



**Statement of qualifications to restore and lease the
Alameda Carnegie Library Building and Foster House.**



Carnegie Innovation Hall Team Contact:

Michael Sturtz

(510) 510-409-4400

michael@thecrucible.org

Description of Project Team: A description of the proposer or proposer team, including the role of each organization and/or team member. Please include resumes for each primary member of the team, and contact information for the main point of contact.



Michael Sturtz

[About Michael](#)

[Michael's Resume](#)

City of Residence: Alameda

Role on Project: Executive Team Lead and Point of Contact
(510) 510-409-4400 • michael@thecrucible.org

Professional Experience: Founder and Executive Director of [The Crucible](#); Founder and Executive Director of [Stanford Creative Ignition Lab](#); Director, [Redesigning Theater](#); Lecturer, [Stanford's Mechanical Engineering Design Group](#); and [International Speaker](#).

Notable Accomplishment/s: Founded [The Crucible](#) with a \$1,750 grant, led the organization to become the largest nonprofit industrial arts education facility in the country. Stanford lecturer and International Keynote Speaker.

Professional Passion: I love helping others transform dreams into reality by creating opportunities for them to explore their creativity and launch their ideas into the world. I'm passionate about fostering creativity, working collaboratively and collectively, and transforming lives.

Why I'm excited to lead this project: I've lived in Alameda for over a decade, and on my daily walks past the Carnegie Library building, I've dreamed about what could happen inside. I deeply enjoy Alameda and this project is a great way to give back to my community. I'm also a fan of Andrew Carnegie and his mission to create opportunity for others, so re-envisioning his legacy for Alameda is very exciting.



Christopher Bently

[About Christopher](#)

City of Residence: San Francisco

Role on Project: Board Team Lead

Professional Experience: President of the [Bently Foundation](#); CEO of [Bently Enterprises](#); Manager, [Bently Holdings](#), historic San Francisco venue [Bently Reserve](#) luxury apartments, [Bently Nob Hill](#), sustainable farm [Bently Ranch](#), and estate distillery [Bently Heritage](#).

Notable Accomplishment/s: Renovation of historic art deco building on Union Square (awarded LEED Gold Certification) and renovation of San Francisco's former Federal Reserve Bank Building (awarded LEED Silver Certification), among others.

Professional Passion: I see no sense in building new structures when we have beautiful historic properties left abandoned. We need a sense of tradition and worth brought back to our culture. A disposable world just won't do.

Why I'm excited to lead this project: I'm excited to work with Michael and his amazing team to reinvigorate this historic locale. I've always loved Alameda and look forward to doing great things in the community.



Richard Andrews

[About Richard](#)

[Center for New Music and Audio Technologies](#)

City of Residence: Healdsburg

Role on Project: Entrepreneurship Education Advisor

Professional Experience: Lecturer, Arts Entrepreneurship; Executive Director, Eco Ensemble; Associate Director, Center for New Music and Audio Technologies (CNMAT) UC Berkeley

Notable Accomplishment/s: Creator and Instructor for courses and workshops that explore the intersections between art and business. Collaboratively design, launch and evaluate programs in education, research and public presentation at CNMAT/UC Berkeley. Plan, execute and assess a wide range of activities for the Eco Ensemble, a professional performing group dedicated to new music by established and emerging composers.

Professional Passion: My ongoing research and teaching focuses on arts entrepreneurship, business development and cultural policy. As Executive Director of the Eco Ensemble, I have nurtured the development of a complex, multi-disciplinary arts organization that brings together high caliber artists, scholars and the general public.

Why I'm excited to be a part of this project: Having taught alongside Michael for many years, I'm looking forward to working with him on this project. If allowed to move forward, it will be one of very few such centers in the world, where arts, innovation, entrepreneurship, and education will combine with theatrical experiences and a sustainable business model.



Hopi Breton

[About Hopi](#)

City of Residence: Alameda

Role on Project: Education Curriculum Advisor

Professional Experience: Professor of Art since 1998

Notable Accomplishment/s: Tenured Professor of Art at Diablo Valley College.

Professional Passion: Sculpture and teaching Art.

Why I'm excited to be part of this project: This is an exciting proposal that I believe fulfills an important need in Alameda and our wider community. I also trust that Michael can develop a vision and follow through with its implementation, and he will be able to create something that will thrive.



Reina Cabezas

[About Reina](#)

City of Residence: Alameda

Role on project: Education and Community Outreach Advisor

Professional experience: As an Oakland educator for the last 11 years I've taught in elementary, middle, and now high school classrooms. I also co-created an opportunity for educators of color called Radical STEMM with other women of color STEMM

educators that provides a space to develop curriculum and instructional practice grounded in liberatory pedagogy.

Notable accomplishment/s: Mother of two teenage boys, Educator, School Designer

Professional passion: Uncovering indigenous STEMM practices make them visible to the world, reclaim them from white, toxic patriarchal cultural appropriators and explicitly pass that knowledge on to students so they understand that STEMM practices go back at least seven generations, prior to Hidden Figures and/or their teacher of color (if they are lucky to have had one in a STEMM classroom).

Why I'm excited to be a part of this project: I am excited to build relationships that challenge me to step outside of my comfort zone. As an engineering and design educator I'm so curious to observe and see how our curriculum passes on knowledge and how skills play out in the real world. I'm also excited to do this in the community where I live.



David H Clifford

[About David](#)

[Design School X](#)

City of Residence: Oakland

Role on Project: Educational Programs Advisor

Professional Experience: Educator (design, making, equity/social justice practitioner, teacher, administration) for 21 years.

Notable Accomplishment/s: Co-founded a middle school.

Developed a full high school shop program. Co-created service learning, social justice, making and creative programs throughout the Bay Area, U.S. and Senegal.

Professional Passion: Equity Design in education and community collaboration

Why I'm excited to be a part of this project: We need more opportunities to equip communities with the creative and equity-centered skills to solve their own problems and have the courage to tackle complex issues facing our world. I trust the vision of Michael Sturtz and want to be a part of making that happen.



Patricia Dedekian

[About Patricia](#)

City of Residence: Oakland

Role on project: Community Support and Venue Design/Use

Professional experience: Prior experience as a residential real estate agent/property manager and an executive recruiter.

Currently a project manager for a music venue and bar/restaurant/event space.

Notable accomplishment/s: Project Manager for the Chapel Music Venue & Restaurant. Past president of the Friends of the Fox, (a not-for-profit organization that raised the funds to reactivate the Fox Oakland Theater.)

Professional passion: I am passionate about historic preservation and creative re-use of interesting properties, and have been drawn to creating live entertainment venues.

Why I'm excited to be a part of this project: This project combines my interests in historic preservation and creating community space. I understand the importance of gaining support and community involvement to help a project succeed.



Bob Dubow

[About Bob](#)

City of Residence: Alameda

Role on Project: Accounting/business management

Professional Experience: MBA with 30 years of business management and financial consulting experience for creative enterprises. Former Board Treasurer of The Crucible.

Professional Passion: Supporting creative enterprises

Why I'm excited to be a part of this project: I'm a longtime Alameda resident who would love to see this wonderful building put to good use, especially for another great idea from the mind of Michael Sturtz.



Leslie Frierman Grunditz

[About Leslie](#)

[Fine Design Carving](#)

City of Residence: Alameda

Role on project: Architectural ornamentation and restoration

Professional experience: Visual artist since 1979.

Notable accomplishments: Member of Oakland art collective Five Ton Crane.

Professional passion: I enjoy working on creative collaborative projects.

Why I'm excited to be on this project: There are so many reasons why working on this project would be rewarding for me. Collaborating with the amazing group of talented and committed people who are involved with this Carnegie project is truly inspiring. It would also be rewarding to be part of developing a creative home and resource for the whole community of Alameda and the surrounding East Bay area. I have lived in Alameda since 1990, and am very excited to help make this island city a center for innovations in arts and culture.



F. Clay Fry

[About Clay](#)

City of Residence: Lafayette

Role on project: Architect

Professional experience: Architect and Educator, specializing in adaptive reuse and restoration.

Notable accomplishments: Awarded two Gold Nuggets for best adaptive reuse/historic renovation project, Embarcadero Lofts,

while at MBH Architects

Professional passion: Adaptive reuse and historic renovation projects.

Why I'm excited to be a part of this project: It is an interesting historic renovation and adaptive reuse project.



Åke Grunditz

[About Åke](#)

[Fine Design Carving](#)

City of Residence: Alameda

Role on project: Architectural ornamentation and restoration

Professional experience: Sculptor of architectural ornamentation since 1991.

Notable accomplishment/s: Member of Oakland art collective Five Ton Crane.

Professional passion: I love historical ornamentation.

Why I'm excited to be a part of this project: It is a wonderful opportunity to restore a beautiful, historic building and to provide a community-based innovative space for the whole city of Alameda!



