

# FRIENDS BY CHANCE HRVST HOUSE L.L.P. X BAD HABIT MEDIA L.L.C

Hrvst House LLP | 6201 46th Ave S Seattle WA 98118 | State of Incorporation: WA  
Jordan Butler | Jordan@hrvsthouse.com | (513)504-5708

Bad Habit Media LLC | 6705 32<sup>nd</sup> Ave NW Seattle WA 98117 | State of Incorporation: WA  
Lorenzo Rossi | Lorenzo@badhabit.media | (206)617-0527

October 25<sup>th</sup>, 2021

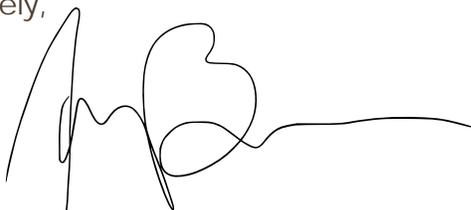
Marc Jones  
Seattle Center Executive Office  
305 Harrison Street  
Suite 215  
Seattle WA98109

Dear Marc Jones:

As the Seattle Community grows so does the need for intentional spaces and events to center and build true community with each other. This need for connection is present in all of us and especially present for artists of color. These artists are here and striving for spaces to showcase their work and connect with other creatives. The reality is, however, that there is a lack of infrastructure for these folks, artists and producers alike, to work together sustainably in Seattle.

For a community and city as dynamic and expansive as this, a resource to encompass it should be just as dynamic. We believe bumbershoot can be this resource and this space. Through a partnership with Friends by Chance, Bumbershoot can have year-round content and programming that includes all elements of the arts, digital media and space activation.

Sincerely,

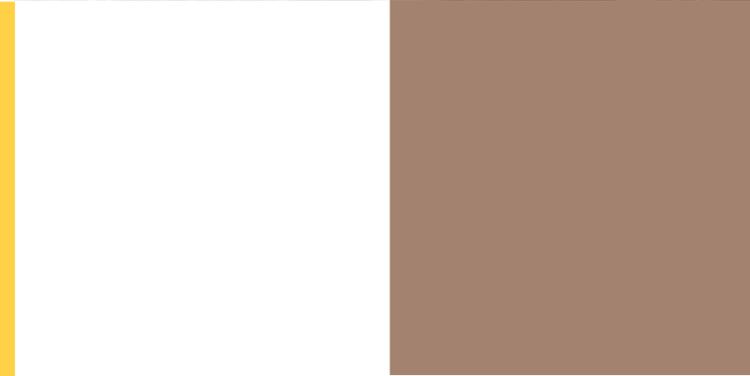
A handwritten signature in black ink, appearing to be 'Lorenzo Rossi', with a long horizontal line extending to the right.

Friends By Chance  
Hrvst House L.L.P. x Bad Habit Media L.L.C

Hrvst House x Bad Habit Media

# ***FRIENDS BY CHANCE***

**Bumbershoot RFP**



# EXECUTIVE SUMMARY

## The Need for Community

As the Seattle Community grows so does the need for intentional spaces and events to center and build true community with each other. This need for connection is present in all of us and especially present for artists of color. These artists are here and striving for spaces to showcase their work and connect with other creatives. The reality is, however, that there is a lack of infrastructure for these folks, artists and producers alike, to work together sustainably in Seattle.

For a community and city as dynamic and expansive as this, a resource to encompass it should be just as dynamic. We believe bumbershoot can be this resource and this space. Through a partnership with Friends by Chance, Bumbershoot can have year-round content and programming that includes all elements of the arts, digital media and space activation.



# EXECUTIVE SUMMARY

## The Solution

“Friends by Chance” is a landing base for artists of color that combines two Seattle based production companies positioned at the nexus of talent, content, film, and live events. Hrvst House focuses on creative consulting, film production, and space activations. Bad Habit specializes in digital marketing, producing creative and engaging content with a focus on highlighting local BIPOC artists and small businesses. We both believe the key to sustainability in Seattle’s creative scene is through emerging conversation and community. Friends by Chance will create opportunities for the storytellers, emerging artists, and production teams to advance culture through visual arts and community events at Bumbershoot.

