



THE BECTON

International Black Theatre & Arts Consortium

BRAND OVERVIEW (INTERNAL & EXTERNAL USE)

DESIGNED & PRESENTED BY WILD MONKEY®

BE SEEN. BE HEARD. BE LOUD!



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step in.

The
BECTON

ACTING OUT THE CHANGE

The Becton Takes Center Stage

VERSION 2.0

step in.

The
BECTON
INTERNATIONAL
BLACK THEATRE & ARTS CONSORTIUM

step in.



The BECTON

VISION

Racial Representation, Revitalization & Redevelopment through ARTS Entertainment and Education.

MISSION

The Becton, will through the lens of diversification, produce original artistic expressions, exercises, and experiences of the underrepresented BIPOC & disenfranchised communities, thereby cultivating a new sense of culturally conscious connectivity guided by the tenets of Representation, Rehabilitation, & Redevelopment on the foundations of ARTS Entertainment and Education.


step in.



CONSORTIUM

The Becton acts as an arts consortium, a collaborative organization that unites artists, creatives, and arts organizations to promote and advance the arts. The Becton facilitates artistic collaborations, engages the community, and advocates for the transformative impact of the arts in society.

step in.

A black and white close-up portrait of Nina Simone. She is looking directly at the camera with a serious expression. Her right hand is raised to her face, with her index finger pointing towards her temple. She is wearing several rings on her fingers, including a large, ornate ring on her ring finger. The lighting is dramatic, highlighting her facial features and the texture of her skin.

**"AN ARTIST'S
DUTY, AS FAR
AS I'M
CONCERNED, IS
TO REFLECT
THE TIMES."**

~Nina Simone

THE BECTON

Where Art Becomes Truth

As an arts consortium dedicated to redefining the cultural landscape, The Becton firmly believes in the transformative power of art as a reflection of truth. With a collaborative framework that embraces diverse artistic expressions, The Becton amplifies the voices and stories of underrepresented communities, bringing their truths to the forefront. Through visual arts, performing arts, dance, music, film, and more, artists within The Becton have the freedom to authentically express themselves and explore the depths of human experience. By nurturing and supporting artists, The Becton creates an environment where truth is celebrated, boundaries are transcended, and understanding is fostered. Join us on this journey as we inspire, educate, and uplift individuals and communities through the universal language of art."

step in.

The
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WHO IS BECTON?

Becton, James Edward

VERSION 2.0

step in.

BECTON, JAMES EDWARD

AEA SAG AFTRA, U.S.A. Vet. - Aliases: J.B. - J.B. Becton - Becton - James Edward Becton III

Born in Buffalo, NY. Reared in Niagara Falls, NY.



James Edward Becton III (2006-Present)

A Man of Intellect, Logic and Reason - A Storyteller - A Veteran - A Mentor - An Educator - An Activist - A Visionary
Continued career as an Actor. Working a lot. Sick and tired of being sick and tired of racism. Turning complaints, pain, and frustration into action. Creating Change. Being the Change. Is Change.

step in.

BECTON, JAMES EDWARD

J.B. (1974-1997)

Spent more time away from his mother than with. He found a sense of self, existence, & freedom through performance art. Acting. Singing. Dancing. Emoting. He emancipated himself at 15. Experienced racism.

J.B. Becton (1997-2002)

Opted out of the Marines to attend Niagara University as the Black Man. Dabbled in Psychology. Majored in Performance Arts. Declined Alvin Ailey. Received BFA. Toured. Summerstocked. Moved to New York City. Auditioned a lot. Worked a lot. He ran away to find himself as a man and a meaning. He experienced racism.

Becton (2002-2006)

Joined the United States Army. Tested into Psychological Operations, was assigned Chemical Corp. Found he was an expert rifleman. Performance found him in the guise of the 2004 Soldier Show. He received the Volunteer Service Medal. Experienced racism.

step in.

The BOGTOWN



^{The}
BECTON

BREAKING THE FOURTH WALL

Unveiling the Representation Gap

VERSION 2.0

step in.



LACK OF REPRESENTATION IN THE PERFORMING ARTS

The performing arts industry has long struggled with a lack of representation, particularly for BIPOC (Black, Indigenous, and People of Color) communities.

This underrepresentation limits diverse voices, experiences, and narratives on stage, hindering cultural inclusivity and depriving audiences of varied perspectives.

step in.




DISENFRANCHISEMENT OF BIPOC COMMUNITIES

BIPOC communities face social and economic disparities, leading to limited access to artistic opportunities and resources.

This disenfranchisement perpetuates the cycle of underrepresentation and restricts the growth and cultural impact of these communities within the performing arts landscape.



A black and white portrait of Kehinde Wiley, a Black man with a short haircut, looking slightly upwards and to the left. He is wearing a dark suit jacket over a dark shirt. The background is a blurred, light-colored pattern of leaves and branches. A black rectangular box with white text is overlaid on the left side of the image.

**"ART IS ABOUT CHANGING
WHAT WE SEE IN OUR
EVERYDAY LIVES AND
REPRESENTING IT IN SUCH
A WAY THAT IT GIVES US
HOPE."**

~Kehinde Wiley



ACCESSIBILITY BARRIERS IN THE ARTS INDUSTRY

Accessibility to the performing arts is hindered by various barriers, including financial constraints, limited educational programs, and geographic disparities.

These barriers disproportionately affect marginalized communities, further widening the gap in participation and engagement with the arts.

THE BECTON'S RESPONSE

The Becton recognizes these challenges and is committed to redefining the cultural landscape by addressing the lack of representation, disenfranchisement, and accessibility barriers in the performing arts.

Through our innovative and inclusive approach, we aim to break down these barriers and create opportunities for underrepresented voices to thrive and be heard.

The
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UNIQUE VALUE PROPOSITION

**Empowering Voices & Driving Change
Through The Arts**

VERSION 2.0

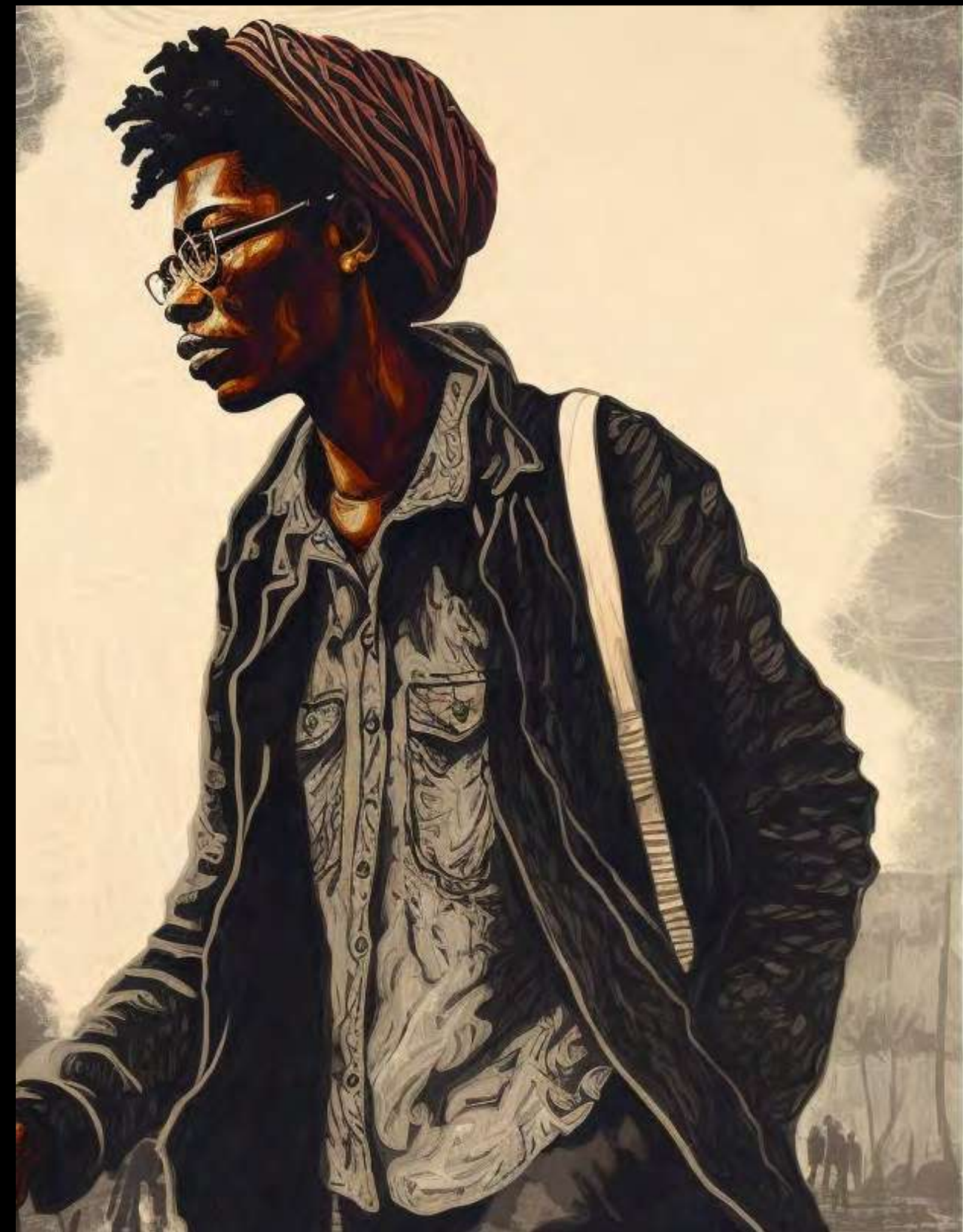
step in.