Doruk Gurel

[About Doruk](#)

City of Residence: San Francisco

Role on Project: Design Thinking Education Advisor

Professional Experience: Designer (Design Thinking, Design Research) since 2014.

Notable Accomplishment/s: Created an international co-living startup.

Professional Passion: Design research (ethnography), prototyping and testing new office ideas/ventures, teaching design and design strategy.

Why I'm excited to be a part of this project: Bring a design/business mix to this highly interesting project.



Joaquin Haskell

[About Joaquin](#)

City of Residence: San Francisco

Role on Project: Secretary, Non-Profit Documentation

Prof Experience: Joaquin started his career in technology by leveraging degrees in Astrophysics and Molecular/Cellular Biology from UC Berkeley into a job as a staff scientist for the world's largest supplier of DNA and synthetic genetics, eventually rising to Vice President of Operations. He then went into Aggregate Project

Management and Business Process Management for large life sciences, healthcare and financial institutions. He currently works as a program manager implementing big data, including cloud-based Compliance and Records Management systems for large financial institutions.

Notable Accomplishments: Founded NewNet Technologies whose mission was to provide underserved communities access to the internet. Helped found The Crucible; as President of the Board and later Board Secretary, oversaw its growth to become the nation's largest nonprofit industrial arts education facility.

Professional Passion: For the last 30 years Joaquin Haskell has been a technologist specializing in Program/Consulting Management and Technical Sales leadership focusing on Financial Services, Healthcare and Life Sciences.

Why I'm excited to be a part of this project: I have a passion for getting involved in local community services. I especially enjoy helping youth and underserved

communities gain access to arts and technology education to help foster more creative and diverse thinking.



Kim Hayes

[About Kim](#)

City of Residence: Oakland

Role on project: Development and promotions writing

Professional experience: Marketing and development writer since 2005.

Notable accomplishments: Work on corporate sustainability reports helped place my client on Dow Jones Sustainability Index.

Professional passion: I love using writing to help founders, entrepreneurs, and individuals reach for and exceed their most ambitious dreams.

Why I'm excited to be a part of this project: Having something so wildly creative as this project promises to be, right here in Alameda, is something my entire family is looking forward to.



Jay Kravitz

[About Jay](#)

City of Residence: Oakland

Role on project: Producer

Professional Experience: Curator, Content Producer & Logistics Manager: Maker Faire since 2013, Minister of Propaganda / Event Producer / Stage Manager / Special Ops: The Crucible since 1999, Install Technician: Obscura Digital since 2012, On Call Producer:

Public Programs: The Exploratorium since 2013, Freelance Designer: rsneight Design since 1991, Artist/Fabricator/Instigator: Five Ton Crane.

Notable accomplishment/s: Producer of Maker Faire Bay Area & World Maker Faire New York since 2015. Integral in design, creation and fabrication on many large-scale artworks with our arts collective Five Ton Crane, with shows at SF MOMA, The Hermitage Museum in Norfolk, VA, the Smithsonian's Renwick Gallery, and more. Created The Crucible's design identity and managed, produced, and stage-managed fundraising events from 1999-2010, including Fire Operas, Fire Ballets, and the much-acclaimed Fire Arts Festivals.

Professional passion: Building community has always been the driving force and focus of my life.

Why I'm excited to be a part of this project: The Carnegie is a unique opportunity to tie together so many of my skills and passions under one umbrella. I have also worked

side by side with Michael Sturtz since the physical inception of The Crucible (circa 1999) and share his vision of creating a bright, imaginative, and vibrant community.



Ron Limoges, Ph.D.

City of Residence: Alameda

Role on project: Strategic Planning.

Professional experience: Retired from a career of providing guidance on the effective development, management and distribution of philanthropic investments in the U.S. and abroad.

Notable accomplishment: Helped shape successful charitable transfers for educational, cultural and community organizations as well as for individual entrepreneurs and their families.

Professional passion: Helping to craft innovative and effective community projects through sound financial planning, funds management, and operations.

Why I'm excited to be a part of this project: A process of thoughtful development, programming and funding will enable us to repurpose an unused Carnegie Library building, re-opening its doors to exciting new growth opportunities for the citizens of Alameda and the East Bay area.



Sue Miller Buske

[About Sue](#)

City of Residence: Sacramento

Role on project: Community Access Television Expert.

Professional experience: President at The Buske Group and Executive Director, National Federation of Local Cable Programmers.

Notable accomplishments: Widely recognized as one of the leading experts in the United States on cable policy and local cable programming issues. Helped to establish hundreds of PEG Access/Community Media Centers. Received numerous national awards, including the George Stoney Award for Humanistic Communications.

Professional passion: Helping cities and individuals launch public access stations.

Why I'm excited to be a part of this project: I worked hard to help Alameda High School lay the groundwork for a student-run community access television station, so I was disappointed when they lost the opportunity due to space issues. I'm excited that Michael's Team can revive this opportunity for the students by creating an appropriate space to launch the station as planned.



Rosemary Muller

[About Rosemary](#)

City of Residence: Berkeley

Role on Project: Historic Preservation Advisor

Professional Experience: Historic Preservation Architect

Why I'm excited to be a part of this project: I have been working on restoring this building for over a decade. My dream is to live to see it returned to its former glory and made available for the community to enjoy once again.



Charles Olson

[About Charles](#)

City of Residence: Oakland

Role on project: Land Use Attorney and Historic Preservation Advisor.

Professional experience: Managing Partner at Lubin Olson's Land Use and Real Estate Practice Groups, where he specializes in land use and land use litigation, and real estate transactions, including affordable housing; Past President and Board member at

[San Francisco Heritage](#); Board President at The Crucible from 2013-2018.

Notable Accomplishments: Honored by Thompson Reuters as a Northern California Super Lawyer from 2008-2012, and 2016-2018. Received The Crucible Clarian Award 2018 for extraordinary board service.

Why I'm excited to be a part of this project: As an East Bay resident, I would genuinely enjoy another high-quality East Bay destination for dinner and theater. Having worked with Michael at The Crucible, I know without a doubt he will bring something spectacular and unique to Alameda.



Mallory Penney

[About Mallory](#)

City of Residence: Oakland

Role on Project: Educational Team-building Advisor

Professional Experience: Directing theater since 2014 and Facilitating team building workshops since 2017.

Notable Accomplishment/s: I am Board President of an Alameda based theater company—a company I grew up doing theater with—and I am excited to bring my ideas to the company. We will be launching classes in January 2019.

Professional Passion: I am passionate about using Applied Improvisation across many fields. I specifically coach individuals and facilitate workshops with teams to create a better working environment using Applied Improvisation.

Why I'm excited to be a part of this project: I'm excited about the possibilities! I'm also excited this will be happening in my hometown—Alameda. I can't wait to see what we are able to create as a team.



Becca Perata

[About Becca](#)

City of Residence: Alameda

Role on project: Community Engagement

Professional experience: Manage community engagement, government relations and communications for land use and redevelopment projects, as well as for local non profits.

Notable accomplishments: Secured entitlements for Alameda Point Site A, Alameda Marina, and the Oakland Zoo expansion.

Professional passion: Bringing people with differing views together to create projects that benefit the greater community. Developing strategies to help CBOs and not-for-profits have a voice and a seat at the table as well as an opportunity to thrive.

Why I'm excited to be a part of this project: Working with a team of talented and creative professionals dedicated to bringing quality arts and cultural programs to the island.



Jean-Francois Revon

[About Jean-Francois](#)

City of Residence: Alameda

Role on project: Educational Development Advisor

Professional experience: Union Set Designer Local 829 for 28 years, Technical Director for 26 years, Educator for 11 years at the Oakland School for the Arts, Tech Director at West Bay Opera for 22 years, Tech Director at Livermore Valley Opera for 18 years, CTE certified teacher.

Notable accomplishment/s: As a Union Set Designer, I have designed three World Premieres and over 300 productions including ballet, plays, musicals and opera. Collaborate with Stagehand Union local 107 and the California Department of Education to give my High School students apprenticeships directly into the entertainment industry through our Career Technical Education program. Asked by California Department of Education to create Production Design curriculum that will be made available to all High Schools in California.

Professional passion: I am passionate about arts education—teaching Middle School, Production Design classes, and my High School classes.

Why I'm excited to be a part of this project: I am enthusiastic about the creative minds of the team working together, their intention to ignite a technology-driven art platform for youth and adults through innovation, entrepreneurialism, and entertainment.



Gina Rudan

[About Gina](#)

City of Residence: Redwood City

Role on project: Cultural Diversity Advisor

Professional experience: Cultural Alchemist and Diversity at X, The Moonshot Factory. I am a producer of experiences, diversity programs, and cutting-edge learning and development

experiences.