Friends by Chance will use its extensive network of artists, creative directors, and production teams to create an ongoing media campaign that centers the community and artist to activate the Bumbershoot Festival and Seattle area. Friends by Chance will do this by producing the following over the first half of 2022 →





## Social Media

An extension of the website with exclusive, feed-ready content promoting the mission and movement.



## Website

A hub for FxC content and sustainable anti-racism resources



## Interview Series

Intimate & candid conversations with BIPOC artists and entrepreneurs providing a nuanced insight into the BIPOC experience in Seattle's creative scene.



## Events

An in-person concert featuring a lineup of local BIPOC artists, food trucks, and other vendors. Uplifting, positive, celebratory.



## Artist Performances

Next level performance videos highlighting the excellence and diversity of Seattle's BIPOC music scene.



## Merchandise

FxC partners with local Black-owned clothing companies to produce merch to support the mission. We can create and put out a special edition bumbershoot line to increase excitement for the upcoming events.

# ***HRVST HOUSE***

Hrvst House's mission is to help provide strategic and creative services to clients interested in creating a cultural footprint. We emphasize a collaborative approach when producing films, events, and services for our clients. We work closely with innovative artists in our local and international community to create work that is experiential and engaging.

# ***BAD HABIT MEDIA***

Bad Habit Media is a Seattle-based creative agency specializing in social content production. Our mission is to make social media a better place by producing creative and engaging content with a focus on highlighting local BIPOC artists and small businesses.

# ***FRIENDS BY CHANCE***

Hrvst House x Bad Habit Media

## ***FULL LIST OF SERVICES***

**Film** : DP, Producer, Director, Editing, Color, Lighting, Writing,

**Event & Space Activation:** Production, Venue Booking, Creative Direction, DJ,

**Design Services** : Graphic Design, Apparel, Wholesale Merchandising, Logos, Signage, Branding Strategy, Digital Content, Concept Development, lighting design

**Audio:** Mixing, Mastering, Recording,

# ***THE PLAN***

# WEBSITE

## FriendsbyChance.com

### Concept

A hub for content and sustainable anti-racism resources

- Content gallery and schedule
- Newsletter/blog that promotes local artists and entrepreneurs
- Accept submissions and research as well (resources, press releases, etc.)
- BEAUTIFUL & ACCESSIBLE Credits list of BIPOC creatives

### Contribution

The website will establish the brand partnership between Friends by Chance and Bumbershoot to create a sustainable landing page for year round branded activities and content.



Previous Project: Shelter Fest



# ***SOCIAL MEDIA CAMPAIGN***

**@FriendsxChance**

## **Concept**

- Visual artist highlights (carousel posts)
- Anonymous stories from BIPOC creatives sharing their experience living and working in Seattle
- Content countdowns
- Impact posts showcasing the importance and effects of our efforts



## **Contribution**

Social media campaign will reflect cultural diversity of the Seattle region, and appeal to the broad range of ages, including children, families, teens, and seniors.

# INTERVIEW SERIES

@FriendsxChance

## Concept

Intimate & candid conversations with BIPOC artists and entrepreneurs providing a nuanced insight into the BIPOC experience in Seattle's creative scene. These short form videos will challenge the idea that there is a simple solution to systemic racism.

- What has changed since last year?
- What are the lasting impacts of the 2020 uprisings for Black lives?

## Contribution

Social media campaign will reflect cultural diversity of the Seattle region, and appeal to the broad range of ages, including children, families, teens, and seniors.



# ARTIST PERFORMANCES

[FriendsbyChance.com](https://www.friendsbychance.com)

