

# Dance Music Therapy

April 2, 2021

Rachel Storm  
Arts & Culture Coordinator  
Urbana Arts and Culture Program  
400 South Vine St.  
Urbana, IL 61801

On behalf of Dance Music Therapy, we extend our heartfelt appreciation for being selected as a 2020 Urbana Arts Grant recipient. Our primary objective is to increase opportunities for the Urbana community to experience Dance or House Music, further the healing properties of music/dance/artistry through community relationships and provide a safe, inviting and welcoming environment in which to do so.

Unfortunately, COVID made our experience this past season very different. What makes our objectives thrive is the ability to congregate, meet new people from varying religious ideologies or ethnicities and celebrate together with music and dance; health and safety restrictions made this impossible. We did our best to “re-invent” the Dance Music Therapy experience by offering virtual events.

Please accept the remainder of this document as Dance Music Therapy’s final report.

***“I hereby certify that I am authorized to approve this Report, which serves as a Request for Reimbursement, that I have reviewed the attached invoices in the amount of \$2999.69; that all costs claimed have been incurred for the Project in accordance with the Agreement between (name of GRANTEE) and the CITY OF URBANA; that all submitted invoices have been paid; and no costs included herein have been previously submitted.”***

Again, we sincerely appreciate your partnership and hope to continue our relationship in the future.

Sincerely,

Dance Music Therapy

Mikki, Kamau, Terrance  
[Dancemusictherapy18@gmail.com](mailto:Dancemusictherapy18@gmail.com)

*MUSIC GIVES A SOUL TO THE UNIVERSE, WINGS TO THE MIND, FLIGHT TO THE  
IMAGINATION AND LIFE TO EVERYTHING.*

*PLATO*

## **Urbana Arts Grants Program 2020 FINAL REPORT**

Arts & Culture Coordinator  
City of Urbana, Community Development  
400 S. Vine St.  
Urbana, IL. 61801  
Email: [Artsgrant@urbanaininois.us](mailto:Artsgrant@urbanaininois.us)

### **GRANT AWARD FORM**

#### **APPLICANT INFORMATION**

Dance Music Therapy  
C/o Mikki Johnson (including Terrance Stevenson & Kamau Grantham)  
2121 Walters Ave. Northbrook, IL. 60062  
217.202.6455

