**NARRATIVE STATEMENT GUIDELINES**

**FOR 2021 RENTAL SUBSIDY FUND**

The narrative portion of the application (a PDF document of 2-3 pages with 1” margins using Calibri or Arial 12-point font) should address each of the following:

* Describe the mission, vision, and core programming of your company.
* Describe the project for which your company seeks to rent Orpheum Theatre Group (OTG) space at a subsidized rate. Please include information on the artists involved, production concept, how this show fulfills the company's mission, and if applicable, how this show fits into a larger season.
* Describe the company's audience engagement goals for this project and for the company as a whole. What audiences are you already reaching, and how are you aiming to expand your audience? Please be specific about any existing or planned audience outreach or engagement initiatives.
* What would renting at OTG mean for your company? How could this rental partnership aid in your company's growth artistically, strategically, and in other ways?
* How will the funds saved on rental space be reallocated either within the production budget or towards organizational expenses? Please include any other way, not already referenced above, that a subsidized rental at OTG would be beneficial to your production and company.