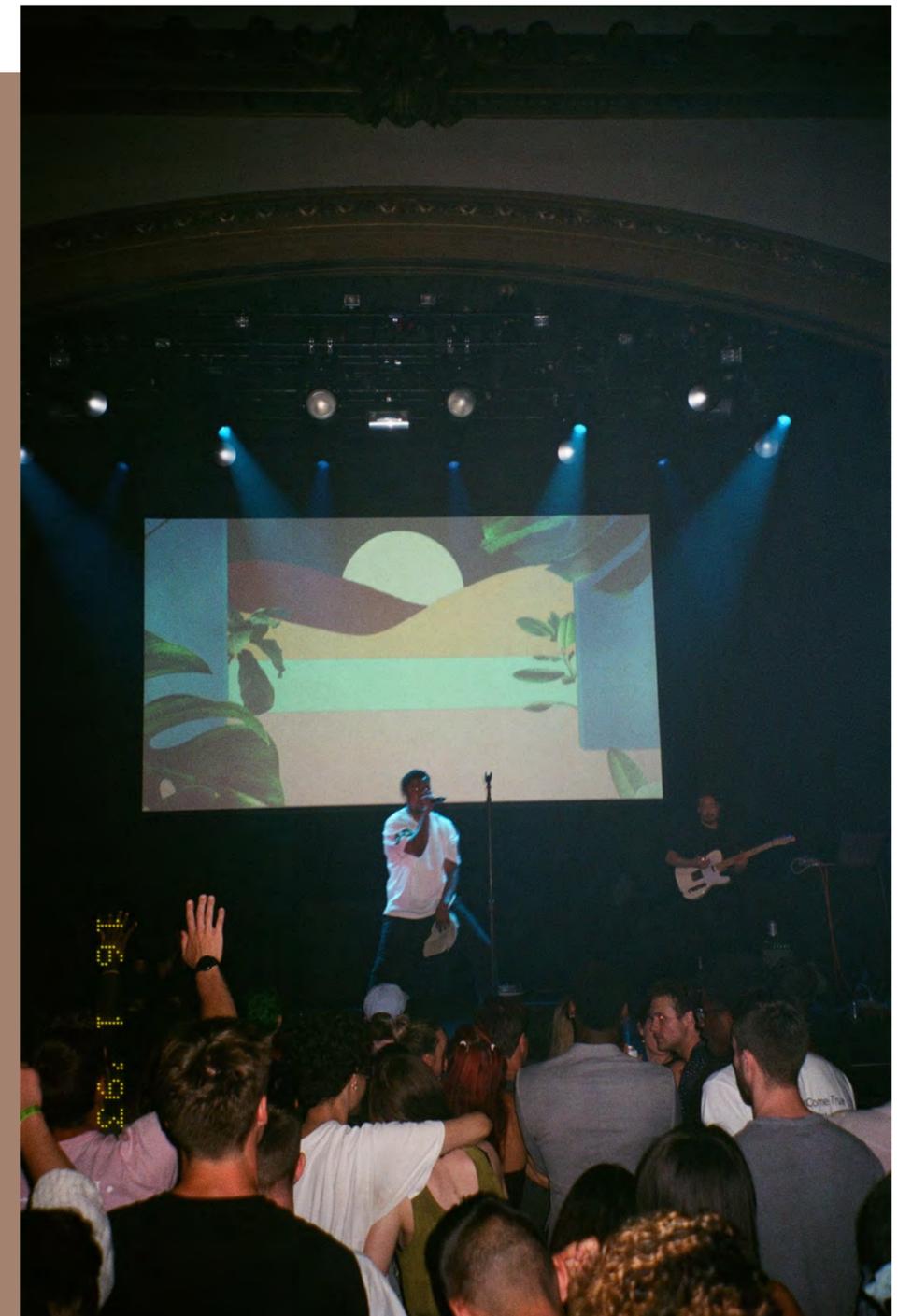
## Concept

Performances will highlight the excellence and diversity of Seattle's BIPOC music scene. Performances would be held throughout the year to engage community. One free show held in partner with our non-profit networks will be held during the weekend of Bumbershoot.

- 4-5 performances leading up to; 20-30min, 50-100 attendees
- 1 Free performance; 40-60min set, 200 - 300 attendees
- Venues: The Grocery, Avast studio, Mead St. Studio, Seward Park, Jimi Hendrix Park, Seattle Center venues, Golden Gardens,

## Contribution

Through live performances FxC will be able to incorporate free programming and ensure opportunities for all to access arts' activities. Volunteer opportunities for access.