#### **PROJECT INFORMATION**

**Project Title:** DMT Music Festivals (Mikki Johnson, Terrance Stevenson & Kamau Grantham)

#### **TOTAL AMOUNT OF GRANT FUNDS AWARDED**

\$3,000

#### **TOTAL AMOUNT OF GRANT FUNDS RECEIVED TO DATE**

\$1500

#### **GRANT PERIOD**

April 2020 – April 2021

#### **EXPENDITURE DEADLINE**

April 2, 2021

#### **DATE OF PROJECT COMPLETION**

March 2021

## POST-PROJECT EVALUATION:

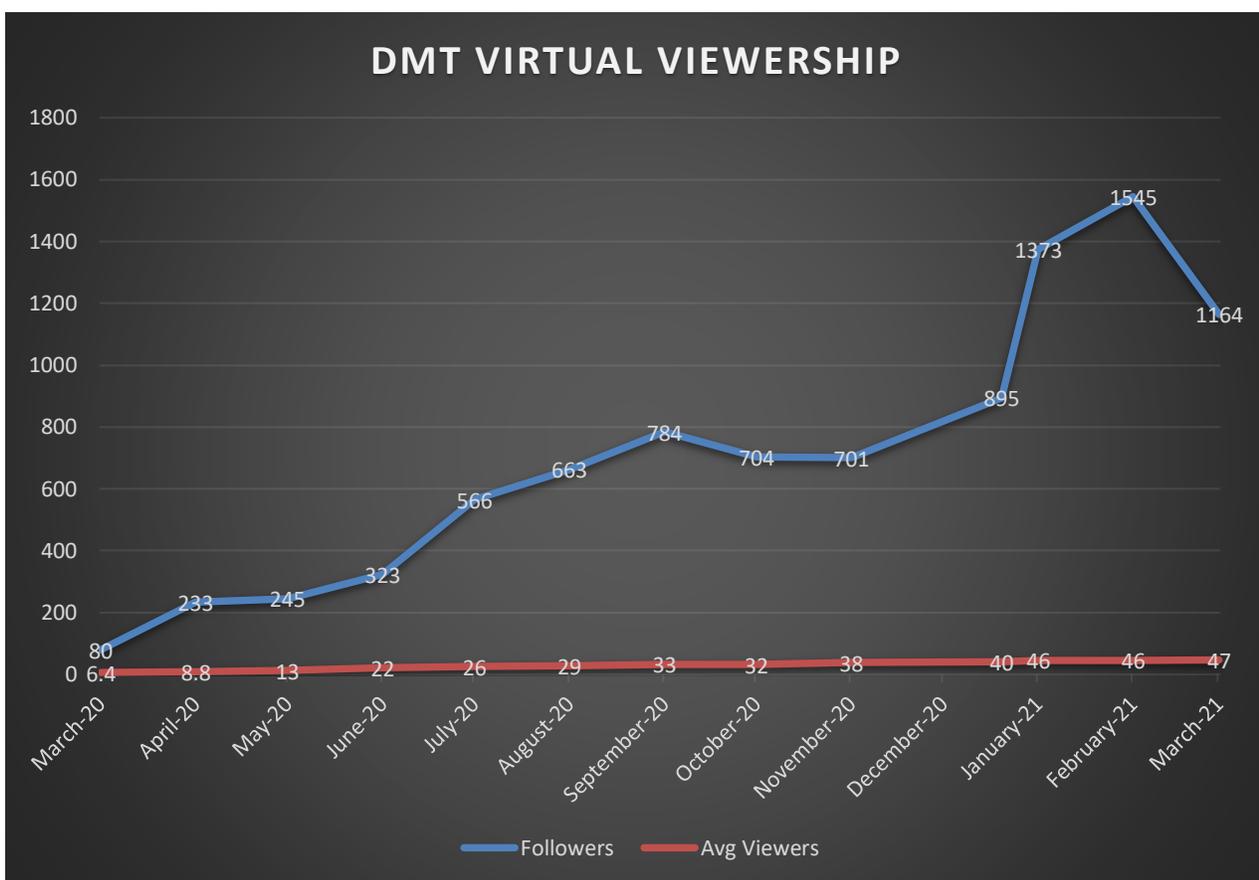
- Like all other Urbana Arts Grant Awardees, DMT spent a lot of time attempting to reconceptualize how to both deliver services and spend funds during in lieu of restrictions from the COVID pandemic. What makes DMT special, is the diverse congregation of people dancing, laughing and congregating around music – how then, do we deliver those services from home? Eventually, we realized that delivering the same/similar outcomes simply were impossible. Our traditional events at the Crystal Lake Boathouse could not be the same, but music still heals and now more than ever, people need communities to share and rejoice amongst much turmoil.
- In February 2020, Dance Music Therapy began livestreaming all of its events. Initially, we began livestreaming events on YouTube, but we experienced a variety of copyright issues and the platform was not user-viewer friendly for its creative community. The copyright issues would lead to our shows being muted or shut down completely. In seeking additional streaming platforms, information from the DJ community pointed DMT towards a platform called Twitch. Since its inception, Twitch was primarily used as a gaming platform, but because it is owned by Amazon, which has Amazon music, playing copyrighted music live was not an issue. Thus, Twitch enables DJ's to play live music without the copyright concerns on other platforms.
- In March 2020, Dance Music Therapy migrated to the Twitch platform. To evoke a larger following on the platform and offer more styles/genres of music, our initial objective was to use Twitch as a vehicle to deliver artistry not just from Dance Music Therapy, but to partner with other DJ's from the Champaign-Urbana area that might want to play in scheduled time slots during the week with us. Our thought process was to both increase viewership and to highlight the artistry of local DJ's during COVID. Unfortunately, our attempts at creating a landing spot solely for local DJ's was unsuccessful. In retrospect, we discovered some DJ's had limitations equipment, technology, interest and most important, the myriad expectations surrounding COVID – nobody expected or anticipated being secluded for a year.
- DMT was invited to become a part of a larger Dance and House Music affiliate known as Soulful House Music Collage (SHMC). SHMC is a growing group of DJ's from around the globe who play house music. The objective of SHMC is to play great music and to fortify viewership. Dance Music Therapy became partners with SHMC with only eight (8) North American DJ's playing on Twitch from Thursday to Sunday. Today, SHMC is comprised of forty (40) global DJ's each playing designated time slots on a weekly schedule.
- Our viewership has been an amazing experience. Initially, as music lovers slowly learned about Twitch, there was a slow migration to that platform. But, as more and more popular musicians and DJ's began using Twitch as their primary streaming service, the viewership increased dramatically. Twitch provides one location for global audiences and allows users to migrate from channel to channel watching DJ's whose styles they enjoy. The global

opportunity provides for a very diverse group of viewers from countries like: South Africa, UK, Brazil, Spain, Germany, Europe, Colombia to name a few. In terms of local viewership, there is not a data capture solely for that information, so we are only aware of viewers from the Champaign-Urbana community if they identify themselves in the chat room. We are proud of the viewership from the Urbana community and have many people who attend our traditional events in Crystal Lake Park, who also come rejoice in music with us online. One special facet of Twitch, has been the communities created around music and artistry. With many people distancing due to COVID, playing music for and sharing experiences together made for a needed stress-free reprieve of what was transpiring in our communities. Having a landing spot to share music, virtually enjoy others and engage other people has been much more special than any of us could have anticipated. *(See Viewership Report below)*