Notable accomplishment/s: Best-Selling Author of Practical Genius.

Professional passion: Writing, curating one-of-a-kind experiences and public speaking on issues of diversity and social justice.

Why I'm excited to be a part of this project: I trust Michael's vision on all things and want to help his team establish an organization that is as diverse as it is magical.



Amos White

[About Amos](#)

City of Residence: Alameda

Role on project: Strategic planner, government relations

Professional experience: Campaign strategist since 1986

Notable accomplishments: Award-winning American haiku poet and author, producer/director and civil rights activist; Founder and

Host of the Heart of the Muse creative's salon; the AUSD Black Achievers Alliance Roundtable; and, Community Organizer with ACLU People Power - Alameda, CA.

Professional passion: I believe we need a radical increase in public arts-based educational institutions and opportunities to ensure a healthy, vibrant, and more informed citizenry.

Why I'm excited to be a part of this project: The opportunity to again work with Michael on the intersection of this historic architectural building with future-oriented arts programs is exciting. I had the opportunity to be on the original Board of The Crucible with Michael and would relish the opportunity to build another next gen community institution.

Concept of Proposed Use. *A summary of the use being proposed. Given the great civic, cultural and architectural importance of these structures, the City is seeking an end user that will: provide cultural, educational, and/or economic benefits to the community; restore and maintain the historic character of the building; provide for public use of the building as frequently as possible.*

Our goal for Alameda's now dormant Carnegie Library (and adjacent Foster House) is to restore the building to its historic majesty without compromising the building's original open floor plan design, and to reopen the site for varied and almost daily public use. We intend to revive this iconic structure to its former grandeur—then add a dash of creative magic—so our community may once again pass through its doors to embrace new ideas, gain new skills, and access entrepreneurial and educational opportunities—just as Carnegie himself envisioned over 117 years ago.

When complete, Carnegie Innovation Hall will be an uncommonly versatile space, dedicated to serving the interests and needs of our diverse island community.

By day, the facilities will be a center for innovation, offering accessible educational programming that combines entrepreneurial skills with arts, performance, music, technology, and more. We will partner with local educators, schools, and community groups to offer resources for anyone who wants to transform their ideas into reality and broadcast them to the world via crowdfunding sites, Youtube, and community access TV channels.

In the evenings, the sumptuous main floor and mezzanines will be a premier event venue for theatrical performances, music shows, weddings, special events, public assemblies, and more.

We will transform what used to be the men's smoking room in the basement into a vintage speakeasy that will cater to more intimate gatherings and performances. The basement will also contain catering kitchen facilities, additional bathrooms, and video and sound editing suites.

Accessibility is a key value in our mission. We will offer unique opportunities to our guests, students, and teachers of all backgrounds. Our programming will also include classes and opportunities for people with disabilities.

Previous Experience. *Description of previous experience similar to this SOQ, including the adaptive reuse and restoration of historic buildings, and the operation of the proposed use.*

[Michael Sturtz](#) and [Christopher Bently](#) are the ultimate dynamic duo—legends in the Bay Area Maker scene and beyond—and movers and shakers in their own right. Both leaders of thriving creative enterprises, these entrepreneurs have the experience, connections, and panache to revive Carnegie’s dream in a way heretofore unimagined, and soon to be enjoyed by all.

The pair have assembled a customized team of some of the best and brightest talents they’ve encountered throughout their auspicious careers. Each member is an expert in their field, hand-picked for the multitude of specialized tasks this monumental project will need to succeed. Everyone is motivated to contribute to this unique, mission-driven effort and excited for the opportunity to collaborate with such talented makers and doers.

As project needs change, Michael and Christopher are able to draw from their vast combined network of high-value contacts, allowing them to meet any demand that may arise. Collectively, the team offers extensive experience in adaptive reuse and restoration of historic buildings; founding and running a successful, community-oriented nonprofit educational facility; and raising the capital needed to undertake and sustain such a venture.

Michael and Christopher have organized their team into six highly-experienced, functional committees: Historic Renovation and Redevelopment; Organizational Operation; Educational Programming; Community Outreach; Diversity; and Development.

Historic Renovation and Redevelopment Committee

This committee brings decades of expertise in architecture (Rosemary Muller), adaptive reuse and restoration of historic buildings (Clay Fry, Michael Sturtz, and Charles Olson), and LEED-certified historic renovation and design (Christopher Bently), architectural ornamentation (Åke Grunditz and Leslie Frierman Grunditz), and even land use litigation and collaboration (Charles Olson). We have experience working with the City of Alameda, local contractors, and unions. We plan to aim for a restoration that is historically faithful, functional, compliant with city and government specifications, and as

green as possible, if not LEED certified. We're highly confident we can restore this building in a way the city will be proud of and in accordance with their plans.

Organizational Operation Committee

This talented group of operational leaders brings decades of lessons learned to chart a course for the project that will prove both successful and sustainable. The team's collective experience includes successful organization building from industrial arts education facilities (Michael Sturtz), entertainment venues (Patricia Dedekian), and sustainable ranch, distillery, office, and residential developments (Christopher Bently). We understand and have succeeded at the operation of large-scale, national events such as the Maker Faire in the SF Bay Area and New York (Jay Kravitz). We are also fortunate to have sage administrators experienced in nonprofit operations (Joaquin Haskell and Ron Limoges) and financial planning and consulting (Bob Dubow).

Educational Programming Committee

Our Educational Programming Committee brings a wealth of talented educators who are on the cutting edge of an education model that's engaging, immersive, and accessible to all community members. This is a dynamic and diverse group of teachers and educational programmers spanning a variety of creative and scientific fields, including: design thinking (Doruk Gurel); STEMM (Reina Cabezas and David Clifford); sculpture and industrial arts (Michael Sturtz and Hopi Breton); theater and set design (Mallory Penney and Jean Francois Revon); and architecture (Richard Andrews). This robust team is excited by the opportunity to create an organization that is holistically different and new to the City of Alameda, but which understands how important our City's history is to its citizenry. We plan to build in the flexibility to respond to community needs and interests, as well as encourage community members who would like to propose their own ideas for educational programming.

Community Outreach

Community outreach will be a critical part of our organizational planning. While we are proposing an innovation center, we don't wish to impose a vision that is prescribed and rigid. We intend to be highly flexible and receptive to the needs and wants of our community. If our project is selected, our experienced Community Outreach team will engage in extensive needs-finding exercises throughout the community. We'll also reach out to community members and organizations who may benefit from our project or the locale in some way. Several of our team members bring a long resume of

experience in community engagement and government relations: Becca Perata, Patricia Dedekian, David Clifford, and Hopi Breton.

Diversity

The Carnegie Innovation Hall is meant to be accessible to all, without exception. Lead Founder Michael Sturtz is determined to ensure our organization's leadership, staff, and participants reflect our entire community, leaving no one out. He is aware that at this time his founding team is somewhat homogeneous in terms of race, class, and ability. To address this, he's relying on a dynamic team of diversity experts (Reina Cabezas, David Clifford, Amos White, and Gina Rudan) to help imbue diversity and a thoroughly inclusive mindset throughout our organization.

Development Committee

From seasoned fundraisers (Michael Sturtz, Christopher Bently, Ron Limoges, and Patricia Dedekian) and philanthropic administrators, to development writers (Amos White and Kim Hayes), we bring a well-rounded Development Committee which can encompass grant writing, fundraising, donor identification and solicitation, and membership plans. Our engaged development team is focused on ensuring that The Carnegie Innovation Hall project is economically sustainable from inception and beyond, including an endowment to ensure its ongoing financial security.

Restoration Plan. *An overview of proposed improvements, including details about preservation of important historic components such as those described in [Exhibit 1](#). This component must also include a timeline for project completion.*

Our goal is to restore the Carnegie Library building (and the Foster House) to its historic majesty without compromising its original open design, with a simple, clean approach that utilizes the existing space as much as possible. Our proposed use and space design has been shaped by what this building already is. We plan to take advantage of the open space, keeping it flexible for a maximum diversity of uses.



Our design philosophy is to have the Carnegie Building become a premier venue for event rental as a means to generate ongoing revenue that supports the organization's educational and theatrical programming. The beauty of this approach is that the same elements that will make the facility a high-earning wedding and corporate event rental location (performance stage, dance floor, lighting, sound, catering kitchen, and flexible seating configurations) will also make it an ideal space for immersive theater productions, team-building workshops, City and community meetings, and educational programming.

Our restoration plans also are in accordance with the Secretary of the Interior's guidelines for the restoration of historic properties: "A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships."

We have planned for upgrades related to the elevator and other ADA accessibility concerns, fire sprinklers, electrical, lighting, plumbing, HVAC, additional restrooms, and restoration of certain historic elements that were not addressed in the seismic upgrade.