# ***AFTER-HOURS EVENTS***

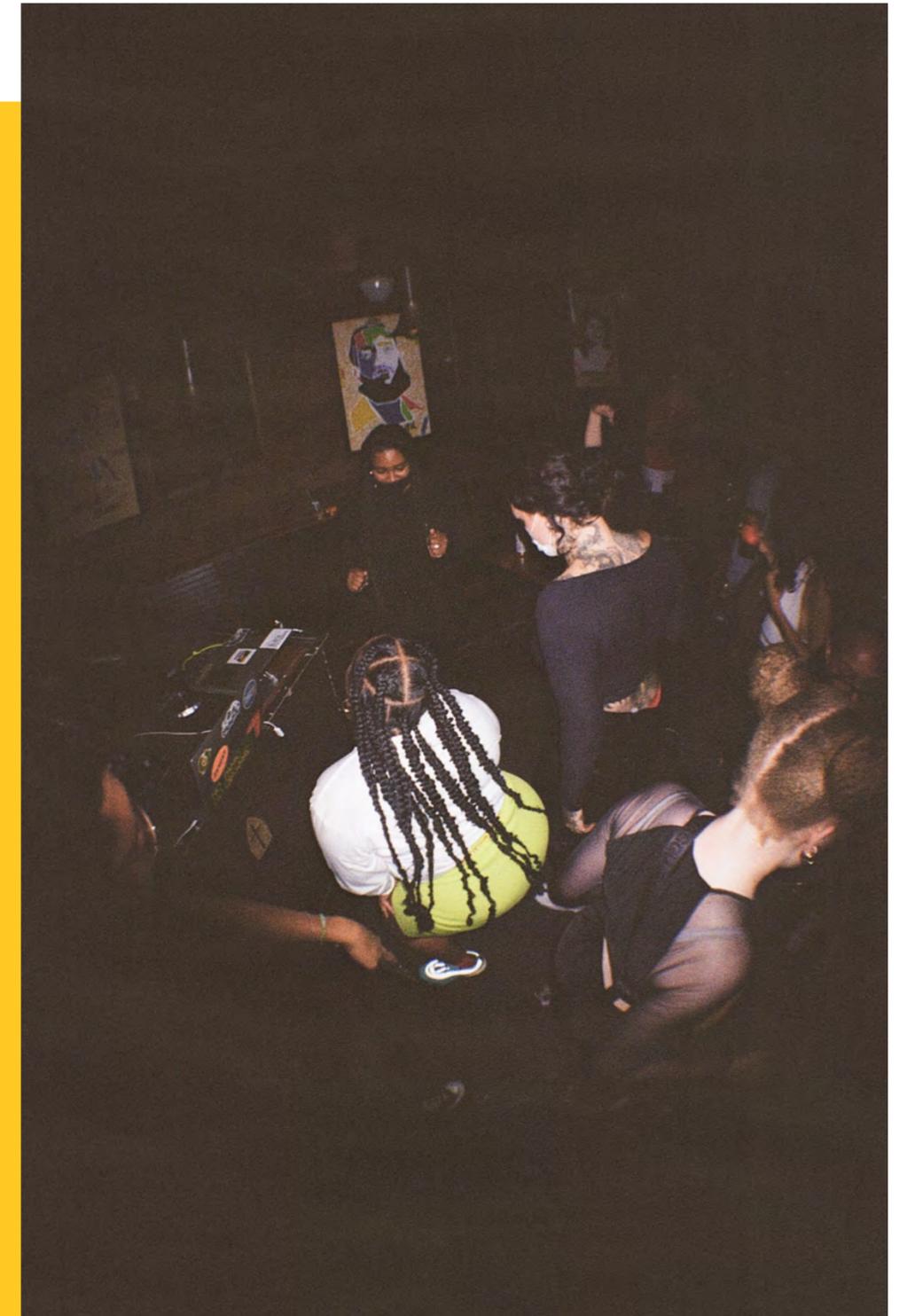
## **Concept**

During the weekend of Bumbershoot, Friends by Chance will host a series of after party events in partnership with event host throughout the city. The parties will span across various DJs, music genres, and venues across the city. The after parties will supplement the various acts and artist performing during the Festival and cater to Seattle's unique and growing after hours scene.

- Event host : pm.Seattle, Trophouse, South Park Collaborator, Sway n' Swoon Collective, Juice Club, Alma Mater
- Venue Spaces : Seattle Center Armory , Kremwork, Photon factory, Georgetown Steam Plant.

## **Contribution**

Expands upon Seattle's growing late night culture and will bring in a diverse crowd of attendees. Will include attendee from Seattles longstanding underground scene.