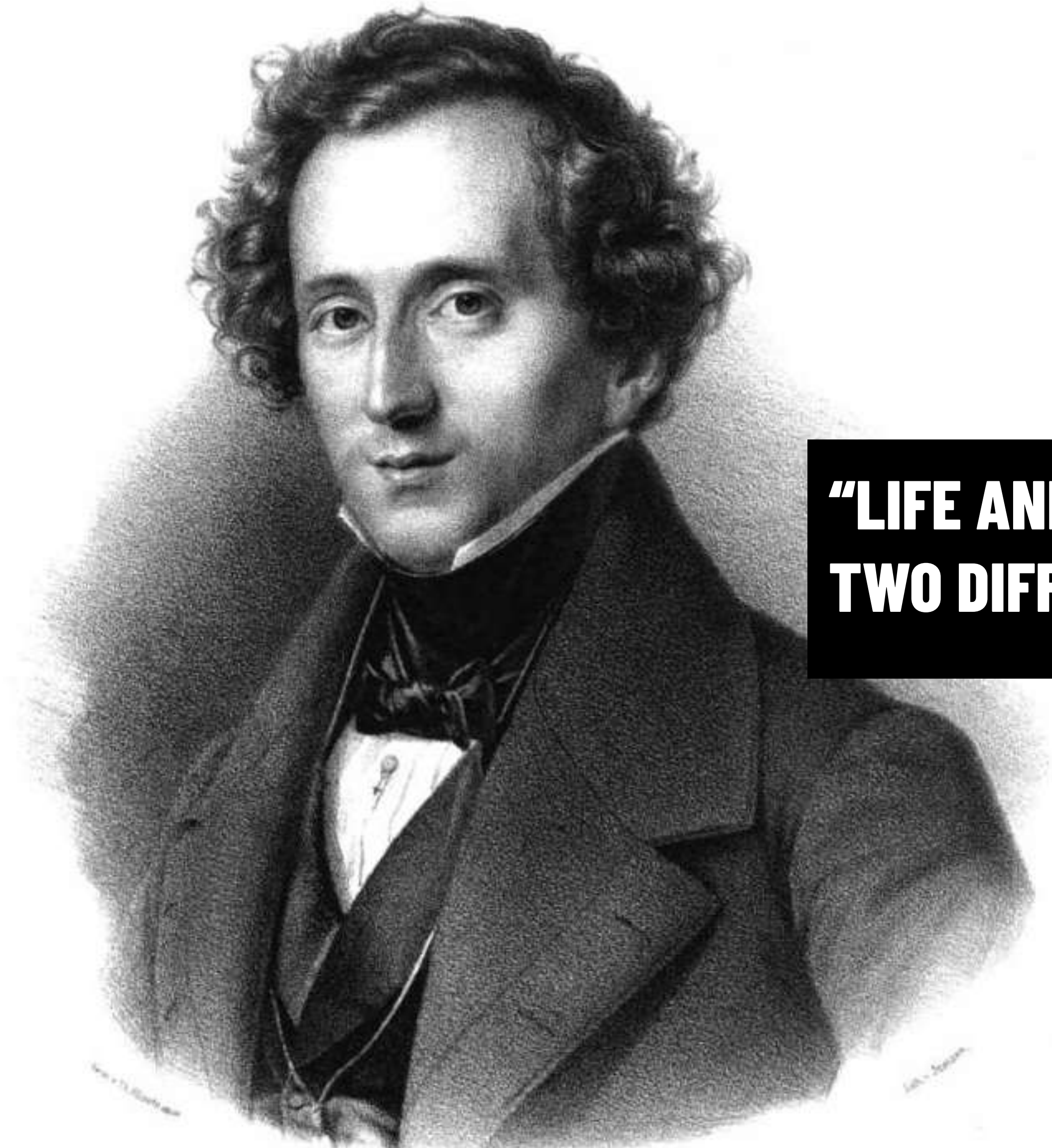
A global arts incubator -The Becton will be a union-accredited, National/International professional production house meant to host, nurture, workshop and present new works of art; focusing on stories outside of the white diaspora and celebrate the beauty of cultural diversity and inclusivity.

step in.

The Becton aka The Source at The Falls will pay homage to the prolific Manhattan Theatre Source (a not-for-profit arts service organization with a purpose to organize and link the disparate communities within New York's vital off-off-Broadway movement.)

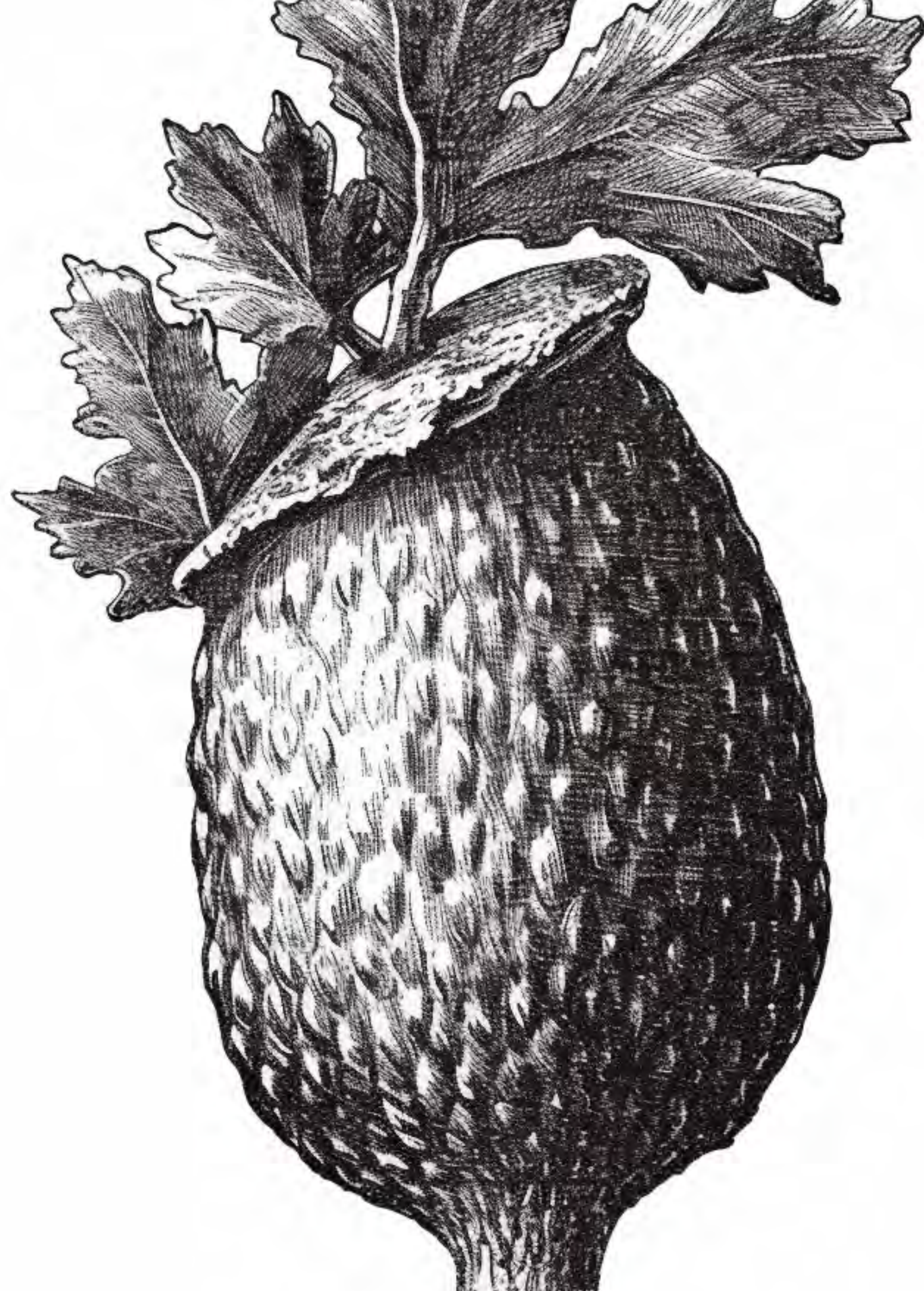


step in.



**“LIFE AND ART ARE NOT
TWO DIFFERENT THINGS.”**

~ Felix Mendelssohn



The Becton will serve as a veritable ‘Acorn of Arts’ to spring new life and interest into the Community that is Niagara falls, NY. giving people “Another Reason to Experience Niagara Falls, NY.”

step in.



The Becton International Underground will consist of 2,000 seat underground, main stage performance and rehearsal space.



EXPERIENCE, MENTORSHIP & ACCREDITATION

The Becton will offer national/international performances; acting and performance classes; dance classes; stagecraft classes and all other aspects of production design to nurture the yearning for performance art helmed by Professionals from around the world;

The Becton will offer opportunities of mentorship for life and goal planning from Professionals from around the world;

The Becton will explore the option of University accreditation or introduce a partnership with the Universities for high school participants who are interested in a career in performance arts;

**“ART SCHOOL TAUGHT ME
THAT MY GREATEST TOOL IS
MYSELF.”**

~ Unknown

step in.

The

BOGTOWN



VALUE PILLARS

AMPLIFYING UNDERREPRESENTED VOICES: The Becton provides a platform for diverse artistic expressions, amplifying the voices of underrepresented communities and artists.

EMPOWERING CULTURAL EXPRESSION: We foster a supportive environment that empowers artists to explore their creativity and express their authentic selves.

BRIDGING ACCESS TO THE ARTS: We break down barriers and make the arts accessible to all, offering affordable tickets and community outreach programs.

INSPIRING COLLABORATION AND INNOVATION: We encourage interdisciplinary collaborations and embrace innovative approaches to push the boundaries of artistic expression.

CREATING LASTING SOCIAL IMPACT: Through our programs, we address social issues, promote dialogue, and inspire positive change in our communities.

INTEGRATING ARTS, ENTERTAINMENT, AND EDUCATION: We bridge the gap between arts and education, offering educational programs and resources for all ages.

NURTURING THE NEXT GENERATION: We inspire and mentor young talents, providing opportunities for artistic exploration and growth.

CATALYST FOR POSITIVE CHANGE: The Becton is a driving force in redefining the cultural landscape, transforming lives, and building a more inclusive society.

The
BECTON

SHOWTIME

Unleashing Artistic Brilliance

VERSION 2.0

step in.

SHOWCASE OF ARTISTIC EXCELLENCE

The Becton is proud to present a spectacular showcase of artistic brilliance, where the spotlight shines on diverse performances that captivate, inspire, and ignite the imagination. Prepare to be enthralled as we raise the curtain on the performance palette, offering a symphony of originality that celebrates the rich tapestry of human expression.