Our preservation and reuse of the Carnegie building will also contribute to Alameda's Green City Goals. In fact, our Board Team Lead, Christopher Bently of [Bently Enterprises](#), specializes in green, sustainable, LEED-certified architectural restoration projects. He has resurrected numerous historic buildings throughout the Bay Area into highly efficient and usable LEED-certified ventures. As much as possible, our design for the new use of the Carnegie will provide energy and water efficiency, waste reduction, high indoor air quality, and access to alternative transportation and improved accessibility.

We have artisans with the skills as well as access to the materials and processes to assure a very high-quality restoration and the opportunity to recreate elements of the library, such as securing the stained glass windows, recreating the rooftop urns, and re-casting the bronze front doors.



Additionally, we have the creativity, vision, and skills to transform what had been the Men's smoking room in the basement into a fabulous, elaborate, and period-appropriate speakeasy-style venue that would be almost as spectacular as the main floor of the building. We have similar plans to restore the Foster House interior to be a stylish space for our administrative offices.



In May of 2018, Michael Sturtz (Team Lead) and Clay Fry (Architect) meet with Greg McFann (Alameda Building official) and Rosemary Muller (original Carnegie Library restoration architect) to discuss our streamlined restoration planset. In that meeting, we received preliminary approval of our approach. Our streamlined and financially realistic plan includes completing the majority of what the City would like to see completed in the build-out, but does not prohibit us (or the City) from eventually doing the rest. Please review **(Carnegie Innovation Hall Concept Plan Set)** for all the restoration and upgrades slated for our initial restoration, as well as what is slated for subsequent restoration.

Carnegie Innovation Hall Timeline

Project Schedule																									
Scope	Duration	2019												2020											
		J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
Contract Negotiation	2 months	■	■																						
Design	2 months			■	■	■																			
City Review & Entitlements	4 months					■	■	■	■																
Permit Drawings	2 months									■	■														
Bldg Permit Review & Approval	2 months										■	■													
Construction	6 months												■	■	■	■	■	■							

Time is of the Essence

We have assembled an exceptionally qualified team. However, with such skilled and busy people, there is a limited window of opportunity for some essential members of our

team. We understand the need for a public process to identify the best candidate to develop the building, and we first started working with the City Staff and the Mayor's Office on this project in April of 2018. At that time, we were instructed to try to make this project happen by November, and we were prepared to do so. However, it now appears the remainder of the process might take at least another six months, with City Council approval not scheduled until June of 2019. And, of course, that is if other important City business does not interrupt their scheduled review and approval process.

We are concerned about this further delay, especially if it turns out we are the only qualified Applicant. If that is the case, we would sincerely hope that City Staff and Council would find ways to expedite their part of this process, as any delays would put our team and our project in jeopardy. We are eager to begin the creation of Carnegie Innovation Hall!



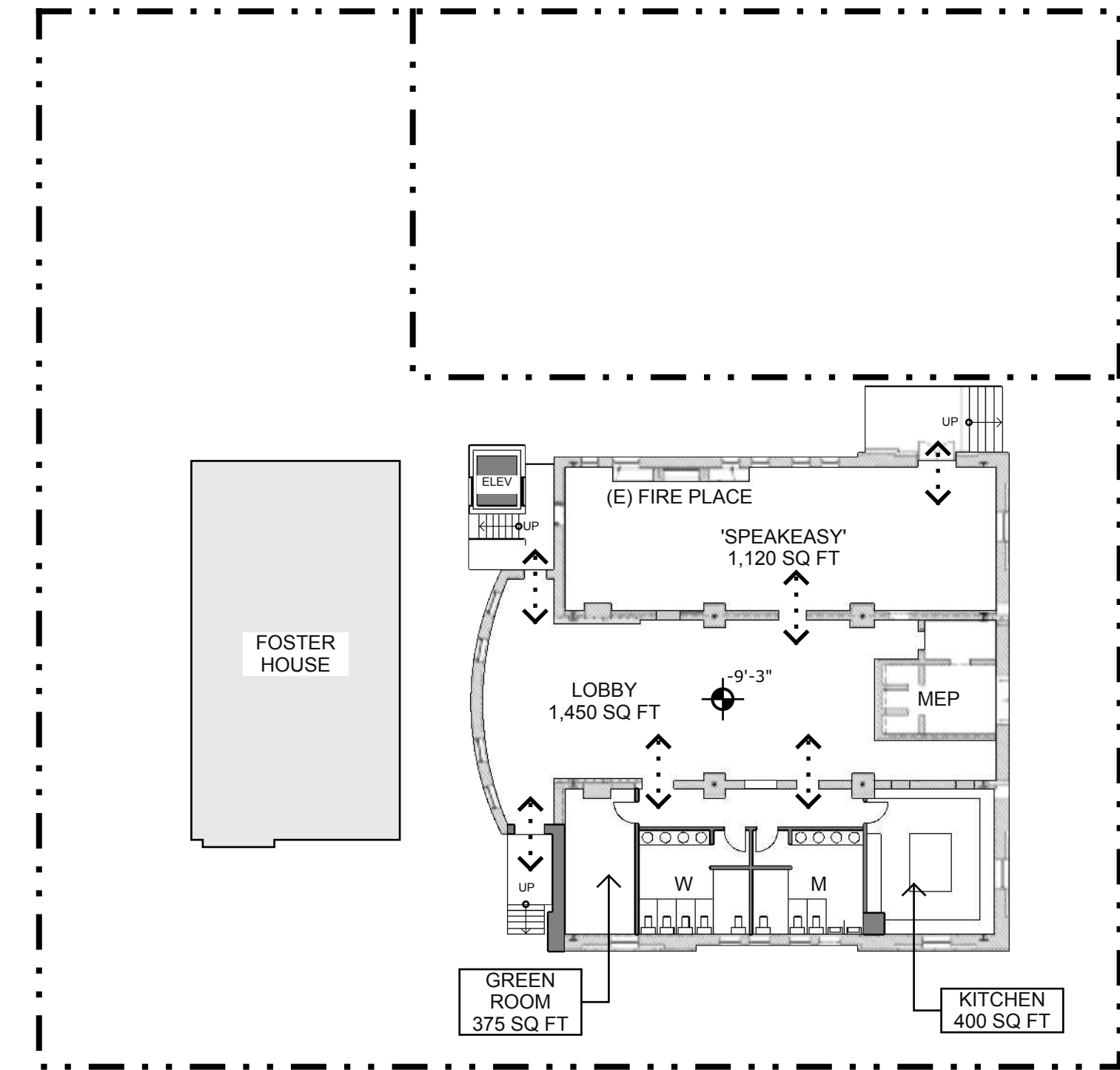
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ALAMEDA LIBRARY
2264 SANTA CLARA AVE.
ALAMEDA, CALIFORNIA

DECEMBER 05, 2018

ENTRY
CONCEPT

A1



RESTROOM CALACULATIONS

EVENT SPACES SQ FT TOTAL

9,070 SQ FT / 15 = 600 OCCUPANTS

BASED ON A-2 OCCUPANCY TABLE 422.1

	WC	URINAL	LAV
300 W	6	0	4
300 M	3	2	4



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2264 SANTA CLARA AVE.
ALAMEDA, CALIFORNIA

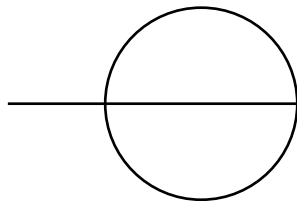
DECEMBER 05, 2018

BASEMENT

A2

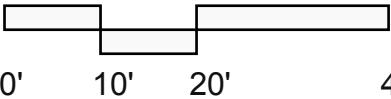
OAK STREET

SANTA CLARA AVE.