- In previous years, grant funding from the Urbana Arts Grant helped secure guest DJ's grant outside of Champaign-Urbana. Because of collaborative relationships with the Urbana Park District and others, our grant funds assist with artistic honorariums for DJ's and off-set expenses incurred from travel and housing. Spending grant funds in 2020 was exceptionally challenging. In the past, to ensure cost-effectiveness and tight margins, none of the Dance Music Therapy DJ's accept artistic honorariums for our DJ services provided to the Urbana community. This year, in light of how much DMT has played online and our attempts to reallocate funds, we opted to award artistic honorariums to members of DMT. Much of the equipment, services and knowledge needed to reinvent traditional DMT events to virtual experiences was already owned, so how and where to spending funding became more challenging than creating virtual experiences for viewers. *(See Fiscal Report below)*
- Although COVID restrictions were in place, DMT had some communications with Urbana Park District about live streaming events from the Crystal Lake Boathouse. We were given the green light to stream from the Crystal Lake Boathouse, which would have brought all of the members together and potentially even added some local DJ's to play as well. Unfortunately, that week in June 2020, Champaign county saw an uptick in new COVID cases, so we opted not to meet in person and continue streaming socially distanced from home.
  - Playing online became a vehicle to allow local organizations to reach out and request assistance from DMT for their events. DMT provided music for a National African American Parent Involvement Day (NAAPID) event. DMT also provided musical services for several Zoom meetings, virtual birthday parties and events. Lastly, DMT has partnered with Stacey Robinson to create a virtual artistic display of where House Music intersects with Art. The objective with this collaboration is to display unreleased art from Stacey Robinson that depicts musical artists paired with curated selections from DMT.

**VIEWERSHIP DATA:**

<u>DATE</u>	<u># OF FOLLOWERS</u>	<u>AVG. VIEWERS/MO</u>	<u>AVG. DMT HRS/WK</u>	<u>AVG. DMT HRS/MO</u>
March 2020	80	6.4	9	36
April 2020	233	8.8	9	36
May 2020	245	13	9	36
June 2020	323	22	9	36
July 2020	566	26	13	52
August 2020	663	29	13	52
September 2020	784	33	13	52
October 2020	704	32	13	52
November 2020	701	38	13	52
December 2020	895	40	11	44
January 2021	1373	46	11	44
February 2021	1545	46	11	44
March 2021	1164	47	11	44
<b>TOTAL</b>	<b>9276</b>	<b>27.66</b>	<b>10.36</b>	<b>41.43</b>



**FISCAL REPORT:**

<b>EXPENDITURES</b>	<b>TOTAL COSTS</b>
Twitch Interactive	<b>\$109.80</b>
Restream, Inc.	<b>\$219.89</b>
SHMC DJ Collective Fees	<b>\$245</b>
Guest DJ Artistic Honorarium	<b>\$200</b>
DMT DJ Artistic Honorarium	<b>\$2470</b>
<b>TOTAL</b>	<b>\$3159.88</b>

**DMT & MARKET RATE DJ INFO:**

<b><u>DATE</u></b>	<b><u>AVG DMT HRS/WK</u></b>	<b><u>AVG DMT HRS/MO</u></b>	<b><u>DJ RATE/HR</u></b>	<b><u>MARKET VALUE</u></b>
March 2020	9	36	\$100	\$3,600
April 2020	9	36	\$100	\$3,600
May 2020	9	36	\$100	\$3,600
June 2020	9	36	\$100	\$3,600
July 2020	13	52	\$100	\$5,200
August 2020	13	52	\$100	\$5,200
September 2020	13	52	\$100	\$5,200
October 2020	13	52	\$100	\$5,200
November 2020	13	52	\$100	\$5,200
December 2020	11	44	\$100	\$4,400
January 2021	11	44	\$100	\$4,400
February 2021	11	44	\$100	\$4,400
March 2021	11	44	\$100	\$4,400
<b>TOTAL</b>	<b>10.36</b>	<b>41.43</b>	<b>\$100</b>	<b>\$58,000</b>