THE PERFORMANCE PALETTE

A Symphony of Originality

A VIBRANT MOSAIC OF ARTISTIC EXPRESSION: The Becton brings together a diverse range of talents, genres, and styles, creating a dynamic and ever-evolving performance palette that resonates with audiences of all backgrounds.

CELEBRATING CULTURAL DIVERSITY: We amplify underrepresented voices, ensuring that a variety of artistic traditions and perspectives take center stage, enriching the tapestry of our performances and fostering a deeper appreciation for different cultures.

UNLEASHING CREATIVITY: The Becton provides a platform for emerging artists, giving them the opportunity to showcase their unique visions, pushing boundaries, and redefining what is possible in the performing arts.



STANDING OVATION FOR DIVERSE PERFORMANCES

AN INCLUSIVE STAGE: We believe that the performing arts should reflect the diverse world we live in. Our stage welcomes artists from all backgrounds, regardless of race, ethnicity, gender, or socio-economic status, creating an inclusive environment where everyone can shine.

EMPOWERING UNDERREPRESENTED VOICES: We take pride in amplifying the voices of BIPOC communities, empowering artists who have historically been marginalized, and ensuring their stories and experiences are celebrated and shared.

INTERSECTIONALITY ON DISPLAY: The Becton explores the intersectionality of identities through performances that challenge stereotypes, break down barriers, and promote dialogue, fostering a greater understanding and appreciation for the complexities of the human experience.



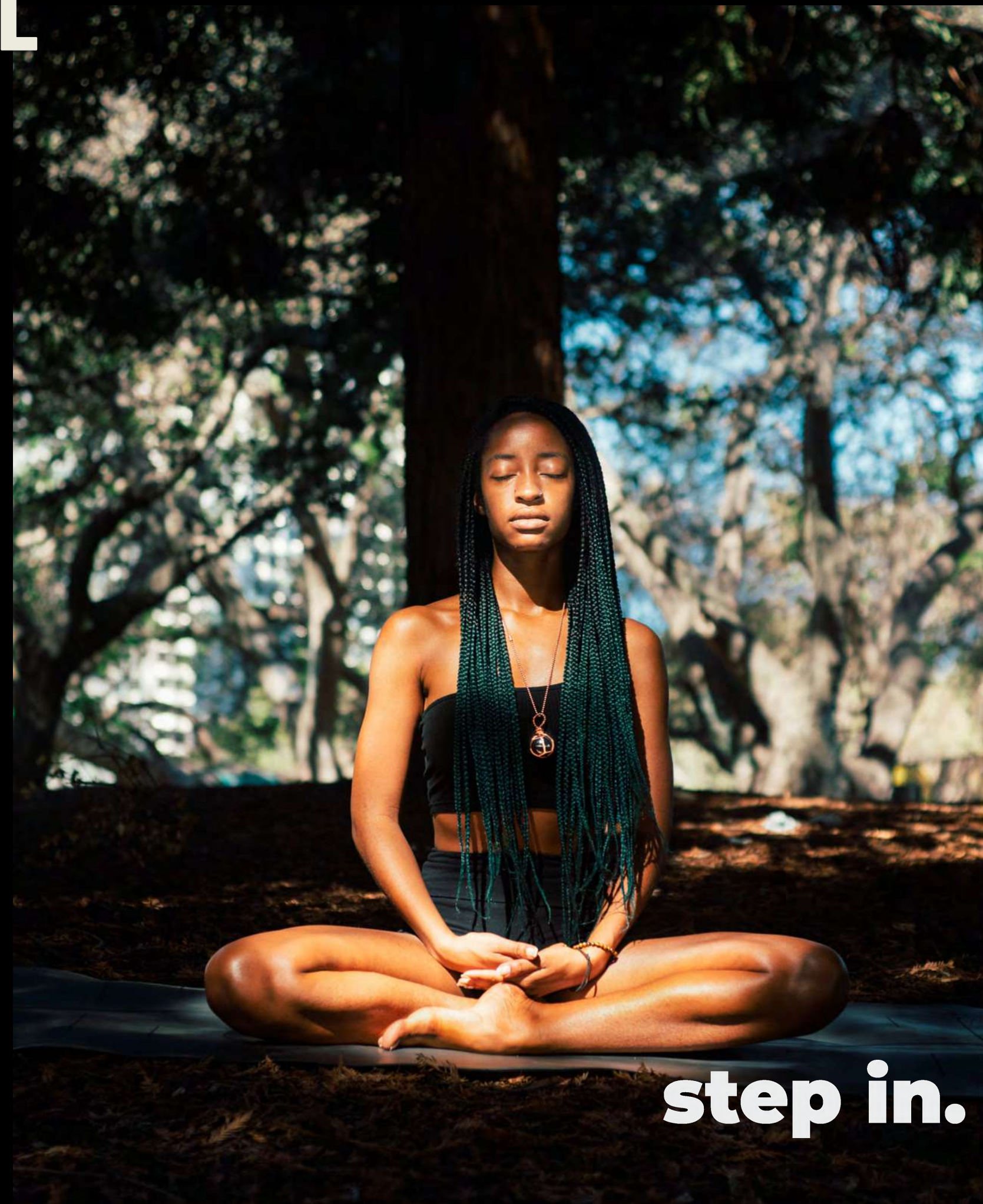
step in.

RAISING THE CURTAIN ON TRADITIONAL & CONTEMPORARY ARTISTRY

HONORING TIME-HONORED TRADITIONS: The Becton pays homage to the rich heritage of traditional art forms, preserving cultural legacies, and ensuring their continuation for future generations to enjoy.

EMBRACING THE AVANT-GARDE: We are committed to pushing the boundaries of artistic expression, embracing contemporary artistry that challenges conventions, sparks innovation, and pushes the envelope of what is possible on stage.

BRIDGING THE GAP: By seamlessly blending traditional and contemporary art forms, we create a unique artistic experience that bridges generations and cultivates a deeper appreciation for the evolution of the performing arts.



step in.

The Reception



step in.

HARMONIZING COLLABORATION AND INNOVATION IN THE ARTS



THE POWER OF COLLABORATION: At The Becton, collaboration is at the heart of our artistic process. We foster an environment where artists, creatives, and performers come together, exchanging ideas, and collaborating to create groundbreaking performances that resonate with audiences.

INNOVATING THE ARTISTIC LANDSCAPE: We embrace technology, exploring innovative ways to enhance performances, create immersive experiences, and engage audiences on a deeper level. Through the fusion of technology and art, we redefine what it means to be a performer in the modern era.

INSPIRING ARTISTIC DIALOGUE: The Becton serves as a catalyst for artistic discourse, encouraging artists to engage in thought-provoking conversations, challenge norms, and inspire new perspectives, ultimately pushing the boundaries of the performing arts.

step in.

The
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COMMUNITY IMPACT

Arts-Based Rehabilitation

VERSION 2.0

step in.



ILLUMINATING CHANGE THROUGH THE ARTS

At The Becton, we harness the transformative power of the arts to make a positive impact on communities. Our initiatives redefine cultural identity, promote arts-based rehabilitation and empowerment, and drive social and economic change. Our commitment extends beyond the stage as we recognize the profound influence of the arts on cultural identity, rehabilitation, and social and economic development.

step in.



REDEFINING CULTURAL IDENTITY & HERITAGE

CELEBRATING CULTURAL DIVERSITY: The Becton serves as a beacon of cultural celebration, embracing and showcasing the richness and diversity of cultural identities within our communities. Through our performances, exhibitions, and educational programs, we honor and preserve cultural heritage, empowering individuals to embrace and take pride in their unique identities.

BRIDGING GENERATIONS: We bridge the generational gap by providing opportunities for intergenerational dialogue and collaboration. By connecting older and younger generations through the arts, we foster a sense of continuity, appreciation, and understanding of cultural traditions, ensuring they are passed down for future generations to cherish.

step in.

The BOOTHMAN

step in.



ARTS-BASED REHABILITATION & EMPOWERMENT

HEALING THROUGH CREATIVITY: The Becton recognizes the transformative power of the arts in the process of rehabilitation and healing. Through our programs, we provide a creative outlet for individuals who have faced challenges such as trauma, mental health issues, or social exclusion. By harnessing the therapeutic benefits of artistic expression, we promote healing, resilience, and personal growth.

EMPOWERING MARGINALIZED COMMUNITIES: We believe in empowering marginalized communities by providing them with opportunities to express their voices and experiences through the arts. Through partnerships with local organizations, we create platforms for artists from underrepresented backgrounds to showcase their talents, gain visibility, and break down societal barriers.

step in.




SOCIAL & ECONOMIC IMPACT ON COMMUNITIES

FOSTERING SOCIAL COHESION: The Becton acts as a catalyst for social cohesion, bringing together people from diverse backgrounds and fostering connections through shared artistic experiences. By providing a platform for dialogue, collaboration, and understanding, we cultivate a sense of unity and strengthen the social fabric of our communities.

ECONOMIC DEVELOPMENT: The arts have the power to drive economic growth and development. The Becton plays a vital role in boosting the local economy by attracting visitors, creating job opportunities for artists and arts professionals, and supporting related industries such as hospitality, tourism, and local businesses. We believe that investing in the arts is an investment in the economic vitality and sustainability of our communities.

step in.

A black and white portrait of Barack Obama, shown from the chest up. He is looking slightly to the right with a thoughtful expression, his hand resting on his chin. He is wearing a dark suit, a white shirt, and a striped tie. Overlaid on the left side of the image is a black rectangular box containing white text.

**"CHANGE WILL NOT COME
IF WE WAIT FOR SOME
OTHER PERSON OR SOME
OTHER TIME. WE ARE THE
ONES WE'VE BEEN
WAITING FOR. WE ARE THE
CHANGE WE SEEK."**

~Barack Obama

step in.

FOUNDATIONS OF FOCUS

The Power and Purpose of Art

REPRESENTATION AND...

The Becton International
Underground [2000 seat B-Way
Calibar House] & Amphitheater.