BASEMENT PLAN

SCALE: 1" = 20' - 0"





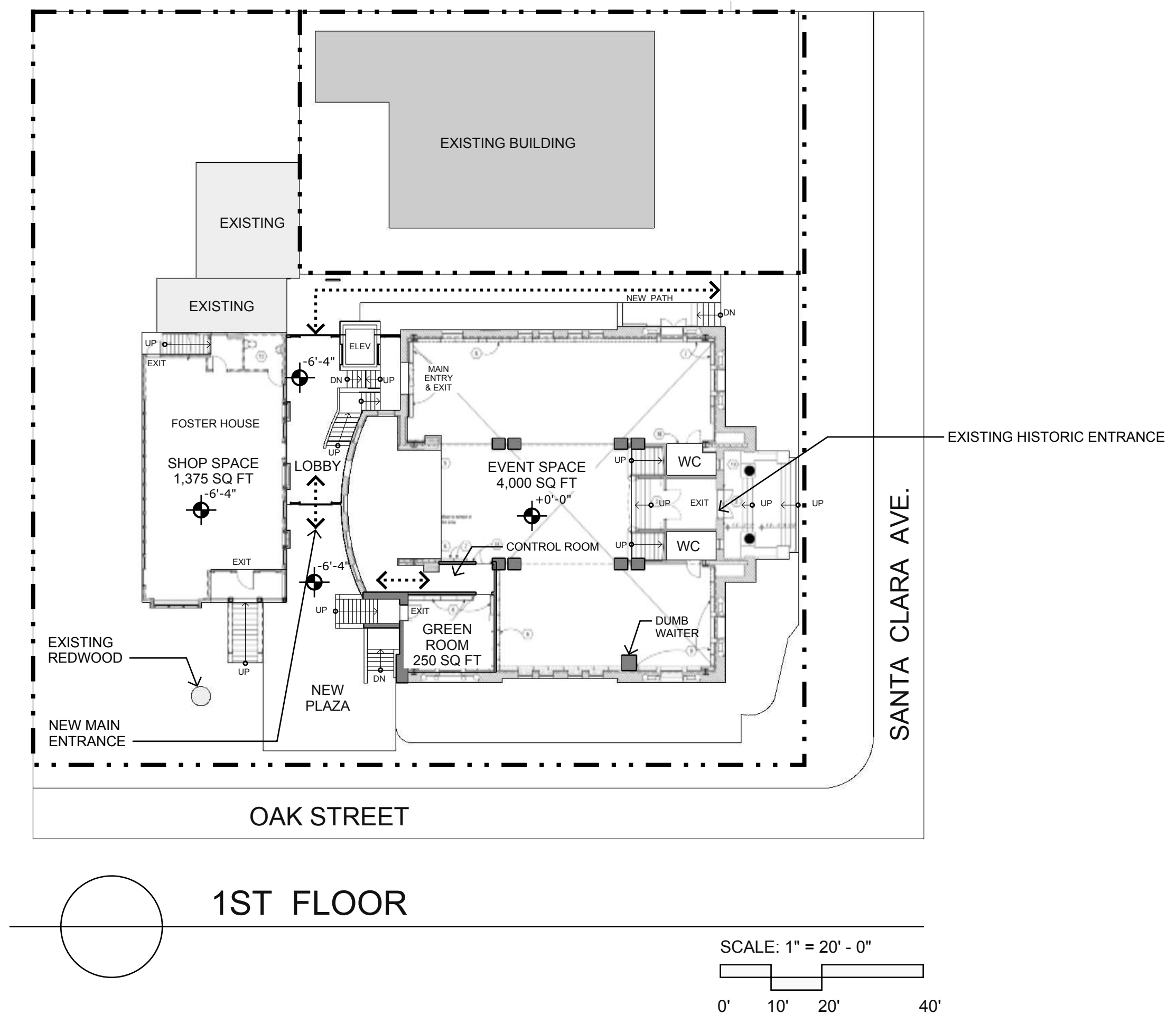
ALAMEDA LIBRARY

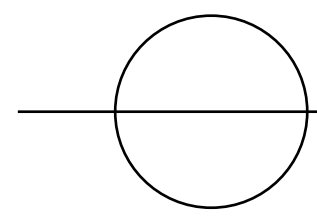
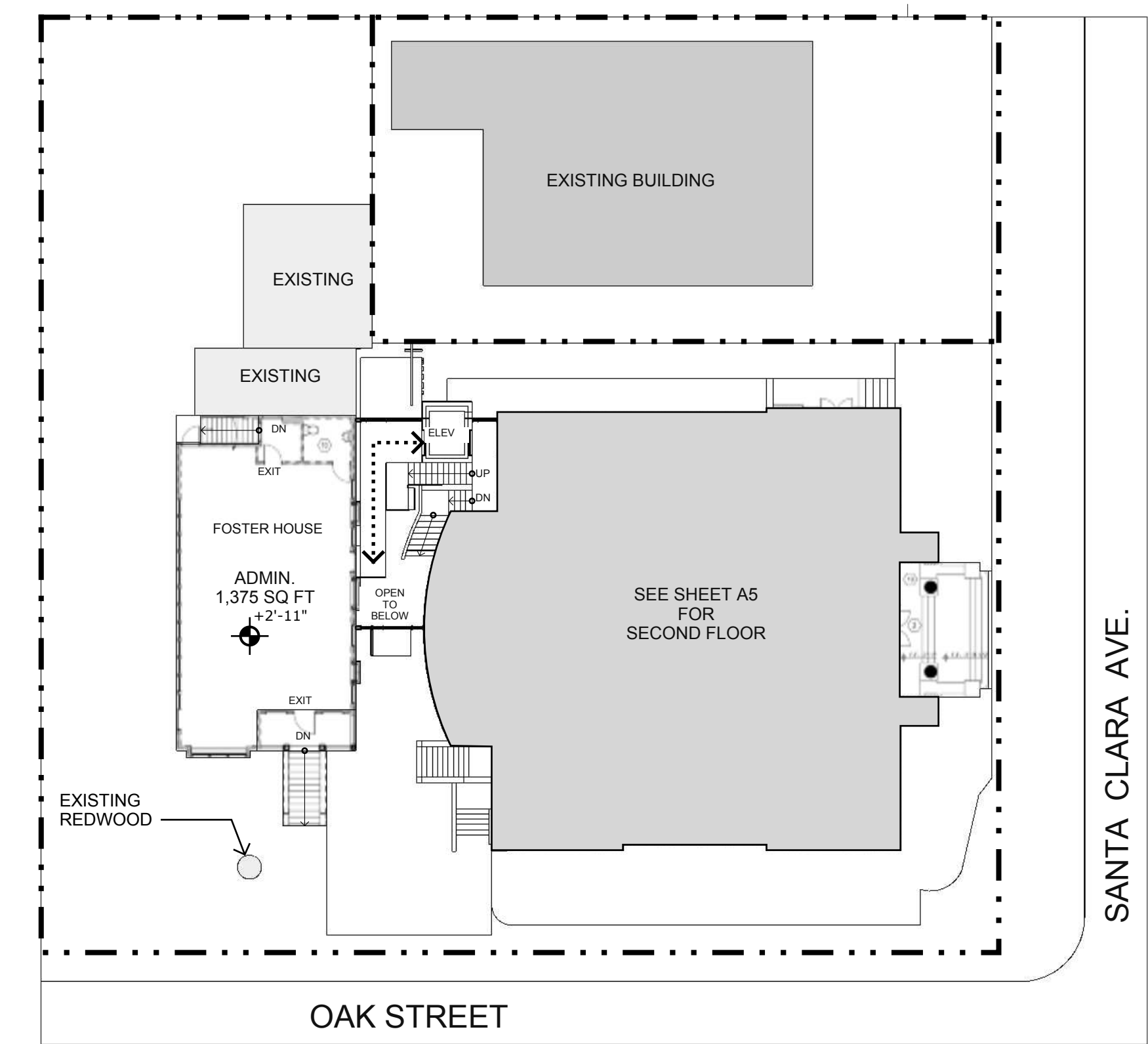
2264 SANTA CLARA AVE.
ALAMEDA, CALIFORNIA

DECEMBER 05, 2018

1ST FLOOR

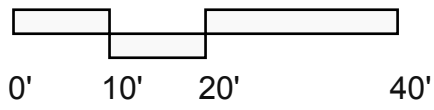
A3





2ND FLOOR FOSTER HOUSE

SCALE: 1" = 20' - 0"