1:57 LTE

Activity

Enter a name, email, mobile and more

Sep 2020

- Twitch Interactive, Inc. - \$4.99  
Sep 21  
Automatic Payment

Aug 2020

- Twitch Interactive, Inc. - \$4.99  
Aug 21  
Automatic Payment

Jul 2020

- Twitch Interactive, Inc. - \$4.99  
Jul 21  
Automatic Payment

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Activity

Enter a name, email, mobile and more

Nov 2020

- Twitch Interactive, Inc. - \$4.99  
Nov 21  
Automatic Payment

Oct 2020

- Twitch Interactive, Inc. - \$4.99  
Oct 21  
Automatic Payment

Sep 2020

- Twitch Interactive, Inc. - \$4.99  
Sep 21  
Automatic Payment

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Activity

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Feb 2021

- Twitch Interactive, Inc. - \$4.99  
Feb 21  
Automatic Payment

Jan 2021

- Twitch Interactive, Inc. - \$4.99  
Jan 21  
Automatic Payment

Dec 2020

- Twitch Interactive, Inc. - \$4.99  
Dec 21  
Automatic Payment
- Twitch Interactive, Inc. - \$19.95  
Dec 16  
Automatic Payment

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Activity

Enter a name, email, mobile and more

Mar 2021

- Twitch Interactive, Inc. - \$19.95  
Mar 29  
Automatic Payment
- Twitch Interactive, Inc. - \$4.99  
Mar 21  
Automatic Payment

Restream, Inc.

Receipt from Restream, Inc.

**\$19.00**

Paid March 31, 2021

Download invoice | Download receipt

Receipt number	2635-7357
Invoice number	C56006FB-0001
Payment method	VISA - 5907

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Receipt #2635-7357

MAR 31 - APR 30, 2021

Standard	\$19.00
Qty 1	
<b>Total</b>	<b>\$19.00</b>
<b>Amount paid</b>	<b>\$19.00</b>

Questions? Contact us at [billing@restream.io](mailto:billing@restream.io)

