full board meets officially once annually with 100% attendance. We are in regular contact by phone and email on a weekly basis. 87.5% of the board makes personal financial contributions. Our leadership has remained unchanged since our founding in 2012. We have welcomed new board members since then, but we have not lost any board members nor had any changes in leadership. We are led by an Executive Director, Co-Director, Chairman of the board, and by the community and artists we serve.

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### Describe the diversity of your board.

Our board has 8 members. 4 are female and 4 are male. 1 member is Black, 1 is Middle-Eastern, 1 is Hispanic, 5 are White. 5 are immigrants or not born American citizens.

#### GENDER

- Female 50%
- Male 50%

#### RACE

- White 62.5%
- Hispanic 12.5%
- Black 12.5%
- Middle Eastern: 12.5%

#### ORIGIN

- American born: 37.5%
- Immigrant/Non American born: 62.5%

### What percentage of your board makes personal financial contributions to your organization?

87.5% of our board makes some kind of personal financial contribution to the organization each year.

### Project Name

BRIDGES: 10th Anniversary Concert Series in Hartford

### Is this project related to the Visual Arts?

Yes

### Will the artists associated with this project be financially compensated?

Yes

### Project Description

*Cuatro Puntos* seeks to uplift underrepresented, persecuted, and silenced artistic voices around the world, and to create a dialogue between those voices and Connecticut-based musicians and audiences. In celebration of our first 10 years, and in celebration of the remodeling and reopening of our home venue at Christ Church Cathedral, we are publicly presenting some of the results of our work during the pandemic.

#### NAT REEVES WITH CUATRO PUNTOS ENSEMBLE

- Friday, September 9, 12pm - Trinity College Library
- Sunday, September 11, 3pm - Christ Church Cathedral

#### ZILI MISIK WITH CUATRO PUNTOS ENSEMBLE

- Sunday, November 13, 3pm - Christ Church Cathedral

#### CELEBRATING UKRANIAN COMPOSERS

- Friday, January 20, 12pm - Trinity College Library
- Sunday, January 22, 3pm - Christ Church Cathedral

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SUBHASISH BHAWAL & MADHURJYA BARTHAKUR WITH CUATRO PUNTOS ENSEMBLE

- Friday, April 14, 12pm - Trinity College Library
- Sunday, April 16, 3pm - Christ Church Cathedral

### Total estimated project budget

\$41,500.00

### Project start/opening

09/01/2022

### Project end/closing

04/19/2022

### Project venue

Christ Church Cathedral/Trinity College Library

### Project town

Hartford

### Admission fees, attendance, and activity details

In keeping with the precedent *Cuatro Puntos* has set over the past 10 years, there will be no admission charge. We will set up an RSVP to estimate attendance, send reminders, and ask for donations. However, no tickets will be taken at the door.

There will be 7 performance of 4 different programs. We estimate 100 for the 3 at Trinity College Library, and 250 for the 4 at Christ Church Cathedral. This totals 1300. Sundays will also be live-streamed, reaching an additional estimated 400 total.

### How do you intend to promote/market this project?

Our current means:

Email List (3,421 direct contacts)

Facebook posts and events (5,312 likes)

Instagram (812 follows)

USPS mailing list (612 direct contacts)

Online event listings (we have a list of 47 free listings)

Press list (we have an extensive list of blogs, newspapers, websites, podcasts, radio stations, and other possibilities to solicit free press)

Paid means:

Facebook ads

Instagram ads

Eventful/other paid listing websites

Hartford Courant ads

Press release service

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### How is your organization going to use Roberts funding?

Roberts funding will be used toward, artist fees so that we may employ professional local and guest musicians. The project budget notates in pink where Roberts funding will be used.

### How will Roberts support be recognized?

Our website currently has a banner on every page showing 2 years of sponsors- Roberts' logo will be added. We also hope that Roberts will become the presenting sponsor by being the largest contributor. We will elevate Roberts' logo to the top of programs and promotions, and will give special recognition as the presenting sponsor. We also hope to have Roberts representative open any of the programs. Funding at the requested level will make 27% of funding coming from Roberts, the largest portion.

### What is your organization's definition of artistic excellence?

*Cuatro Puntos* aims to uplift underrepresented, persecuted, or silenced artistic voices, and to create a dialogue between those voices and Connecticut-based musicians and audiences. Therefore, our definition of artistic excellence has evolved over the past 10 years.