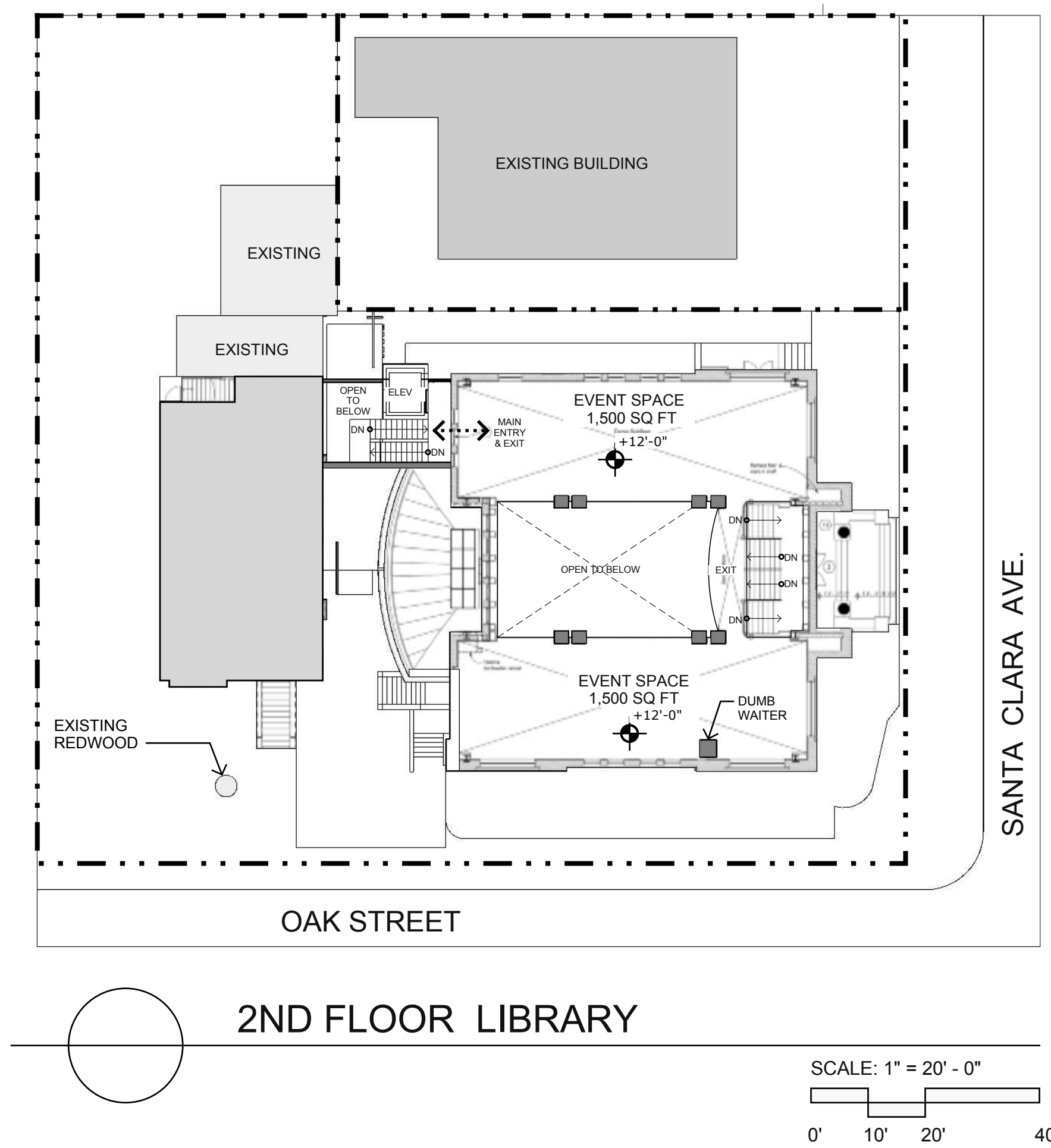
F. Clay Fry Architect Inc.
1164 Crescenta Court
Lafayette, CA 94549
925-765-2876
clayfry@studiofcf.com

ALAMEDA LIBRARY
2264 SANTA CLARA AVE.
ALAMEDA, CALIFORNIA

DECEMBER 05, 2018

2ND FLOOR
FOSTER
HOUSE

A4



F. Clay Fry Architect Inc.
1164 Crescenta Court
Lafayette, CA 94549
925-765-2876
clayfry@studiofcf.com

ALAMEDA LIBRARY
2264 SANTA CLARA AVE.
ALAMEDA, CALIFORNIA

DECEMBER 05, 2018

2ND FLOOR
LIBRARY

A5

Financial Qualifications. *Provision of clear evidence of financial resources to complete the restoration of the building and start up the proposed use, as indicated by financial statements and evidence of access to financing.*

The co-leadership of [Michael Sturtz](#) and [Christopher Bently](#) is a powerful collaboration for making dreams into reality for the former Carnegie Library. Michael raised over 8 million dollars from individuals and corporate sponsors as he developed The Crucible, as well as another 2 million dollars to launch his lab at Stanford. His professional connections and personal contacts span the gamut of arts, theater, education, technology, thought leadership, and entrepreneurship. Christopher has funded a number of large creative projects including a series of amazing historic building renovations, unique transformations that he accomplished without compromise. He has also always set his projects up for long-term profitability. In addition to soliciting major gifts from his robust connections in the business and philanthropic worlds, Christopher has pledged to make his own significant lead gift for the Carnegie Innovation Hall.

With these two innovators at the helm, and with the strategic experience of our Development Team Lead, Ron Limoges, PhD, we are confident we will be able to secure the needed financial resources to restore the building and launch our programming plans on a long-term path of success and sustainability.

If selected, we will develop a full Capital Campaign, starting with solicitations from known donors—individuals and organizations with whom our Leadership Team have worked in the past and who know our track record for success. We are providing a set of initial Letters of Support from a number of potential donors: Christopher Bently, Jack Knowles, Christopher Seiwald, Pasha and Laney Thornton, and Steve Cohen. These individuals represent only a small sample of the universe of donor support we feel we can generate for this project once we have the City's approval to move forward.

Please See Previous Experience Page for more info on our Fundraising Team

Please See Letters of Support From:

Christopher Bently

Jack Knowles

Christopher Seiwald

Pasha and Laney Thornton

Steve Cohen



1597 Esmeralda Ave, Minden, NV 89423 ph: 775.783.4600 fax: 775.783.4650 www.bentlyenterprises.com

December 13, 2018

City of Alameda
Attn: Michael Sturtz
2254 Santa Clara Avenue
Alameda, CA 94501

To the City of Alameda:

I believe that there is no sense in building new structures when we have beautiful historic properties left abandoned. We need a sense of tradition and worth brought back to our culture. That is what has sparked my deep interest in helping make the Carnegie Innovation Hall project a spectacular success.

As far back as 2001, I purchased an historic Art Deco building on Union Square in San Francisco that had survived the 1906 earthquake. That building was brought back to life and awarded a LEED Gold Certification. More recently, my company Bently Holdings acquired the former Federal Reserve Bank Building, also in San Francisco, and renovated it to LEED Silver CI standards, creating Bently Reserve.

In addition to serving as President of the Bently Foundation I am CEO of Bently Enterprises, a dynamic roster of companies including the property management firm Bently Holdings, historic San Francisco venue Bently Reserve, luxury apartments Bently Nob Hill and the Bently Ranch, a fully organic and sustainable ranching practice in Nevada.

I find the idea of leading this effort with my friend Michael Sturtz to revive Alameda's stately 1902 Carnegie Library exciting. The building is a beautiful example of the public libraries funded by industrialist Andrew Carnegie across the United States. It is inspiring to note that Carnegie was determined to donate his resources to galvanize a democratic advancement of knowledge, learning and the arts, something that should still be of profound importance to all of us.

I share Michael's commitment to once again welcome people through the building's doors to enrich themselves, to learn something new, to make something of value and to think in new ways. In short, It would be a honor to help bring back to life a valuable symbol of tradition and worth for the people of Alameda and the East Bay.

At a time when anyone can summon the world's knowledge with the swipe of a smartphone screen, what would one find in a Carnegie Library today? Educators, Artists, Makers, Entertainers – anyone who longs to be inspired, learn new skills, expand horizons or turn dreams into reality. That seems, to me, just about what Carnegie himself would tell us.

I understand, more than most, the effort and the costs of resurrecting such an historic structure are significant. I am honored to co-lead this team of amazing people on a journey of re-visioning and re-vitalization of Carnegie's dream to elevate the citizens of Alameda.

If we are selected in this process, I will be making the lead gift to make this project a great success and put my contacts and resources to the task to bring this project to beautiful completion and ensure that Carnegie Innovation Hall will be launched on a bright and sustainable course.

Sincerely,

A handwritten signature in blue ink, appearing to read "Chris Bently", with a stylized flourish at the end.

Christopher P. Bently
Chief Executive Officer
Bently Enterprises, LLC

John F. Knowles
Park Street Properties
2414 Central Ave.
Alameda, CA 94501

Dear Michael;

Alameda is in the midst of a renaissance and after spending more than 20 years investing in, building and rehabilitating properties in downtown Alameda, I am very excited to learn that the long-abandoned Carnegie Library might soon be part of it.

I think your vision for Carnegie Innovation Hall would be a great asset for Alameda. Transforming a building that has always been in the center of the community into a community center for these new times would be a big win for the city, and with your success creating an active and dedicated community around the Crucible in Oakland, I have no doubt that you can do the same in the Carnegie Library building.

I am also convinced that our downtown could use better after-dinner entertainment opportunities, so I'm particularly interested in your idea to include a basement speakeasy in your plans. A well-designed and curated music venue would be a great gathering place. I have learned a great deal in developing The Chapel, a prominent live music venue in the heart of San Francisco's Mission District and my adjoining restaurant, Curio that I would be glad to share should you gain support from the City of Alameda.

You and I have enjoyed several successful personal and professional interactions over the last decade, including great house concerts and unique shows at the Crucible. I believe the vision you and your team developed for the Carnegie Library building would be very much in keeping with the spirit of this community and I'm happy to provide any input you might find useful.