Becton-Nabisco International
Soundstages

International Graffiti Maze

Glass and Metal Mill

Produce Real Estate Shows ala
Bargain Block; Good Bones;
Designed to Sell; House Hunters

EDUCATION OUTREACH

Performance Arts for Education

Billy Shakes is Shakespeare

Off the Street onto the Stage;
Putting the Community back into
Community Theatre/Trouble

The “How To of _____” ;
Intro/Adv Study of_____.

COMMUNITY OUTREACH

Senior Citizen Rendezvous

Veterans for Purpose

Community and Agriculture

Entrepreneurship; Independance
and Business Possible

Outreach to Orphanages

step in.

PURPOSE

A Little "R&R&R"

REPRESENTATION, REVITALIZATION & REDEVELOPMENT

By promoting Niagara Falls, NY as a blueprint of a vibrant and creative ARTS district, The Becton will deliver dynamically diverse experiences to enrich and empower the community while enticing and entertaining visitors. We can cultivate the town's cultural assets and promote the community as a leading year-round creative destination.

With creative placemaking & community buy-in & ownership we can bolster artists, creatives, cultural enthusiasts, and tourists with year-round performances, exhibitions, screenings, classes, workshops, and other artistic expressions.

Through this initiative of education and community engagement, job opportunities can be conceived by art-making whilst creating critical thinking via creative play for Urban Renewal & the advancement of the commonwealth.

As Niagara Falls, NY, is a stunningly striking landscape, with ample property lots, this is a prime opportunity to reclaim the area as one of the most unique and affordable places on Earth to live and forge a livelihood and legacy.

As a multidisciplinary nonprofit organization, programs, properties and partnerships will be cultivated as a cultural corridor in a true "Wonder of the World."

**"ARTISTS ARE THE
GATEKEEPERS OF TRUTH. WE
ARE CIVILIZATION'S RADICAL
VOICE."**

~Paul Robeson



step in.

WHO AND HOW

The Responsibility of Intellectuals

ART IS COLORBLIND: The Becton would like to be a new home for all types of artistic expression in NY State. If Actors/Thespians are the mirrors of the Human Condition -Dancers are the movement of the Human Condition -Musicians are the soul of the Human Condition -Photographers/Filmmakers capture the Human Condition -Fine Artists make the Human Condition tangible, they all have a responsibility of Artistic Intelligence to speak freely with creative expression for cultural and community growth and amelioration. This is the missing link provided by The Becton.

WHO: Through the expertise and experiences of Teachers, Writers, Playwrights, Dancers/Choreographers, Sculptors, Circus Performers, Visual Artists, Painters, Stage Managers, Light Technicians, Culinary Artists, Arts Administrators, Social Workers & Military Veterans, a consortium and coalition of change that involves Community Stakeholders, students, and curious adults to become a true enterprise of Social healing and Community development.

HOW: With Public Arts initiatives, Artist residencies, Community/Veteran Outreach; Through visual and performing arts, craft education, design, healing arts, and film etc., The Becton will offer a plethora of interactive activities and dialogue to engage the community with diverse opportunities for expression, cultural exploration, and advancement.

step in.

PUTTING INTO PRACTICE

FOLLOW THE LEADERS



BRECKENRIDGE CREATIVE ARTS

The town of Breckenridge Colorado illustrates that socioeconomic success can be achieved through the promotion and support of year round Arts, Culture and Creative experiences.



THEASTER GATES

Theaster Gates of Chicago, exemplifies how the repurposing and redemption of space can prove integral in the rehabilitation of a community, using the ARTS as a catalyst for change.

NEW YORK
THEATRE
WORKSHOP

NYTW

“Develop and produce the work of visionary theatre artists who: Engage with challenging ideas and push the theatrical form; Prioritize art that asks questions over art that provides answers; Expand our view of ourselves and our world.



OPPORTUNITY ZONES

Opportunity Zones are an economic development tool that allows people to invest in distressed areas in the United States. Their purpose is to spur economic growth and job creation in low-income communities while providing tax benefits to investors

The
BECTON

MARKET OPPORTUNITY

Niagara Falls, an Emerging Market Hub

A woman with dark, curly hair is shown in profile, looking upwards and to the left. She is wearing a white long-sleeved shirt. The background is a blurred city skyline at night, with warm lights from buildings and streetlights creating a bokeh effect. The overall mood is contemplative and hopeful.

AUDIENCE

STUDENTS & YOUTH:

Recognizing the youth as the custodians of the future, The Becton seeks to engage and educate them through art. It seeks to nurture their creativity, expand their perspectives, and develop their understanding of diverse cultures. The approach to this audience involves dynamic, interactive, and youth-oriented programs and workshops.

ENTERTAINERS AND CULTURE SEEKERS:

The Becton is a hub for entertainers seeking a platform for self-expression and culture seekers looking to broaden their horizons. The approach involves hosting diverse performances, promoting original works, and fostering an environment of creativity and collaboration that enriches their artistic journey.

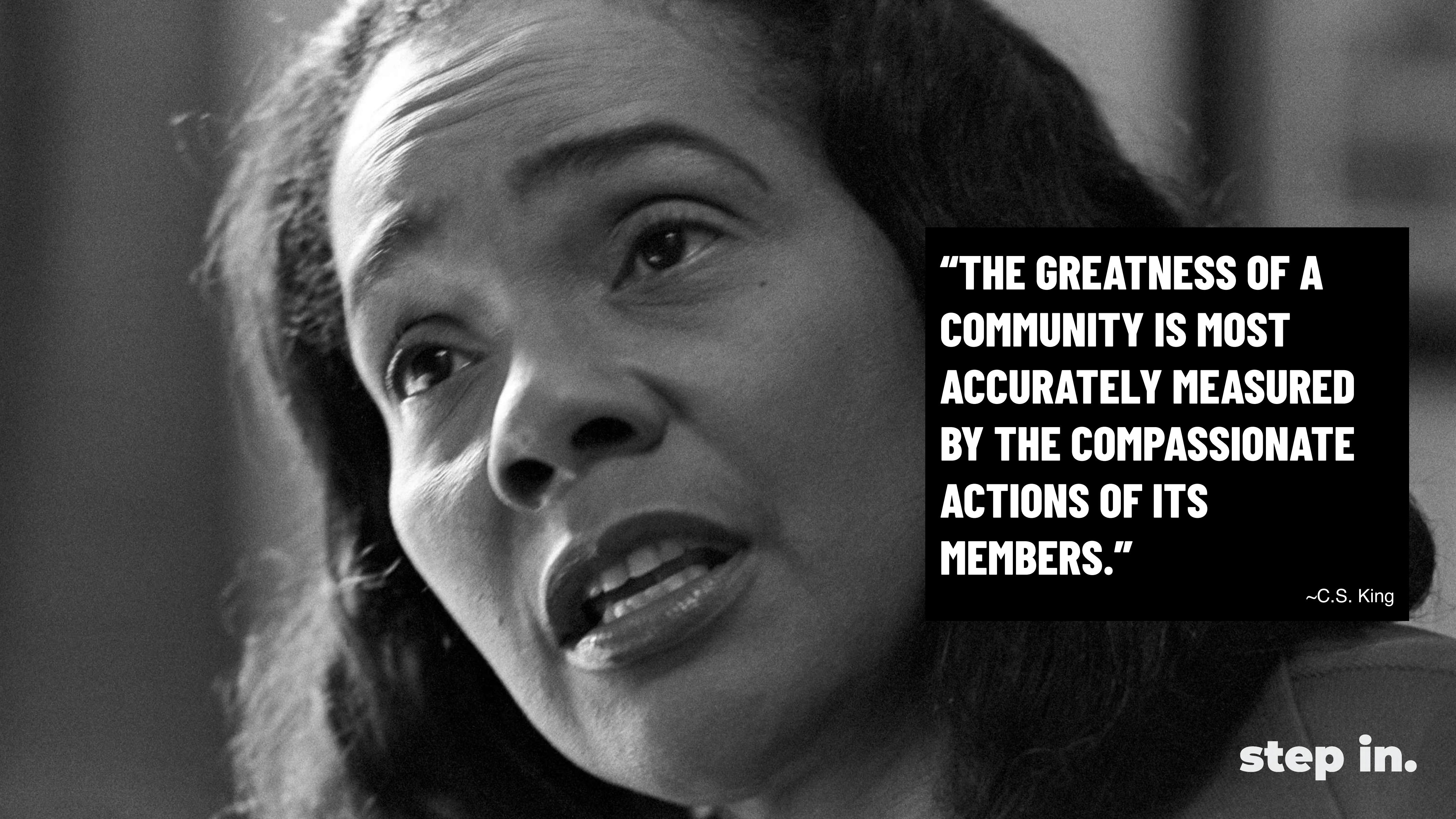
PERSONAL/INDIVIDUAL:

- General Audience
- BIPOC Communities
- Local Community
- Arts Enthusiasts
- Students & Educators
- Tourists and Visitors

CORPORATE/BUSINESS:

- Arts Organizations
- Arts Professionals
- Philanthropic Investors
- Sponsors

step in.



**"THE GREATNESS OF A
COMMUNITY IS MOST
ACCURATELY MEASURED
BY THE COMPASSIONATE
ACTIONS OF ITS
MEMBERS."**

~C.S. King

step in.

A NEARLY FORGOTTEN COMMUNITY

Why Niagara Falls, NY - Where I was reared. An Opportunity Zone?

POVERTY

As of 2020, Welfare.org cites that the poverty rate is 27.5%. One out of every 3.6 residents lives in poverty.

JOB

Niagara Falls, NY, struggles to compete with Niagara Falls, Ontario; a greater average annual income, a higher average home price, and lower levels of vacant buildings and blight, as well as a more vibrant economy and better tourism infrastructure.

EXODUS

With a median age of 38.3 “The population has continued to decline from a peak of 102,394 in the 1960s due to the loss of manufacturing jobs in the area.” Wikipedia page of Niagara Falls

ABANDONMENT

According to the DailyMail.com article titled “The wrong side of the river: Buildings lay abandoned on U.S. bank of Niagara Falls as forgotten city goes into decline” (9/7/2020), large swaths of land and their buildings lay abandoned, derelict, and dilapidated. Certain sections of Niagara Falls resemble that of a shanty town.

step in.