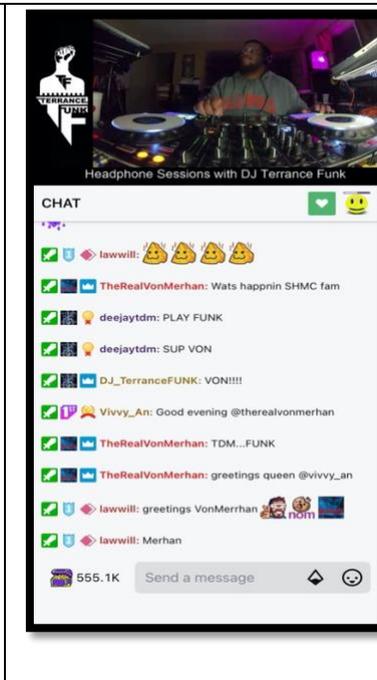
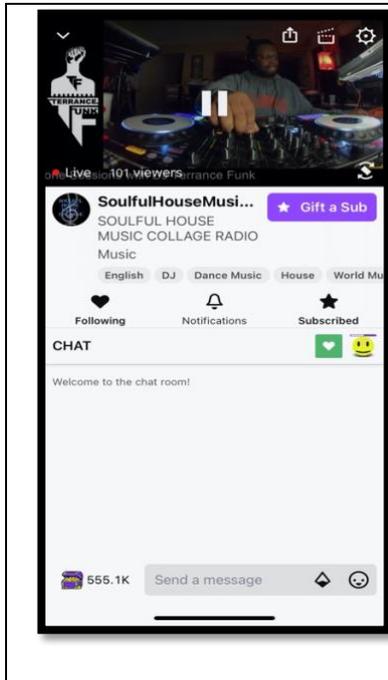
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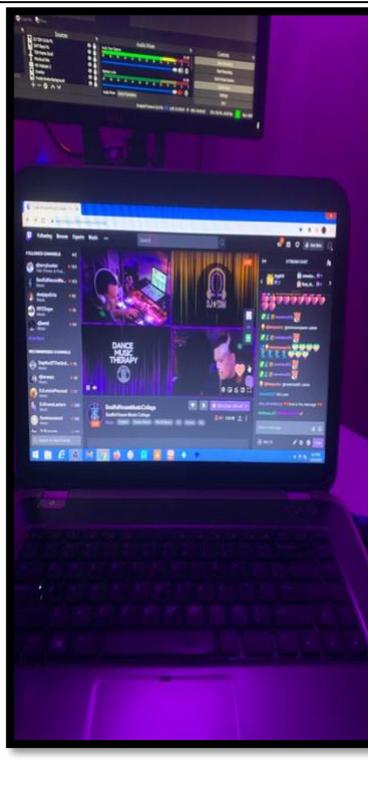
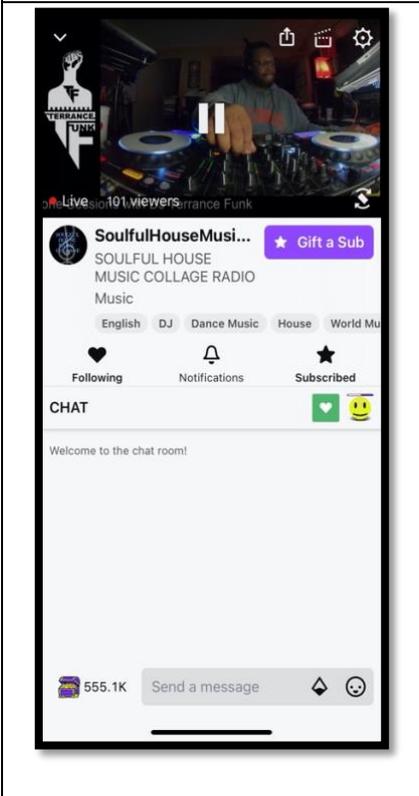
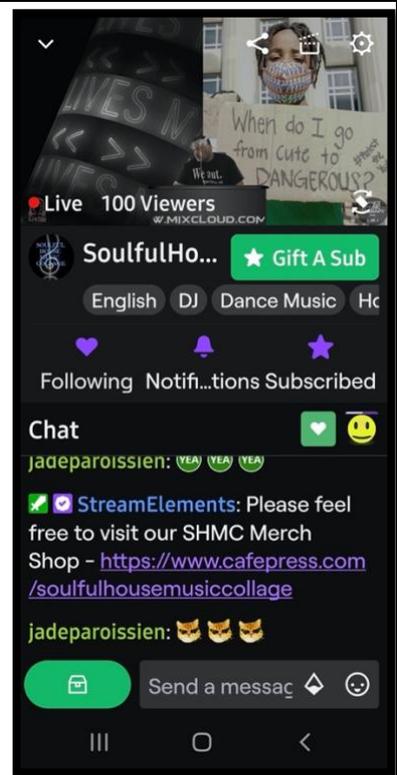
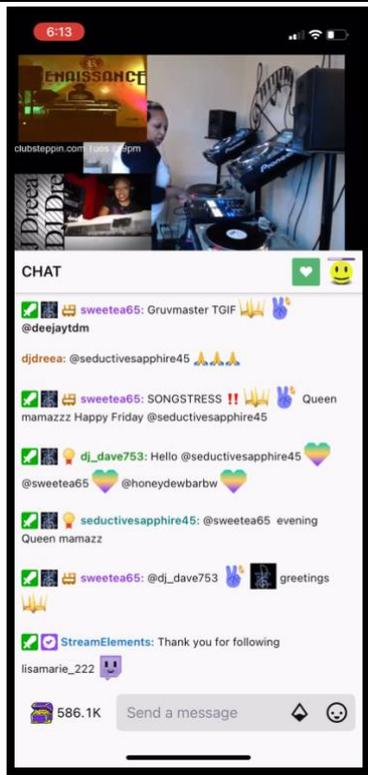
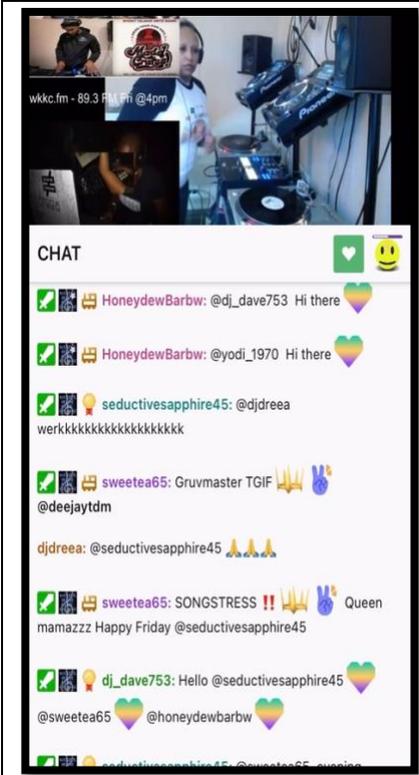
Activity

Enter a name, email, mobile and more

PROJECT DOCUMENTATION:











Headphone Sessions with DJ Terrance Funk



Headphone Sessions with DJ Terrance Funk



Headphone Sessions with DJ Terrance Funk