Therefore, I am pleased to provide this letter, including my commitment of support and guidance to help you network to others who might share your vision for this space and for Alameda.

All the best,

Jack

A handwritten signature in black ink, appearing to be 'Jack', with a long horizontal line extending to the right.

December 12, 2018

Dear Michael,

This is a letter of support for your efforts to renovate the former Carnegie Library in downtown Alameda into The Carnegie Innovation Hall.


You and I have known each other for ten years and we've had a number of personal and professional interchanges, including some between the company I founded, Perforce Software, and your inspiration, the Crucible. It is from recognizing your formidable abilities and vision, and the beautiful depiction of the Innovation Hall in your Executive Summary, that I believe this would return Carnegie Hall to the jewel in Alameda it once was.

As you know, after 21 years of running Perforce in Alameda I've now been focusing my energies on building a Performing Arts Theater here, looking to bridge the world to Alameda through the arts. I can think of no better complement than a robust performing arts community supported by the Innovation Hall.

I am particularly happy that you are planning for facilities that support many creative activities. Including artists, makers, and innovators in the same effort reflects the kind of integrated future our children will see, and your plan to make Alameda lead in this space is spot on. I believe Andrew Carnegie would be happy to see the light of the Innovation Hall shining in his building.

If your team is selected by the city, I look to throw my support behind your project and help connect you to other donors and opportunities to help make this amazing project happen for the Alameda community.

Best of luck,

A handwritten signature in black ink, appearing to read 'Christopher Seiwald', with a large, sweeping flourish extending to the right.

Christopher Seiwald

THE LANEY THORNTON FOUNDATION
633 BATTERY STREET, STE. 100
SAN FRANCISCO, CA 94111
TEL (415)362-1800 FAX (415)362-2950

December 12, 2018

Dear Michael;

It was great to hear your ideas for that Library in downtown Alameda.

I love the building and its rich Carnegie history and feel your vision is exactly what that project needs.

Pasha and I (and our foundation) have loved working with you and especially supporting the Crucible while you were there. Since that time, we have enjoyed following your exciting and varied career.

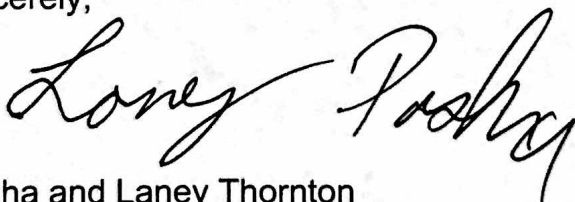
In addition to our extensive work with environmental organizations, we also serve as Trustee on two family foundations, one in LA and one in the Bay Area. Both involve regular and significant gifts to encourage deeper community involvement as well as to expand educational programming, particularly in music and the arts.

We were very pleased when you shared your exciting plans for the former Carnegie Library in downtown Alameda. We believe the robust direction outlined in your Executive Summary is exactly what is needed and we would be honored to provide initial and on-going support should you be successful in your submittal to the City of Alameda.

Our philanthropic investments include a broad spectrum of established civic and arts organizations such as the San Francisco Ballet as well as highly-focused, innovative efforts with young people such as Inner City Arts in Los Angeles. These engagements have brought us into contact with a large number of other investors, philanthropists and community leaders who, we think, would also be interested to learn more about your exciting efforts in Alameda.

We look forward to helping you fulfill the exciting vision and your team have for Carnegie Innovation Hall.

Sincerely,

A handwritten signature in black ink, appearing to read "Laney Pasha", written in a cursive, flowing style.

Pasha and Laney Thornton

Cohen Investment Co.

December 14, 2018

To the city of Alameda,

I am writing to give my support to Michael Sturtz in his Carnegie Innovation Hall project. I met Michael over twenty years ago when he started The Crucible in a building in Berkeley that my family owns and I manage. I found Michael to be a person of vision and integrity. He was always honest about what he could do and about what he needed to have happen. Michael and The Crucible team took great care of my building and improved it greatly.

While The Crucible's growth necessitated a move to Oakland, I have continued to be a donor to its mission due to my respect for the events and program, and for Michael. Michael's vision and determination took an idea and made it into a thriving non-profit which has enriched the lives of thousands of students, as well as enriching the lives of its contributors. My building and the surrounding area of where The Crucible started in Berkeley has improved greatly in large part due to The Crucible. Its cultural impact is still felt in the property values and in the quality of other tenants that were attracted to the area. I believe that this new project in Alameda will likely have an even greater positive impact.

I am proud to have been a part of the Crucible's beginning, and excited that Michael is ready to take on another project in the Carnegie Innovation Hall. I have every confidence that many people will benefit from his vision and effort. If selected, I will be supportive of this new venture and look forward to watching it be successful for many years to come.

Very truly yours,

A handwritten signature in black ink, appearing to read 'SLC', followed by a long horizontal line extending to the right.

Steven L. Cohen
President/CFO

Operations Plan. A high-level plan for the operation of the proposed use, including operating budget.

High-level Plan for Proposed Use

We plan to use the restored Carnegie Library building to provide the following services to the community.

- 1) Educational programming (arts, innovation, and entrepreneurship) with scholarship opportunities so our programs are accessible to all.
- 2) Educational programming (arts, innovation, and entrepreneurship) in conjunction with local schools and community groups. Currently we are in discussion with administration at Alameda High School and Mallory Penney of Tomorrow Youth Repertory (TYR) and Alameda Children's Musical Theater (ACMT), and we're reaching out to more community groups who may have need of a more affordable venue.
- 3) Main Hall public rental space for private, public, corporate, nonprofit and government group rentals with a sliding-scale fee based on use, purpose, and need.
- 4) Rental of the speakeasy in the basement for private, public, corporate, nonprofit, and government group rentals with a sliding-scale fee based on use, purpose, and need.

Operations will include staff to run both rental and educational programming, including directors, managers, administrators, teachers, teachers' aides, kitchen staff, etc. (as needed). There will also be a budget for ongoing building maintenance, including building and window washing, janitorial, and groundskeeping.

Initially, our programs will be funded by grants and private gifts, however our goal is to run a self-sustaining operation. We plan to leverage full/high-ticket rental and educational programming income to fund sliding-scale nonprofit and government rentals and sliding-scale educational programming. We also plan to continue ongoing grant writing and donor solicitation, and expand our community relationships.

Risk Management

At this stage in planning we know that we will need to have appropriate policies and procedures in place concerning the serving and storage of alcohol, background checks for all staff who will be in contact with minors, density considerations, and physical safety precautions. If our project is approved, our Organizational Operations Committee

will be tasked with investigating, implementing, and documenting all necessary compliance policies and procedures. Additionally, as our community needs-finding clarifies our plans for programming and services, we will have a better understanding of additional liability considerations we will need to prepare for.

Please See Carnegie Innovation Hall Budget

Financial Information
Redacted

Community Benefits. *An overview of community benefits provided by the proposed use, with a focus on cultural, educational and/or economic benefits.*

Carnegie Innovation Hall is merely the vessel to hold and empower all that is Alameda. We plan to rejuvenate this beautiful building into a premiere event venue, meeting place, and center of innovation—but what will make it truly amazing are the people and their ideas. Community input is the essential component of our success.

We intend to co-create, along with our community, programming and services suited for the cultural, entertainment and/or educational benefit all of Alameda. Our proposal includes a plan to be highly flexible and receptive to the needs and wants of our community. If our project is selected, our experienced Community Outreach team will engage in extensive needs-finding exercises throughout the community.

Community Needs-Finding: Diversity

Our community needs-finding will begin with reflective teamwork developed by the National Equity Project and Stanford K12 Lab. We understand that the first step to a truly inclusive mindset is self-awareness, so we'll first work to uncover our own biases and blind spots that may otherwise impede our ability to welcome our entire community. This process of bias investigation will be continued throughout the life of our organization to ensure that our dedication to inclusiveness prevails.

Community Needs Finding: Outreach

Should our proposal be accepted, our next step will be to reach out to invite community members to share their needs and desires with us, and to invite them to actually be a part of building this unique innovation center. We want to engage early and often, and to be sure that we understand what our community values. What are the actual needs of individuals, families, small businesses, and schools? How can our project build on what makes our community great—and fulfill any needs our community feels are missing?

Our outreach will include a combination (or all) of the following: community workshops; meetings; surveys; direct mail; face-to-face engagement; and, a Community Advisory Board. We'll reach out to existing Alameda organizations to invite members to offer input and be a part of our project-building process. Establishing a Community Advisory Board will allow our team to facilitate ongoing, regular input from key community representatives and organizations.