^{The}
BECTON

PROPOSED THEATER LOCATION

The Magaddino Memorial Chapel

VERSION 2.0

step in.

FUNERAL DIRECTORS

MAGADDINO MEMORIAL CHAPEL, INC.

(AIR CONDITIONED)

"THE COST MUST BE WITHIN THE MEANS OF ALL"



AMPLE PARKING
CASKET SELECTION ROOM

TEL. BUTLER 5-8221

1330 NIAGARA STREET and PORTAGE ROAD





step in.





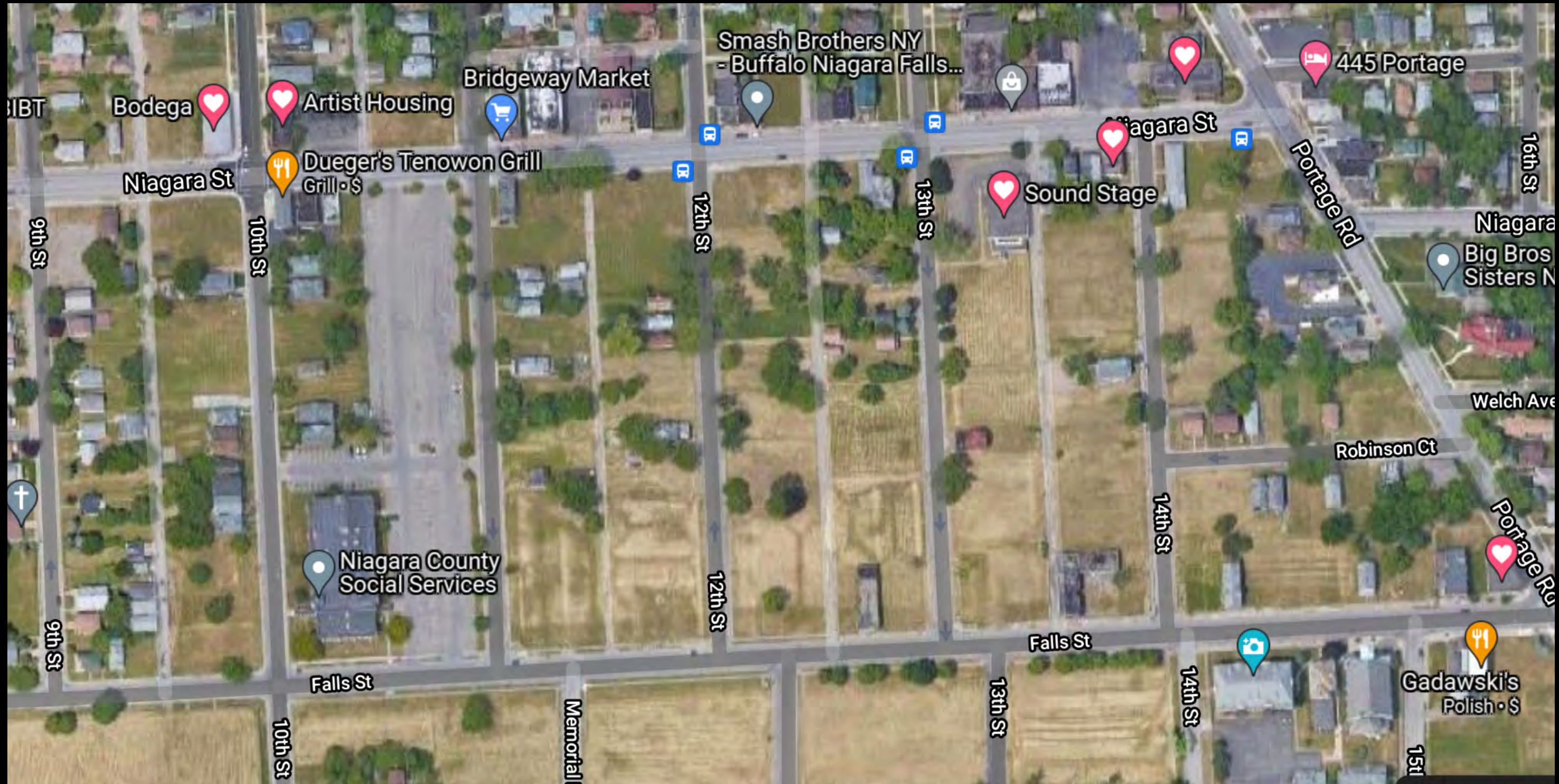




**"MUSIC CAN CHANGE THE
WORLD BECAUSE IT CAN
CHANGE PEOPLE."**

~Bono

step in.

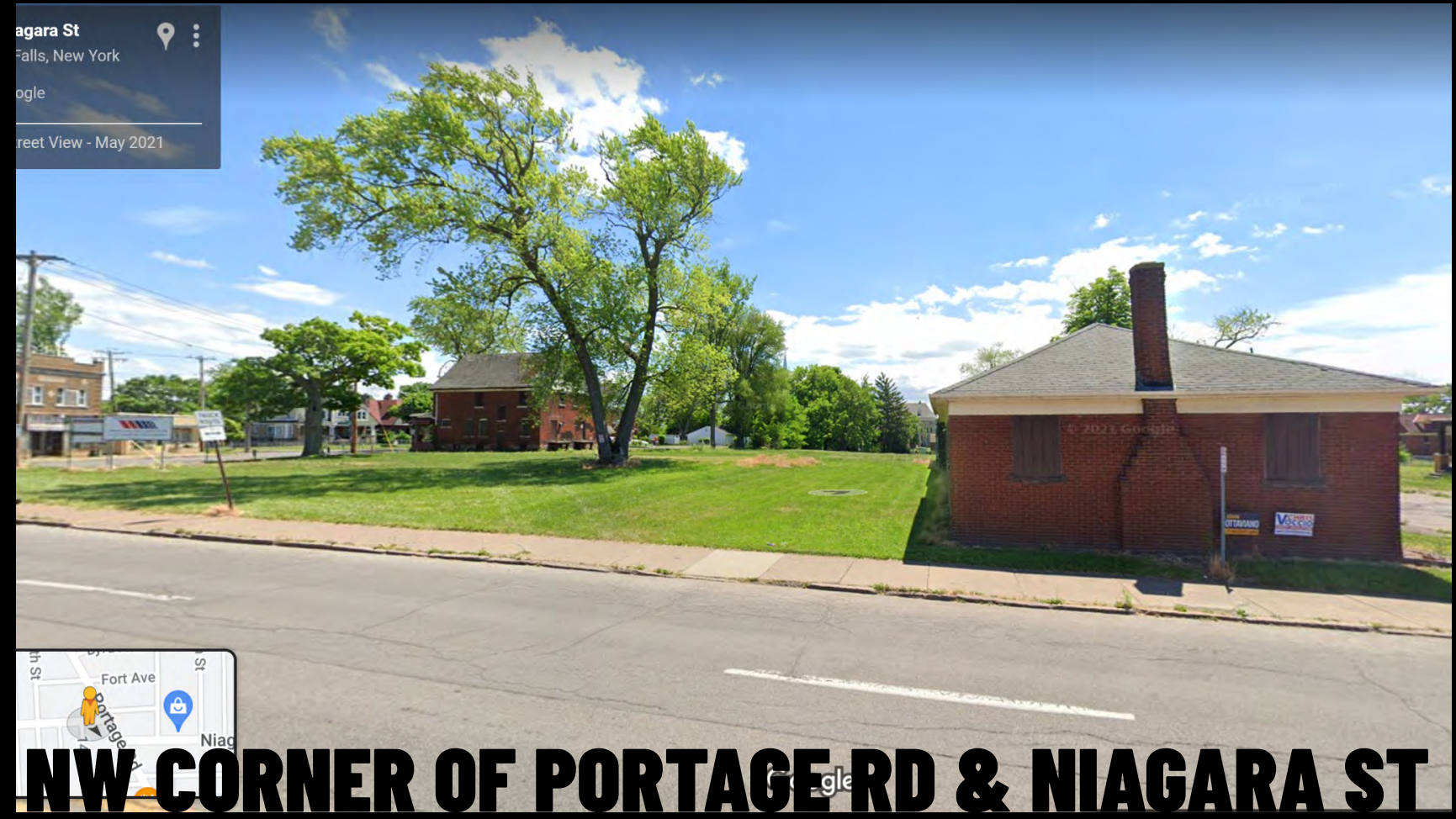


step in.