# ***MERCHANDISE***

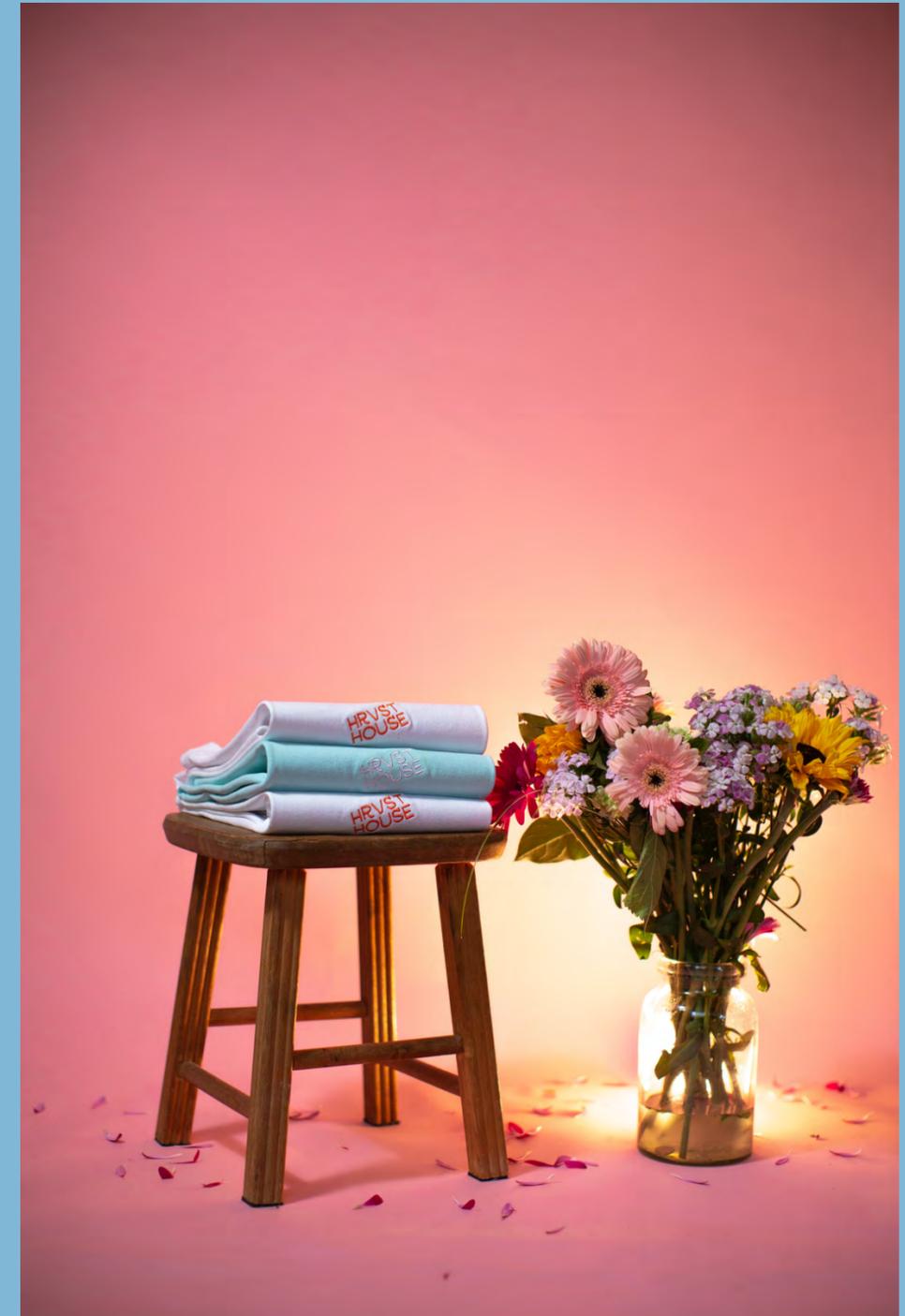
## **Concept**

Friends by Chance will partner with local POC clothing companies to unique merchandise that captures the unique experiences of the festival.