Potential Community Uses

We're counting on our needs-finding and community outreach to help us prioritize how we can best serve all of our community and to be inclusive to all. Until then, here is just a sampling of the types of community uses our project could make available:

Events Benefits

Annual Neptune Beach Summer Festival
Annual Halloween Haunted House
Annual December Tree Lighting Event (participation and support)
Annual December Arts & Craft Gift Show
Chinese New Year Festivities
Summer Outdoor Theater Events
Non-Paid City Events (12 per year included, others on request)
Discount Community Events (36 per year, others on request when available)
School Dances and Proms
School Graduation Ceremonies
Bat and Bar Mitzvahs, Confirmations, and other religious ceremonies
Quinceañeras
Weddings and Birthdays
Corporate Events and Year-end Parties
Public Town Halls and Meetings
Open Mic Nights
Karaoke Nights
Live Music Events
Live Theatrical Productions
Immersive Theater Experiences
Dress-up Dinner Theater Shows
Drive-in Shakespeare
And More...

Educational Benefits

Ongoing Educational Programming (Youth and Adult)
Youth Summer Camps
Youth After-school Programs
Art Therapy and Special Ed Programs
Alameda High School Community Access Television Station

Economic Benefits

Networking

Skills, Knowledge, and Business Development
Entrepreneurial Coaching and Courses
Professional Internships
Career Pathway Development
Idea and Start Up Incubation
Kickstarter Launchpad
Youtube Content Producer Channel Recording Suites
Audio and Video Recording Suites

Please See Letters of Support From:

[Alameda Unified School District](#)

[Pacific Pinball Museum](#)

[Rhythmix Cultural Works](#)

ALAMEDA UNIFIED SCHOOL DISTRICT
Excellence & Equity For All Students

Sean McPhetridge, Ed.D.
Superintendent
2060 Challenger Drive
Alameda, California 94501
Phone 510.337.7060
Fax 510.522.6926

10 December 2018

City of Alameda
2263 Santa Clara Avenue
Alameda, California 94501

RE: Support of Arts Innovation Hall Concept for the Carnegie Proposal Review Committee

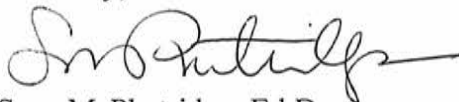
I am pleased to submit this letter of support endorsing the application submitted by Michael Sturtz for his comprehensive plan to renovate the Carnegie Building. I write today because I sincerely believe this represents a wonderful opportunity for Alameda and the many citizens who live here, knowing as I do how Michael has a track record of doing similar work in other Bay Area cities.

Michael approached me and other AUSD staff several months ago to share his vision that entailed converting the Carnegie Building into an Arts Innovation Hall. Michael affirmed his plan to design the arts programming at the new Innovation Hall to connect with our schools here in AUSD, particularly with opportunities for alignment with our Career Technical Education programs.

During my meeting with Michael, I shared the history around Alameda Unified's recent efforts to partner with the City of Alameda to establish a Community Media Center at Alameda High School that did not materialize due to unforeseen construction issues. Michael immediately embraced the idea of incorporating the goals of the Community Media Center into his plan for an Alameda Arts Innovation Hall. The proximity of Alameda High School will make building the connections with our Digital Film students incredibly easy, and therefore this alignment with our CTE programs would provide our students with the opportunity to be directly involved with the operation of the public access studio that Michael has now incorporated into his Arts Innovation Hall proposal.

Michael Sturtz is an experienced and internationally regarded entrepreneur and non-profit leader who has assembled an impressive team to renovate the Carnegie Building. He and his team have envisioned out-of-the-box programming for the community to both help create and enjoy. Michael's proposal offers an exciting vision to revive the historic building and convert it into a hub of innovation for artists, entrepreneurs, makers, and community media producers. Please know I wholeheartedly believe his proposal will help achieve the City's goals and will help create a unique space for all Alamedans to come together. I hope you will embrace his vision as I have. Please do not hesitate to contact me if you have any questions about Michael's visionary plan to renovate the Carnegie Building for the benefit and enjoyment of the public we jointly serve.

Sincerely,



Sean McPhetridge, Ed.D.
Superintendent of Schools
Alameda Unified School District



In support of Michael Sturtz RFP for the Carnegie Library

City of Alameda Carnegie RFP

To Whom it may concern,,

The Pacific Pinball Museum was given an opportunity to secure a lease for the former library. We were even finalists for a Historical Endowment grant to help raise the funds but we were not able to attain the level of private donations and capital required. Unfortunately we had to end our ENA with the city, but on the way of trying to raise awareness, money and interest I became reacquainted with Michael Sturtz, Alameda resident, founder of the Crucible whose house is 2 doors west of the former library.

Michael's interest in the Carnegie is to restore it into a public space where it could be leased for weddings, art openings, public performance, meetings with possibly a restaurant/pub in the basement. Michael Sturtz has a beautiful vision for this wonderful historical landmark. He also has many resources to bring funds into this project and complete the restoration that began over a decade ago.

I would love to see this beautiful treasure open again and want to confirm my solid support for Michael's RFP for the Carnegie. I have been involved with Michael on other projects and his commitment to a task is unyielding. His dedication to complete a project would make this gem of Alameda available to the public once more. I hope you will give him the chance to make this happen.

Sincerely,

Michael Schiess 12-13-18

Michael Schiess
Founder/Creative Director
Pacific Pinball Museum



December 16, 2018

Janet Koike
Founder &
Artistic Director

Re: Carnegie Library Project

Tina Blaine
Executive Director

To the City of Alameda:

Carolyn West
Board Chair

Board Members

Audrey Lord-Hausman
Jan Mason
Owen Rubin
Sandy Russell
Vicki Varghese

**Community
Advisory Board**

Julie Baron
Peter Fletcher
Elaine N. Fong
Jannett Jackson, PhD
Deidra Jow
Eric Kos
Donna Layburn
Michelle Nye
Ginny Parsons
Becca Perata
Charles Sullivan
Kari Thompson
Kathleen C. Woulfe

Rhythmix is pleased that the City of Alameda is moving forward with an RFP to re-develop the Carnegie Library building and re-vitalize this very important property in the heart of our downtown. Our own experience with renovating an industrial space into a community-based arts facility provides insight as to how difficult, yet meaningful, this re-development will be to our community. While our mission is to provide high quality arts experiences for all ages, adding the Carnegie Innovation Hall to the mix increases the availability of art, educational and performance spaces in Alameda and the East Bay.

Rhythmix was founded in 1999 to bring world music to thousands of school children. Since then we have expanded our mission through artistic excellence and cultural depth. To date, more than 100,000 people have engaged in a variety of arts experiences onsite at Rhythmix, through performances of world music, dance, theater, exhibits in addition to a variety of offsite public art events for the community.

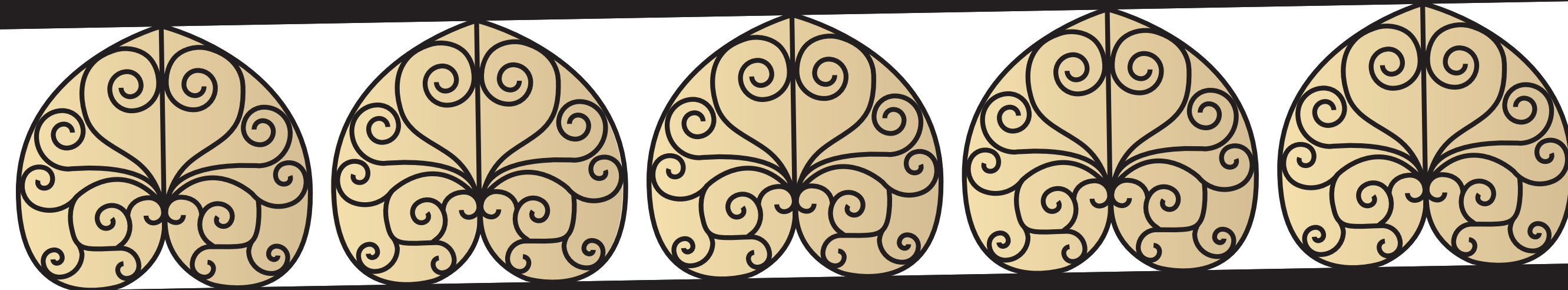
It is our hope that Carnegie Innovation Hall will bring complementary excitement to Alameda as a destination for the arts and further expand on the range of offerings that Rhythmix has pioneered. A robust program of performing arts, more spaces for makers, another environment for new ideas and technologies: all of this would provide unexpected opportunities to increase economic growth and bring more arts experiences to Alameda.

We are pleased to lend our support to this submittal by Michael Sturtz. Should this proposal for the former Carnegie Library building be accepted, we look forward to building a broader base for the arts and the possibility of cooperative ventures to benefit our neighbors in Alameda and the East Bay.

Thank you for your consideration.

Sincerely,

Tina Blaine
Executive Director
Rhythmix Cultural Works



CARNEGIE
INNOVATION HALL