302 PORTAGE RD.

M&T MOVIE VIEWING HOUSE



NW CORNER OF PORTAGE RD & NIAGARA ST

BAR AND CLUBHOUSE



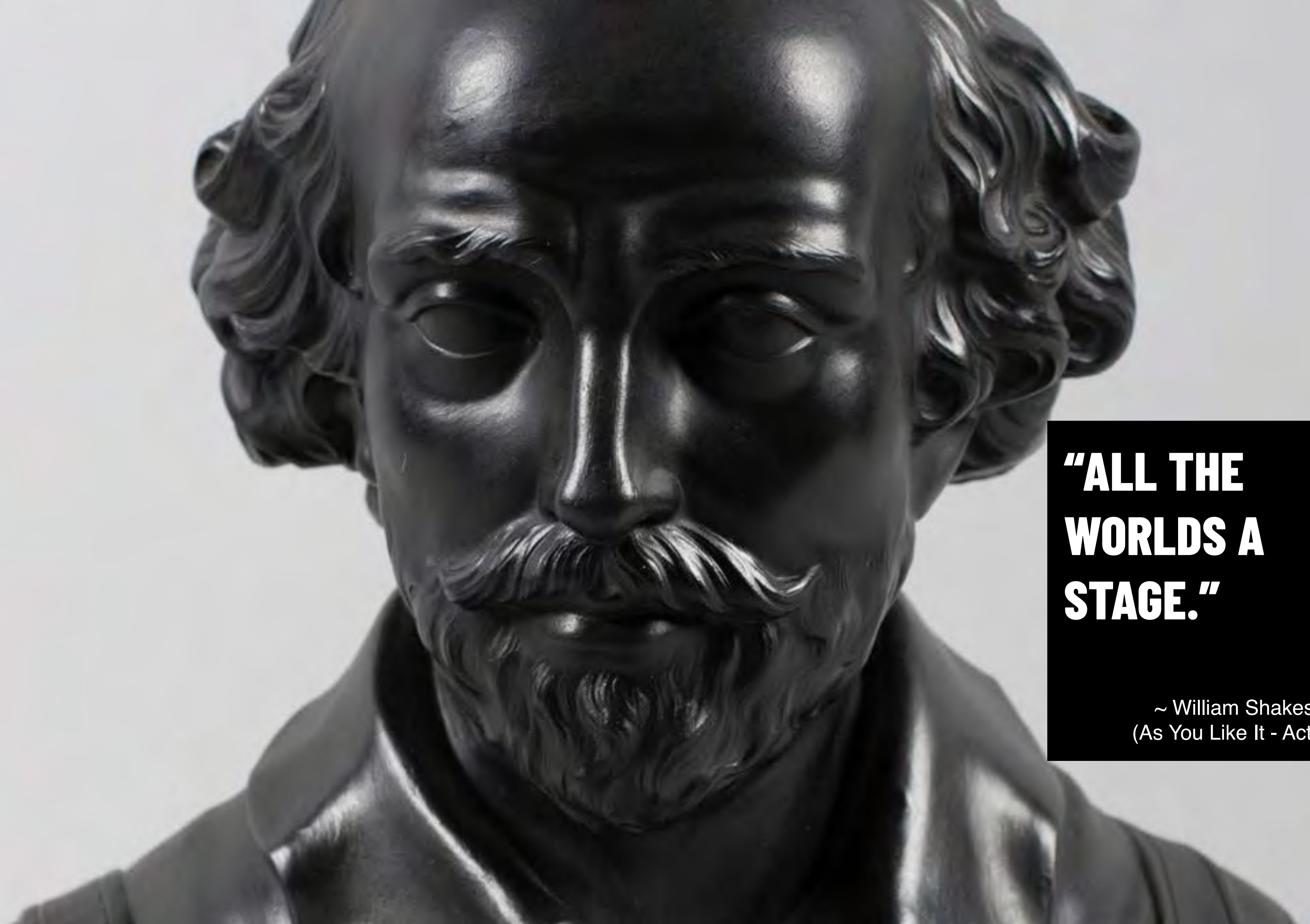
1329 NIAGARA ST

TBIBT OFFICE SPACE HQ & RENTAL SPACE



13TH ST GYM

SOUND STAGE & PRODUCTION STUDIO
TBIBT OFFICE SPACE HQ & RENTAL SPACE



**“ALL THE
WORLDS A
STAGE.”**

~ William Shakespeare
(As You Like It - Act II, vii)

THE INDEED

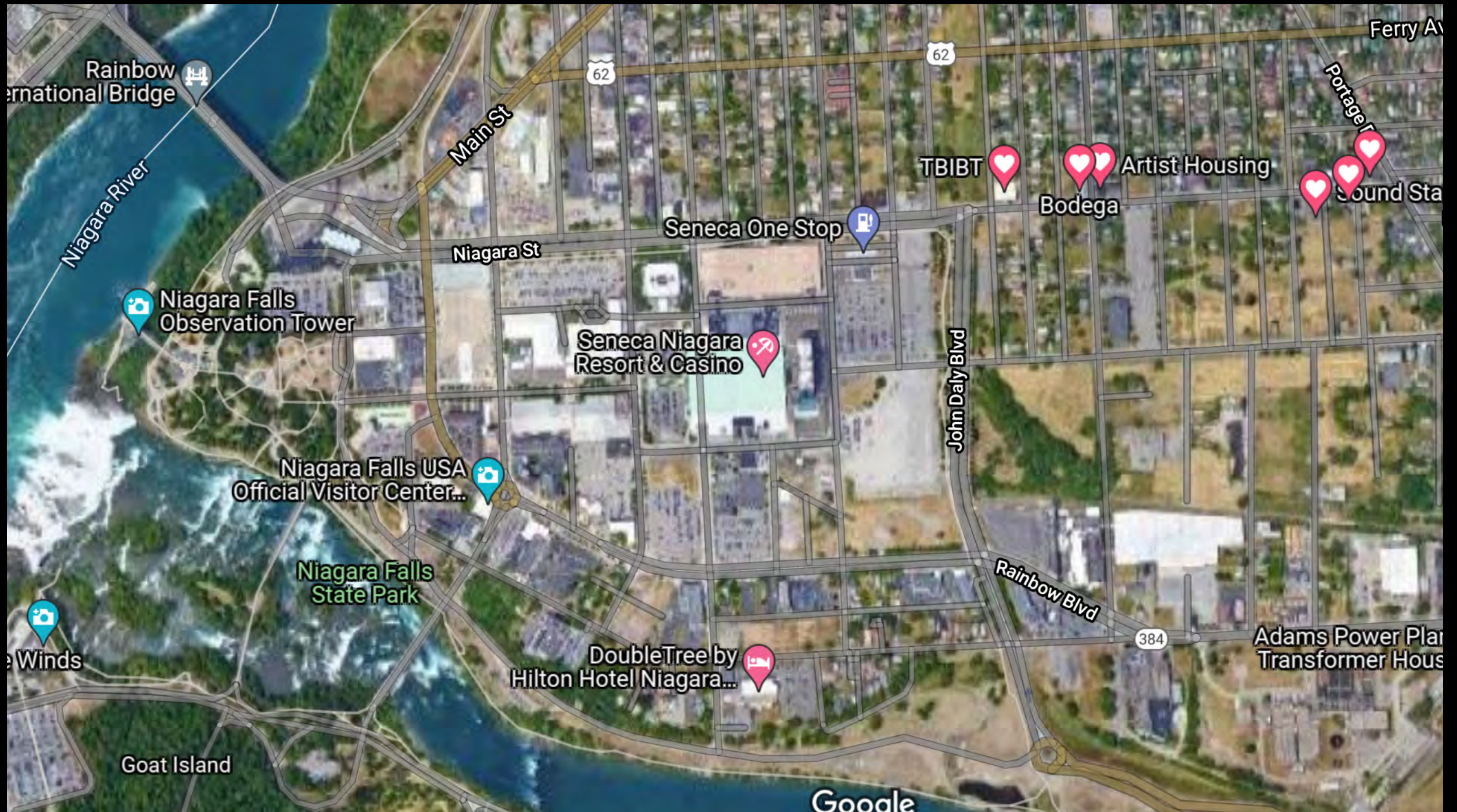
MEZCAL, TEQUILA & TAPAS BAR











The Becton's Envisioned Expansion

New York, NY

Madison, WN

Las Vegas, NV

The Southern Region: Austin, Texas or
Atlanta, GA

Germany, Belgium, or London

Africa



step in.

The
BECTON

WILD MONKEY PARTNERSHIP

A Brand Encore

VERSION 2.0

step in.

WELCOME TO THE BECTON

Welcome to the Brand Overview/Phase 1 Presentation. It is an absolute pleasure to journey with you as we embark on shaping the identity of The Becton: International Black Theatre & Arts Consortium. Our team is inspired by your vision for racial representation, revitalization, and redevelopment through arts entertainment and education. Your rich history, passion, and commitment to creating an all-inclusive cultural hub that seeks to diversify, rehabilitate and foster creativity in the heart of Niagara Falls, NY are the cornerstone of our work.

Your initiative is not only a beacon for the underrepresented BIPOC & disenfranchised communities, but it is also a transformative tool that promises to reinvigorate the community at large. The Becton represents hope and empowerment for the future and has all the makings of an influential arts incubator. We are thrilled to be part of this profound movement.

In the pages to follow, you will find a meticulously crafted brand overview that aligns with your vision and mission, and articulates the essence of The Becton. This strategic framework aims to create an impactful and meaningful narrative that resonates with your desired audience, reflects your values, and promotes the growth of this promising arts hub.

Let's bring this transformative vision to life. Let's redefine arts entertainment and education. Let's give the world another reason to experience Niagara Falls, NY



step in.

BRAND DISCOVERY

Brand discovery is a strategic process of defining who you are as a brand—uncovering your essence, your promise, and your impact. For The Becton, it involves diving deep into its core values, mission, and vision to create a brand that not only embodies its ideals but effectively communicates them to the world. Through this process, The Becton can identify the unique aspects that set it apart and the specific strategies needed to bring its vision to life. It enables The Becton to align its operations, initiatives, and communication with its mission, thereby consistently driving its efforts towards [racial representation, revitalization, and redevelopment](#).

