

#### Presented by the Tenderloin Museum

## TENDERLOIN

Executive Director, Katie Conry 3/04/2020

In collaboration with: Mark Nassar Shannon Amitin

tenderloinmuseum.org



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## 1. Vision

The Compton's Cafeteria Riot Project Vision plan includes a not-for-profit theater venue, event space, and jobs incubator for the trans community.

Our vision is to educate locals and visitors alike about our neighborhood's fascinating and singular history.



Photo: Darwin Bell



The Tenderloin Museum and our partners seek to take advantage of a unique opportunity to serve two clear needs: supportive jobs for the low-income trans community, and high-impact storytelling to celebrate and de-stigmatize their struggles.

This project will build upon the runaway success of the Tenderloin Museum's 2018 production of *The Compton's Cafeteria Riot*. The play was set in a "site-specific" working café in the Tenderloin, and the run was extended. The production received rave reviews, sold out completely over 32 performances, and closed with long wait lists for tickets. Because the play was set in an off-site event space under outside ownership, ultimately, the Museum needed to develop its own event venue to continue the play long-term and realize its full potential.

Over the past year, the Tenderloin Museum has aligned the key partners necessary for a new, year-round production set in our own event space with a working kitchen which will double as a venue for the play on weekend evenings and a much-needed jobs incubator for the low-income trans community. "Dinner theater" is already a classic genre; the innovative Compton's Cafeteria Riot Project will use this model to alleviate the persistent social and economic marginalization of trans people.

This is an opportunity to bring acclaim and worldwide attention to the Tenderloin neighborhood.

## vision/opportunity

# 2. Play

A groundbreaking hybrid of theater, site-specific interactivity, and living history. The Compton's Cafeteria Riot play was directly inspired by the 1966 riots that pre-date New York's Stonewall Riot by three years.





hoto: Dar

The Compton's Cafeteria Riot offers a singular opportunity for audiences to celebrate the individuals whose tenacious spirit spawned a civil rights movement in 1966. This immersive, critically-acclaimed experience sold out 32 performances for an audience of 1,700 at the New Village Cafe on Polk Street in San Francisco. Audience members were served breakfast for dinner in a real cafe and then watched the action of the play unfold around them.

The Compton's Cafeteria Riot is an original, interactive theater piece that dramatizes the events surrounding the eponymous historic event that catalyzed LGBTQ activism in San Francisco and worldwide. Since their 2004 re-discovery by historian Susan Stryker, the Compton's riots have become an integral piece of the Tenderloin's identity.

The first staging of the play was staged by the Tenderloin Museum and was popular beyond our wildest expectations. We've received a strong demand to re-open after the show's 32 performances quickly sold out. We were thrilled to receive thoughtful and uniformly positive reviews from respected theater critics.

"It not only dramatizes the specific inequalities that transgender women and drag queens have endured but also portrays them as heroic and courageous. The play makes a poignant and credible case to do away with the idea of normalcy, and that queer people are no longer beholden to an antiquated idea that's so flawed and dishonest."

-Jeffrey Edalatpour, SF Weekly

# play/praise

"There are queer people in the play who are political and others who just want to make it through the day... 'I want San Francisco to really see the importance of trans folks, and trans women in particular, in the queer narrative,' Mitchell says. 'Trans women have paved the way for queer resilience."

<sup>-</sup>Ryan Kost, San Francisco Chronicle

# GENE COMPTON'S CAFETERIA RIOT 1966

HERE MARKS THE SITE OF GENE
COMPTON'S CAFETERIA WHERE A RIOT
TOOK PLACE ONE AUGUST NIGHT WHEN
TRANSGENDER WOMEN AND GAY MEN
STOOD UP FOR THEIR RIGHTS AND FOUGHT
AGAINST POLICE BRUTALITY, POVERTY,
OPPRESSION AND DISCRIMINATION
IN THE TENDERLOIN:

WE, THE TRANSGENDER, GAY, LESBIAN AND BISEXUAL COLMUNITY, ARE DEDICATING THIS PLAQUE TO THESE HEROES OF OUR CIVIL RIGHTS MOVEMENT.

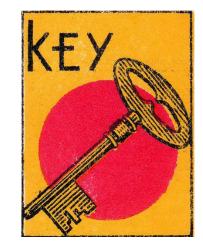
## 3. Team

The Compton's Cafeteria Riot Project team is filled with smart, fun, hilarious, and hardworking people.

Everyone brings a full plate of talent, passion, and commitment to this event space+theater project.



Photo: Darwin Bell:



**Tenderloin Museum** will continue as the nonprofit producer for the play and manage ticketing, marketing, communications, and fundraising efforts.

**SF LGBTQ Center** will run the restaurant and jobs program based on their many years of experience with workforce development.

**Shannon Amitin**, event space manager, is an activist, community leader, and co-owner of Jolene's, San Francisco's first Queer woman and Trans-owned bar/restaurant/nightclub.

Playwright **Mark Nassar** and original director **Aejay Mitchell** along with many of the original cast, will launch the play in the new space.

Trans Advocates and legendary drag queens
Donna Personna, Collette LeGrande, and
Juanita More all served as essential contributors
and ambassadors for the play in 2018 and plan
to continue in this iteration. More is also an
accomplished chef and will create the menu for our
new restaurant.

# team/key partners

### The New York Times

# In a Changing San Francisco, Keeping L.G.B.T.Q. Communities Alive



Read the full New York Times interview with Just Shannon from June 26, 2019.

Photo: Jim Wilson/The New York Times

## San Francisco Chronicle

## A little-known, vital moment in LGBT history: SF diner riot lives again onstage



Read the full San Francisco Chronicle article from February 2018.