- Hands-off approach: giving designers conceptual direction and autonomy
- Minimal logos
- These would be sold online & in person (at the events)

## **Contribution**

Through live performances FxC will be able to incorporate free programming and ensure opportunities for all to access arts' activities. Volunteer opportunities for access.



# Friends by Chance Timeline

## Schedule

### Nov. - Dec.

- Register Friends by Chance LLC in WA
- Set up Friends by Chance bank account
- 

### Jan. - Mar.

- First disbursement of funding
- Filming for interviews begins
- Venues confirmed.
- All partners, Djs, and performing artists confirmed.

### Apr. - Jun.

- Second disbursement of funding
- Event production and Creative teams booked, and paid.
- Venues paid.
- Social Media Campaign Begins.
- Merchandise production begins

### Jul. - Aug.

- Merchandise finished.
- Merchandise Branding Campaign Begins.

### Sept. 2 -5th

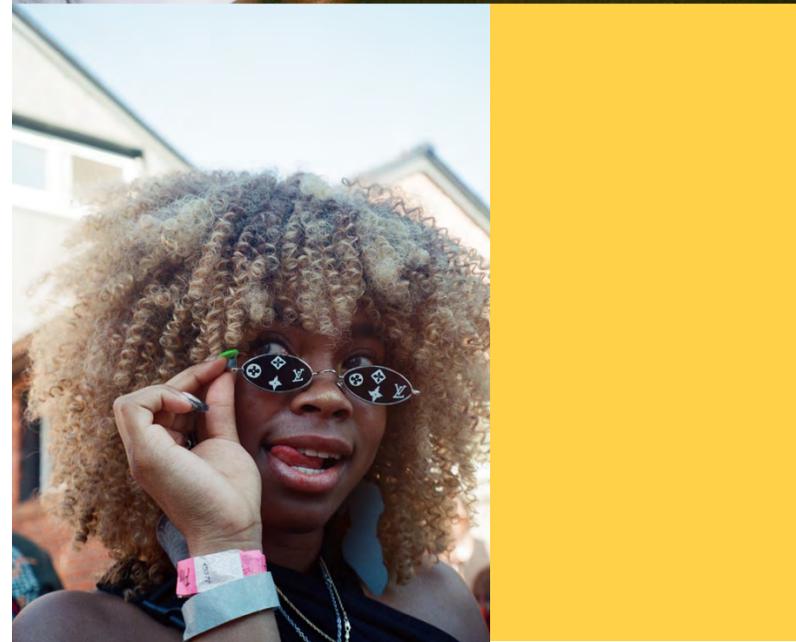
- Sept 2nd - First after-hours event
- Sept. 3rd - 2nd after-hours event
- Sept. 5th - Free Public artist performance
- September 6th- Final funding distribution

# ***FINANCIAL CONDITION***

Friends By Chance will be funded primarily through donations from organizations and individuals who are committed to investing in the local BIPOC creative community. We are looking to secure funding from

In the early stages of the COVID-19 pandemic, members of our core team led a successful fundraising campaign for Shelter Fest Seattle, securing over \$53.4k in in-kind donations along with \$18.8k in unrestricted funding. The team used these resources to produce a two-day online music festival supporting local Black artists and restaurant owners in the greater Seattle area.

Over the past 3 years, Bad Habit Media & Hrvst House have delivered over 20 creative campaigns with a cumulative budget of over \$200k.



# ***PARTNERS & REFERENCES***

## **Partners**

- **Wonder Camp**
- **Mili Agency**
- **Color Creative**
- **Converge Media**
- **Guayaki Yerba Mate**
- **Grail**
- **KEXP**
- **CUT**
- **South Seattle Emerald**
- **Aisle4**