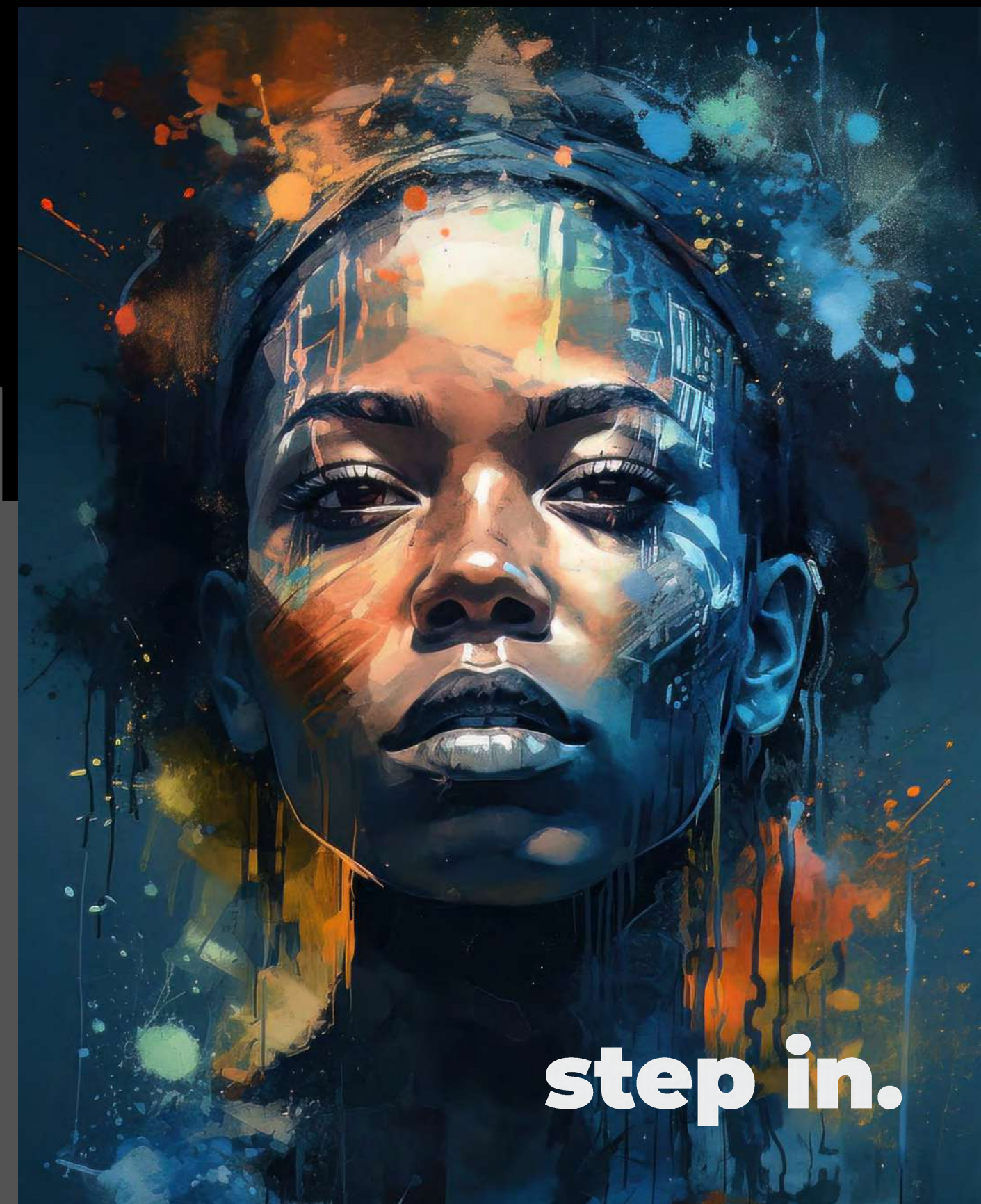


step in.



BRAND IDENTITY VISION

The Becton's vision is a profound commitment to racial representation, revitalization, and redevelopment through arts, entertainment, and education. It envisions a world where art transcends the barriers of color, providing a platform for underrepresented and disenfranchised communities to express, connect, and flourish. Through the transformative power of art, The Becton aspires to breathe new life into the community, nurturing an environment that cultivates inclusivity and celebrates diversity.



step in.

BRAND IDENTITY MISSION

The mission of The Becton is to foster original artistic expressions and experiences that reflect the experiences of BIPOC & disenfranchised communities. Leveraging the power of diversification, The Becton seeks to create a culturally conscious connection through art, enabling representation, rehabilitation, and redevelopment. Its focus extends beyond merely showcasing art—it is also deeply committed to revitalizing the community of Niagara Falls, NY, ultimately forging an exciting new cultural landscape.



step in.

DESIGN GOALS



REHABILITATION

Becton's brand discovery process identifies its commitment to racial representation as one of its core principles. This principle is reflected in the logo's "E", which acknowledges the roots in African slave trade and celebrates the resilience and creativity of Black culture. The brand, in its entirety, champions this principle through every aspect of its visual identity and communication.

REVITALIZATION

The mission pillar of revitalization is incorporated into the brand's identity and logo through the transformative "C" and "O" symbols, depicting breaking of chains. It resonates with the brand's goal to breathe new life into communities, showing liberation, rejuvenation, and growth.

REDEVELOPMENT

The "N" in the logo stands as a testament to the mission of redevelopment. It symbolizes unity and resilience, embodying The Becton's goal of community redevelopment. The brand, in general, furthers this mission by visualizing a robust, resilient, and progressive image.



The Becton logo is a thoughtful representation of the brand's values, identity, and vision. Each letter signifies a unique concept:

BEING UNDERSTOOD:

A logo should be clear and easily recognizable, embodying the essence of the brand. For The Becton, understanding the logo deepens the connection between the brand and its audience.

BEING SIMPLE YET IMMERSIVE:

A logo should be straightforward but immersive enough to create a lasting impression. The Becton logo's simplicity ensures visibility, while its symbolic nature invites exploration.

MEANT TO IDENTIFY NOT EXPLAIN:

A logo identifies the brand; it doesn't need to explain the entire story. The Becton logo identifies the brand's commitment to racial representation, revitalization, and redevelopment.

TIMELESSNESS:

A timeless logo ensures the brand's identity stays relevant over time. The Becton logo, with its deeply symbolic and relevant design, encapsulates this timelessness.

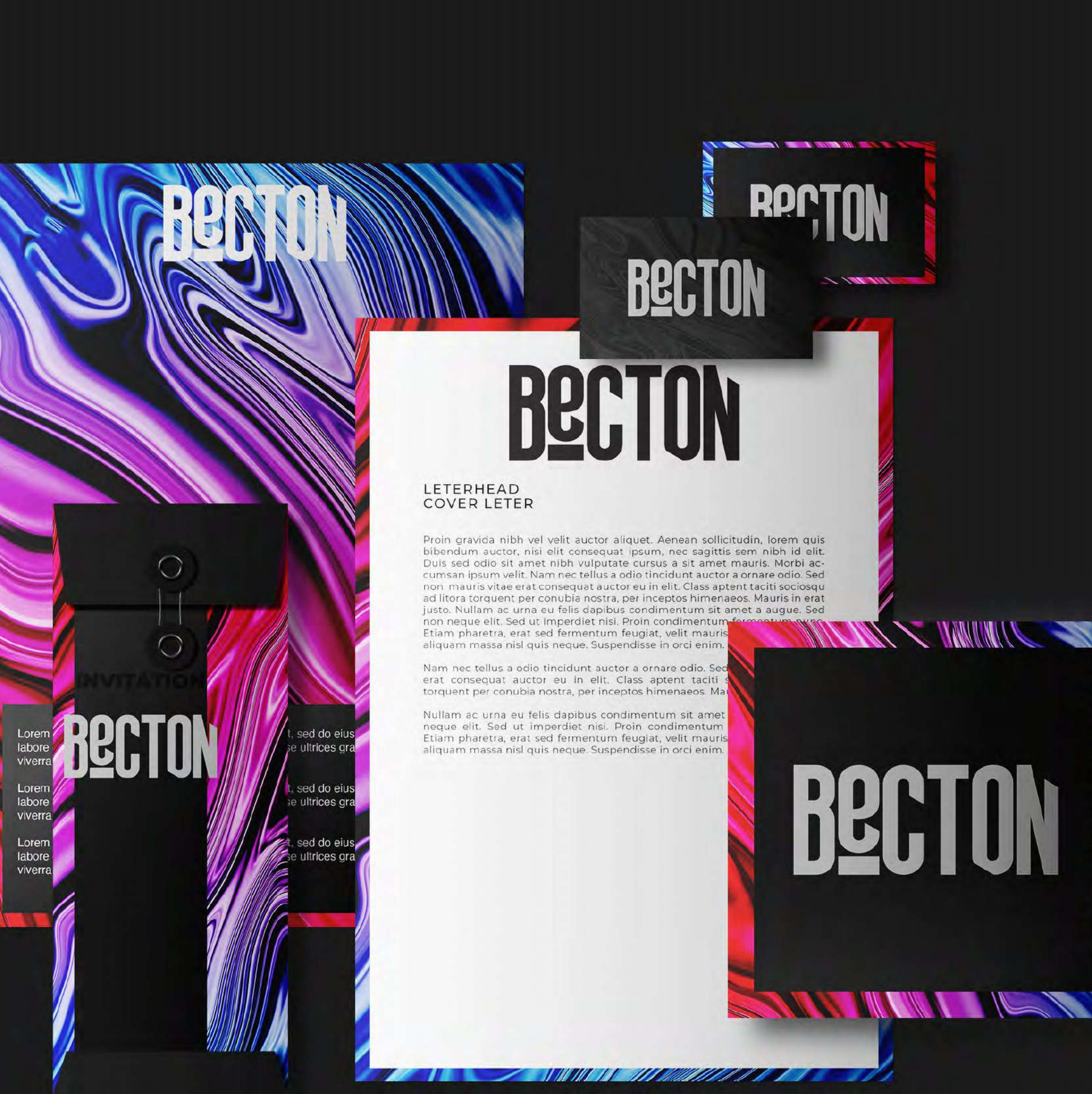
BEGTON

OLD LOGO



NEW LOGO





step in.

BECTON

BECTON



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step in.