## 4. Market

It has been most rewarding to see enthusiastic support from LGBTQ and trans attendees, who have expressed how moving it is to see their history come to life.



Image: The Match Book

The Tenderloin Museum (TLM) core audience is comprised of Tenderloin residents, tourists, museum members, and local non-profit, social service, educational and arts partners.

We aim to retain our audience by:

- 1) Building dynamic program-driven partnerships (collaborative shared events both on and off-site) that represent and speak to the diversity of narratives and interests of our immediate community.
- 2) Creating occasions in the Tenderloin Museum space that draw audience members new to the Tenderloin into our neighborhood, introducing them perhaps for the first time to the exceptional history and dynamic arts culture of our community. Tenderloin creates opportunities to bring the Tenderloin out into the world, sharing its story and culture with new audiences in other SF districts, the Bay Area, and beyond.

We have also had great success maintaining interest with our core and extended audience and the general public through the use of social media outreach, newsletters, and advertisements. TLM has a strong social media presence, with more than 5,200 followers across Facebook, Twitter, and Instagram.

## How we reach our audience:

#### **Press Outreach**

The TLM has a track record of success in placing articles in a number of international, national, and local publications, including San Francisco Chronicle, The Guardian UK, USA Today, Time Out, The Economist, Los Angeles Times, SF Weekly, 7x7, KQED, KALW, and Hoodline.

#### E-News & Website

TLM has more than 2,000 subscribers to its email newsletters, and communicates with subscribers once a week, on average. The TLM website receives, on average, 1,850 visitors per month.

#### **Tourism Outreach**

TLM distributes flyers and information to Tenderloin and Union Square hotels, AirBnB hosts in the Tenderloin, and local tour companies to ensure strong tourist presence.

## market/public support

#### PUBLIC SENTIMENT FOR THE PLAY

"We've seen this twice, as we're in total support of the stories being heard. This piece is creative, warm, real, comedic, emotionally gripping. We're honored to hear the true stories; and to experience an intimate immersive evening...The audience empathy grows and grows."

—Paula-Jo Husack



"I loved it! I felt, my fellow patrons felt, I was angry sad outraged motivated. The performers are awesome!"

-Sergio Fedasz

"Great cast, great SF Queer History, great story, and the breakfast for dinner was a bonus. Every Queer and every San Franciscan should see this show.."

-M Rocket

"Amazing story, script, cast and a part of history. Well done! Unlike anything you've seen!"

—David J. Linsmayer

To build and retain an audience, we use grassroots campaign strategies and cross-promotional partnerships. TLM mobilizes its relationships with numerous community-focused organizations to support promotions via e-news and social media, in exchange for TLM supporting their promotional efforts. Past partners include:

- Aunt Charlie's Lounge
- Black Cat Lounge
- California Historical Society
- Central City SRO Collaborative
- CounterPulse
- · Cutting Ball Theater
- GLBT Historical Society
- San Francisco Neon

In this way, TLM ensures a broad reach into latent audiences that may not have sought out our programming initially but would likely attend once made aware.

The Compton's Cafeteria
Project will be announced
at a press conference with
Mayor London Breed in the

beginning of April. This will coincide with a press campaign and tickets will go on sale. Tickets cost \$70 (tickets to the previous production cost \$65, and we sold out 32 performances and closed with a long waitlist of tickets).

The Tenderloin Museum has aligned key promotional partners, who we will work with to promote the play, **SF Travel** and **SF Pride**. We will create an ongoing campaign with SF Travel to ensure that we are reaching the tourist market. The Compton's Cafeteria Riot, will be an official event at SF Pride 2020, along with hosting a fundraiser for the project in May, SF Pride will promote the play on their social media channels and website. The marketing budget is included in the project budget.

## market/public support

# 5. Financial

Financial support of this project is poised to continue to inspire and share this important chapter of history, and promises to create a positive impact for countless people.



Photo: Darwin Bell

FLAI FILE-OF ENING INCOME	
SF Pride Fundraiser (confirmed, amount pending)	\$10,000
Chip Conley Foundation (confirmed)	\$7,000
Still to be raised to launch play in the 2020-21 season	\$53,210
Total Income Pre-Opening	\$70,210
PLAY PRE-OPENING EXPENSE	
General Company Manager	\$5,000
Director	\$5,000
Stage Manager	\$4,000
Costumes	\$3,500
Set	\$30,000
Lighting & Sound	\$5,010
Props	\$500
Website/Graphic Artist	\$500
Production Asst.	\$500
Insurance	\$1,000
Rehearsal/auditions	\$7,200
Marketing	\$5,000
Publicist	\$3,000
Total Expense Pre-Opening	\$70,210

PLAY PRE-OPENING INCOME

PLAY WEEKLY INCOME	
Program Ticket Sales	\$9,800
Total Earned Income	\$9,800
PLAY WEEKLY EXPENSES	
Actors	\$2,100
General Manager/Company Manager	\$325
Stage Manager	\$100
Wardrobe/Laundry	\$150
Marketing, Promotion, Advertising	\$500
Food	\$1,500
Royalties	\$975
Program Design & Printing	\$150
Security	\$250
Cleaning fee	\$150
Rent	\$250

PLAY WEEKLY INCOME

Utilities

**Total Expense Weekly** 

**Weekly Net Income** 

**Monthly income** 



Image: Andy Warhol

\$38

\$6,488

\$3,312

\$13,248

## expense/income

### COMPTON'S CAFETERIA RIOT PROJECT