## **Venues**

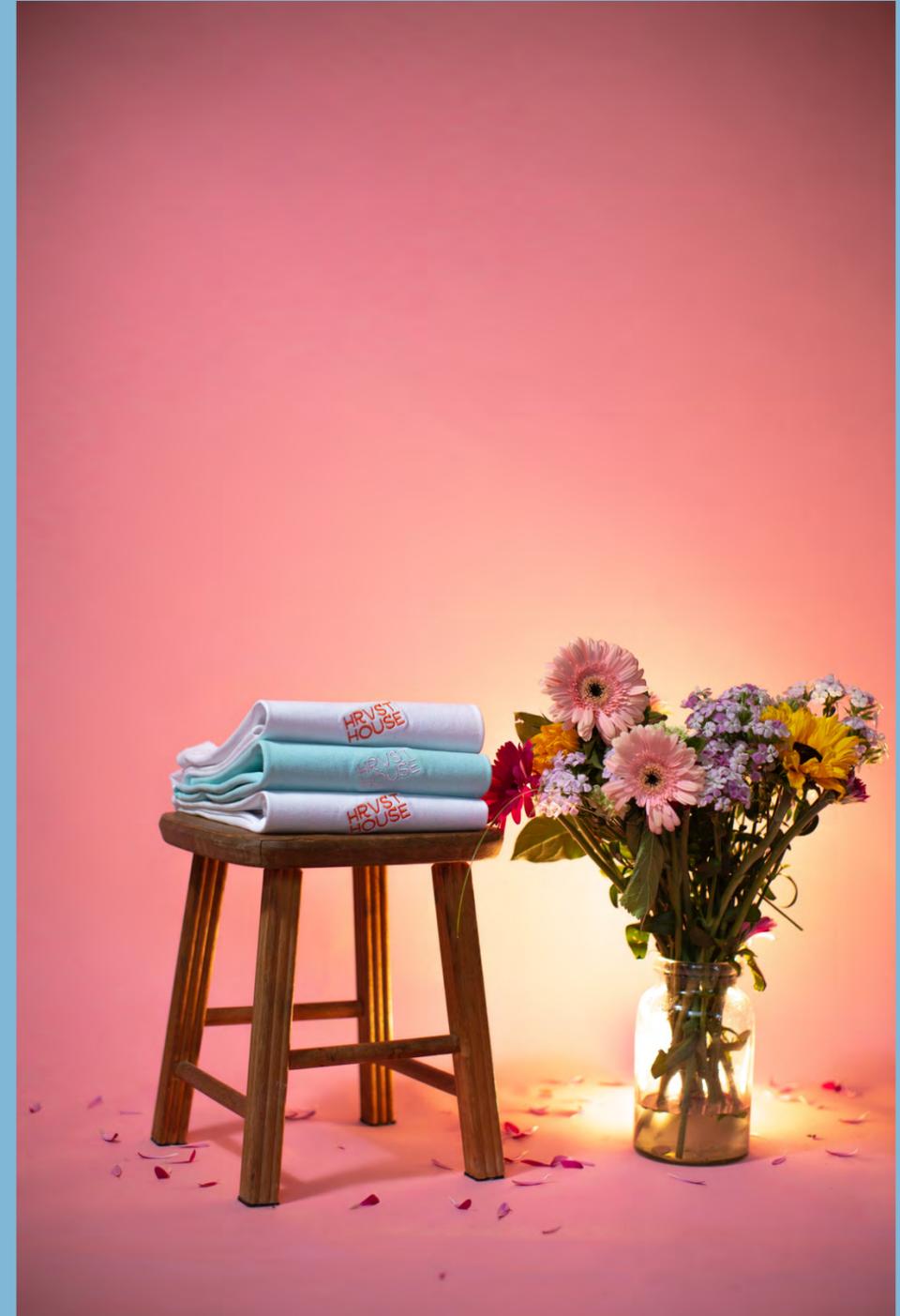
- **The Station**
- **The Grocery**
- **Clockout Lounge**
- **The Crocodile**
- **Timbre Room**
- **Havana**

## **Non-Profit**

- **Alliance for a Healthy Washington**
- **Choose 180**
- **WA-Bloc**
- **4Culture**
- **Rainier Vally Coalition**
- **Allied Arts Foundation**
- 

## **References:**

- **Janet Galore (The Grocery):**  
janetgalore@live.com
- **Sean Good (Choose 180) :**  
sgoode@choose180.org
- **Davis Goslin (Wondercamp) :**  
davis@wondercamp.co



# ***ANTICIPATED BUDGET***

## **Budget Short-list**

• Principal Photography Total	\$42,900.00
• Post-Production Total	\$13,160.00
• In-person Concert Total	\$70,000.00
• Creative Total	\$66,000.00
• Contingency	\$12,206.00
<hr/>	
Total Cost	\$204,266.00

***THANK YOU!***