Currently we feel artistry within our organization is excellent when it is **organic, synergistic, and empowering**. All of our projects involve professional Connecticut musicians working in collaboration with underrepresented, persecuted, or silenced artistic voices. These collaborations have lasted, on average, 5 years, with all sorts of outcomes. They evolve organically: rather than pre-determining artistic goals, we listen to the expressive needs of the artists we aim to uplift. When there is synergy it is palpable: everyone involved is excited, sharing ideas, and creating everything from compositions to albums, concerts, and other events. When all artists involved feel empowered, and they pass that energy to listeners.

### How does this project align with that definition, and how does it advance your mission?

Because we create a climate where our artistic collaborations can be organic, synergistic, and empowering, our relationships with artists and their projects last 5 years on average. The 4 programs in this 10th anniversary season advance our mission by funding collaborations in all stages of development:

- Our relationship with our Indian artistic partners dates to 2015, and is one of our longest lasting partnerships. The depth and length of this partnership will result in deeply meaningful and synergistic music by Subhasish, Madhurjya, and Cuatro Puntos Ensemble.
- Our relationship with Zili Misik dates to 2020, and is in the mid range of its life cycle: we've created a fair amount with them, but are still developing an abundance of new ideas.
- Our relationship with Ukrainian musicians began this year, and will be about one year in by the time of the program.
- Our relationship with Nat Reeves is brand new, and this program will mark the start of ongoing collaboration.

### How will your audience and the community benefit from this project?

Because our collaborations run deep and last a long time, our impact exceeds that of a single concert. 2 of the 4 season programs will result in album recordings within the year. Most of the artists will visit our *Music Moves Hartford* program, performing for and musically collaborating with those who face homelessness. There are school visits planned. Other community integrations will inevitably and organically develop.

Those who attend the concerts will get free access to artistic excellence that has resulted from deep and ongoing collaboration, and will have access to genres and styles of music that may be uncommon in Hartford.

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### How will this project be evaluated?

1. Audience numbers (total)
2. Audience demographics (particularly underrepresented audiences, and those whose background resembles that of the featured artists)
3. Audience growth (from program 1 to 4)
4. Streaming audience attendance (Sunday concerts only)
5. new sign ups for email and mailing list
6. Increased engagement with online media (videos and album streams)
7. Verbal audience feedback
8. Written musician feedback

### The projects as a whole will be evaluated by:

1. Artistic integrity and authenticity in final musical products.
2. Satisfaction of participating musicians (with musical results and with the culture of the organization)
3. Feedback from other artists around the world who represent similar musical genres.

### Cover letter

- [Cuatro-Puntos-Cover-Letter.pdf](#)

### Board list

- [Board-List-2022-Cuatro-Puntos-Board-o.pdf](#)

### IRS 501(c)3 determination letter

- [example.pdf](#)

### Financial statement

- [example1.pdf](#)

### Last year operational budget

- [Cuatro-Puntos-Operating-Budget-FY20N-9\\_20-8\\_21-FINAL.xlsx-Budget.pdf](#)

### Current year operational budget

- [Cuatro-Puntos-Operating-Budget-FY21N-9\\_21-8\\_22-CURRENT-Budget.pdf](#)

### Balance sheet

- [Cuatro Puntos - Balance Sheet.pdf](#)

### Project budget

- [BRIDGES-2022-23-Project-Budget-Sheet1.pdf](#)

### Does your organization produce an annual report?

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No

**Has your organization adopted a strategic plan?**

No

**Does your organization have a formal policy or organizational commitment to ensure that visual artists are financially compensated?**

No

**Grant Report**

- [Cuatro-Puntos-final-report-2022.pdf](#)

**Other materials?**

- [Cuatro-Puntos-Operating-Budget-FY22N-9 22-8 23-NEXT-YEAR-.xlsx-Budget.pdf](#)

The requested current year budget does not cover the year in which the funded programs will take place, so we've included our FY2022 (September 1, 2022 - August 31, 2023) budget in the supplemental attachments.

Our budget for FY2022 is considerably higher than our FY2021 budget. FY2022 is closer to our pre-pandemic budget, and it includes the extra activity we are undertaking during our 10th Anniversary.

**Have you contacted the Executive Director by email or phone to discuss this proposal?**

Yes

**Is your cover letter signed by your senior executive? on your letterhead? with your official office address?**

Yes