

## Actor Enrichment Initiative

**I. Proposal Abstract**

In applying for this mini grant, I seek funding for a general dusting of enrichment across my acting career. In a world that relies progressively more upon technology by the day, I endeavor to apply the notion of digital presence to my growing acting career by purchasing the domain **veronicaseguin.com** and subsequently hosting that website through WordPress. In the realm of Musical Theatre enrichment, I hope to purchase a longer-lasting and better-quality pair of character shoes from LaDuca Shoes for dancing in anticipated summer and future productions.

**II. Merit Qualifications**

I am a second-year drama major who has been acting, singing, and dancing for 13+ years. I have been professionally coached in all three spokes of the triple threat wheel, taking a variety of dance classes to include tap, jazz, ballet, and contemporary for 10 years, acting lessons for 5 years, and voice lessons for 5 years. At UVA, I've had the privilege to perform in First Year Players' productions of *Pippin*, *Anything Goes*, Shakespeare on the Lawn's *Romeo and Juliet*, and now, the Drama Department's production of *25<sup>th</sup> Annual Putnam County Spelling Bee*. I also co-chair the Arts Committee of Student Council, planning such programs as Arts Networking Nights and Student Art Galleries. Junior year of high school, I qualified for the International Thespian Festival with my monologue package and won the highest honors (Superior) from all 3 adjudicators. As a senior in high school, I won two, audition-only performing arts scholarships, competing with prospective performing arts majors from all of the Hampton Roads high schools. That same year, I auditioned for 40+ colleges at the Virginia Theatre Association's college conference and received callbacks from programs to include the American Shakespeare Center and New York Film Academy. In full confidence, I can say I am proud to represent the University of Virginia's Drama Department as an aspiring actor, and hope that my enrichment initiative will facilitate my future networking endeavors with industry professionals.

**III. Financial Need Qualifications**

As the daughter of two army veterans, the challenges and character-building exercises accompanying financial responsibility were made apparent to me from an early age. Both of my parents attended the United States Military Academy in West Point, NY. As alumni of an all-expenses paid institution, my parents' favorite pastime involves casually boasting and reminding their four children that, just as they earned scholarships and a debt-free opportunity, they expect their children to front the entirety of their college tuition. To make a long-story short, here I stand, the oldest of the four children, facing the elusive frontier of college tuition, scholarships, and cosigning my own student loans. I am more than appreciative of my parents' sacrifices and their parenting decisions, and this one in particular, is a lesson I believe all young adults should learn. I am a financially-independent 19-year-old with a holistic understanding of budgeting, retirement savings, and credit scores. Nevertheless, I recognize that the words "financially stable" and "actor" are not on speaking terms. In pursuit of an acting career, I seek funding from the Miller Arts Scholars Fund to enrich my growing acting career.

#### **IV. Project Narrative**

This project is a general update of my acting career and a step closer to professional fulfillment. I, Veronica Seguin, want to replace my cheap, worn character shoes with a pair of higher quality, longer-lasting LaDucas that will provide better arch support and facilitate figure lengthening. I am in a musical at least once a semester, and I've had to purchase 3 pairs of character shoes in my time at UVa already. All of these pairs have been Bloch or Capezio, but they were under \$60 and rather cheaply made. I've been wanting to invest in LaDucas for a while, but never found room in my budget to fund such a purchase. Additionally, I want to bolster my digital presence as an actor by purchasing the domain name **veronicaseguin.com** and hosting a personal website on WordPress. I have waited long enough to create a portfolio website, and I am eager to use it for advanced personal marketing and networking in the future.

##### **a. Objectives**

- i.** Purchase domain name **veronicaseguin.com** and host website on WordPress for professional networking purposes.
- ii.** Purchase LaDuca Character Shoes that will last longer, look better, and suggest heightened dance skill upon first impression in professional audition settings.

##### **b. Significance**

- i.** My personal website will stand as a digital resume and artistic portfolio to host my contact information and film/theatre demo reels. I want my personal website to be a landing page for future employers to learn the essence of my cinematic and theatrical work while simultaneously increasing my Google click interactions to continue marketing myself and positively increase my digital presence. As a technologically-challenged individual, I am confident in WordPress' stellar reviews, my peers' recommendations, and its user-friendly interface to create an aesthetically-pleasing personal professional website.
- ii.** LaDuca Character Shoes are the most popular dance shoemaker for Broadway productions and aspiring actors alike. I've wanted a pair of LaDucas since high school, but I have waited for my feet to stop growing to finally invest in a pair of Italian leather dance footwear. I am fed up with buying character shoes every six months just for the next pair to fall apart from lacking high quality materials and assembly techniques.

##### **c. Project Execution**

After purchasing the domain name **veronicaseguin.com** from GoDaddy, I will create and host my website through WordPress. Rated the best hosting website self-promotion and DIY website creation, WordPress provides customizable templates along with a user-friendly interface for people like me. Unlike other hosting platforms, WordPress supports multimedia display to include YouTube videos, PDF documents, and photo albums. Using this platform, I will upload

my current resume, headshots, show promotion pictures, YouTube performance reels, and contact information all in one concise landing page for my future employers. In alignment with show business industry standards and a global sustainability initiative to reduce the carbon footprint of paper business cards and resumes, I am confident in my design abilities and potential with WordPress. Because the purpose of my website creation is to increase personal and digital interactions, I will conduct monthly statistics of website views, interactions, and YouTube video views for my outcome report to show tangible results of my increased digital presence.

As for the LaDuca Character Shoes, I will devote 3 hours a week to studio rehearsal time not only to break in my new shoes, but also to expand my performance demo reel with dance videos. As of right now, my demo reel consists of mostly film and vocal videos, but in order to present my musical theatre reel properly, I need to include more dance videos; specifically, musical theatre-style videos performed in character shoes. These reel videos will then be uploaded onto my website.

#### d. Detailed Budget

<b>Expenses for Actor Enrichment</b>			
<b>Item</b>	<b>Cost per Unit</b>	<b>Useful Life</b>	<b>Total</b>
LaDuca Character Shoes: <a href="#">Veanne 3" Soft Sole</a>	<b>\$268.50</b> (with tax)	-	<b>\$268.50</b>
GoDaddy Domain	<b>\$1.99</b> (first year)	-	<b>\$1.99</b>
	<b>\$17.99</b> /year (renewal after first year)	2 years	<b>\$35.98</b>
WordPress Website Hosting	<b>\$8.99</b> /month	24 months	<b>\$215.76</b>
		<b>TOTAL</b>	<b>\$522.23</b>

\*I am aware that the mini grant cannot exceed \$500, but I plan to subsidize the remainder of the expenses given that I receive funds from Miller Arts to curb my costs.