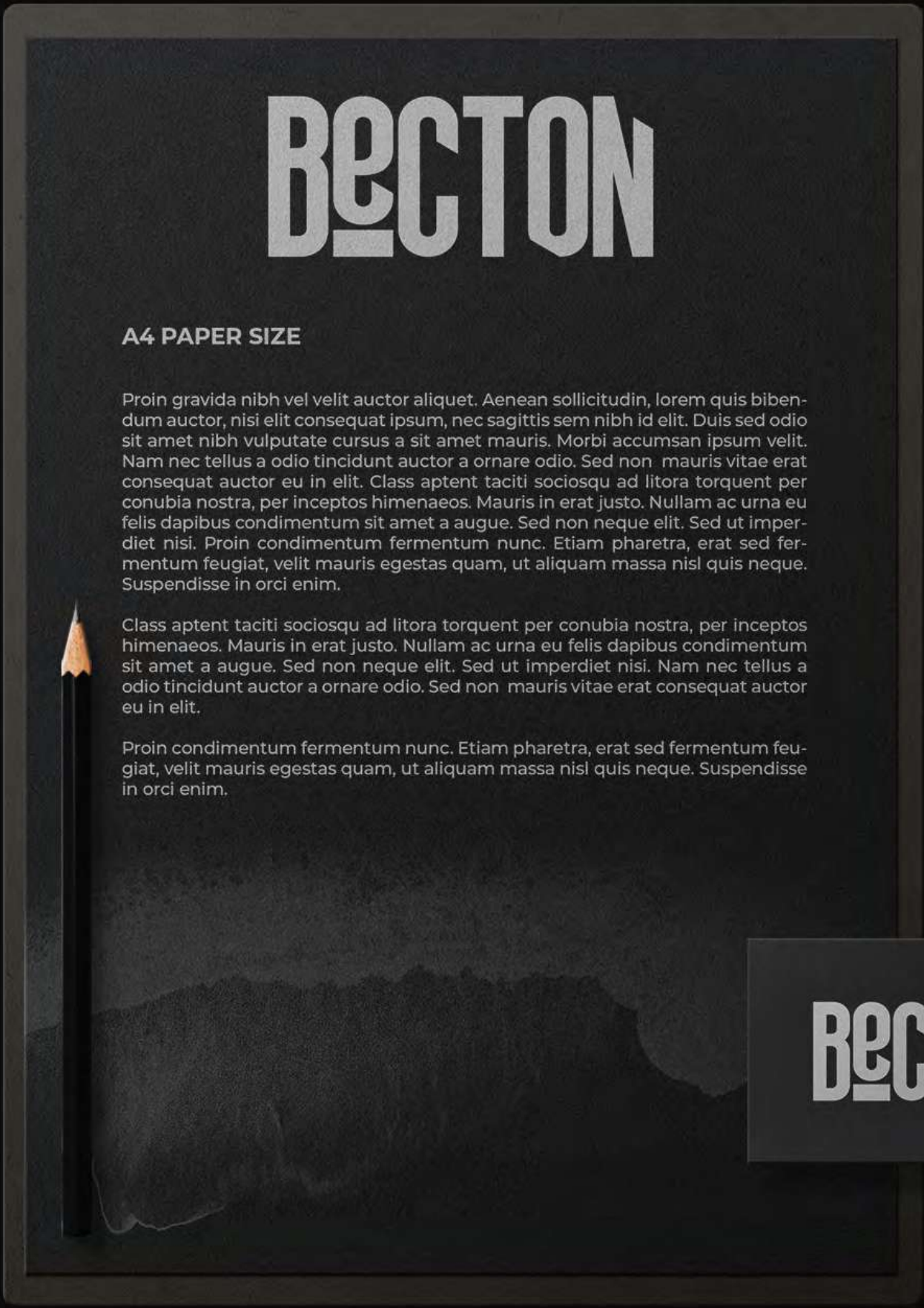


BECTON

ep in.



step in.



step in.

COLOR & TYPEFACE

The Becton’s bold color palette of Black, White, Olive, Alabaster, and Grey reflects the brand's powerful, passionate, and resilient identity. Black symbolizes strength and authority, white signifies purity and integrity, olive represents peace and harmony, alabaster stands for calmness and sophistication, and grey denotes balance and neutrality.

The use of the Quiel typeface with its bold nature embodies the brand's strong and confident image. In contrast, the classic and timeless Helvetica, widely recognized among creatives and artists, ensures readability and consistency across various platforms and mediums.



"B" represents the Becton, the founder, and the originator of this movement.

BECTON

"E", placed on a stage, symbolizes roots in the African slave trade and a staple in many modern Afro-centric logos. Fashioned from a lower cased 'a', it symbolizes the adaptability and creativity of Black culture.

"C" ties into the "O", symbolizing the breaking of chains that bind us through life, showing freedom and liberation.

"N", shaped symbolically as the twin towers, acknowledges that while the movement is Afro-centric and pro-Black, it is still American and stands in unity through adversity.

step in.

THE LOGO FAMILY



The
BECTON
INTERNATIONAL
BLACK THEATRE & ARTS CONSORTIUM

OVERSTOOD

The
BECTON
INTERNATIONAL
BLACK THEATRE & ARTS CONSORTIUM

MARKETING

WINDOW (MARKETING/ART)

A logo should be clear and easily recognizable, embodying the essence of the brand. For The Becton, understanding the logo deepens the connection between the brand and its audience.

step in. (ADVERTISING/MESSAGING)

A logo should be clear and easily recognizable, embodying the essence of the brand. For The Becton, understanding the logo deepens the connection between the brand and its audience.

Personal Note. (DIRECT CONTACT)

A logo should be clear and easily recognizable, embodying the essence of the brand. For The Becton, understanding the logo deepens the connection between the brand and its audience.



The
BECTON

SCRIPTING SUCCESS

The Becton's Verbal Symphony

VERSION 2.0

step in.

AUDIENCE

UNDERSTANDING THEIR DEMOGRAPHICS, INTERESTS, AND PREFERENCES IN RELATION TO THE PERFORMING AND THEATER ARTS.

The Becton's audience is a diverse group of individuals from various ethnic backgrounds, including BIPOC communities.

Primarily consisting of young adults to middle-aged individuals, this audience values inclusivity and gender equality.

They are urban and suburban residents, mainly from metropolitan areas.

With a strong passion for performing and theater arts, they appreciate diverse and inclusive artistic expressions that celebrate cultural heritage and challenge societal norms. They are interested in thought-provoking and innovative performances that explore social issues and promote dialogue.

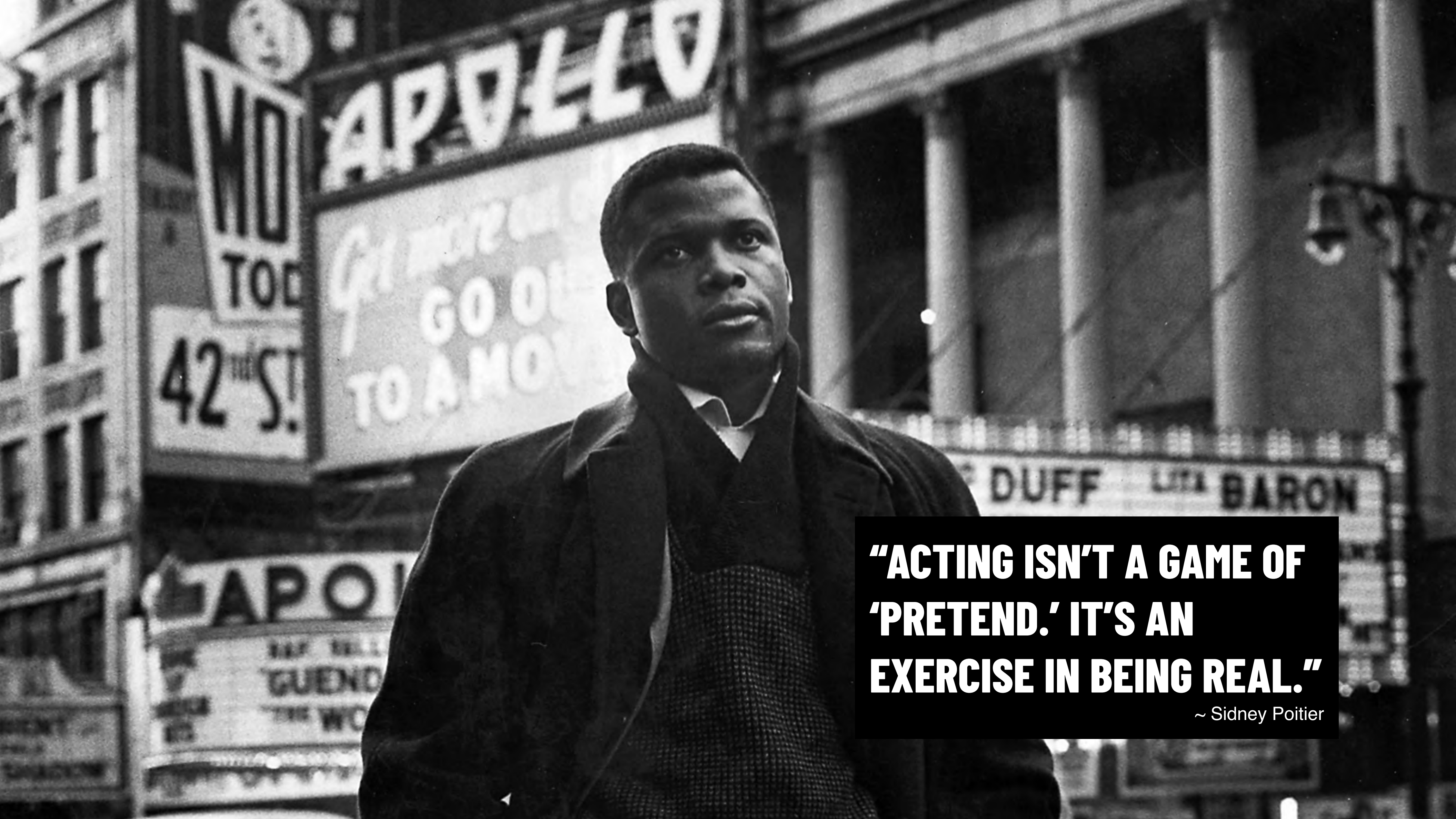
Supporting underrepresented voices and contributing to the empowerment of marginalized communities are important to them.

They are open to experimental and unconventional forms of artistic expression.

By emphasizing representation and diversity, showcasing a variety of performances, engaging through meaningful storytelling, and creating accessible experiences, The Becton can effectively connect and engage with this vibrant community of performing and theater arts enthusiasts.



step in.



**"ACTING ISN'T A GAME OF
'PRETEND.' IT'S AN
EXERCISE IN BEING REAL."**

~ Sidney Poitier

PRODUCT

The Becton creates and produces original artistic expressions, exercises, and experiences within the performing and theater arts domain. They curate and present a diverse range of performances, including live shows, musicals, plays, and dance productions.

The Becton aims to redefine the cultural landscape by providing a platform for underrepresented voices, fostering cultural empowerment, and bridging gaps in access to the arts.

They also offer educational resources, workshops, and programs to engage audiences, artists, and communities in meaningful ways.

The Becton's product or service revolves around delivering impactful, thought-provoking, and inclusive artistic experiences that contribute to the growth and enrichment of individuals and communities.





COMPETITORS

These organizations represent a range of performing arts institutions that offer diverse programming, promote cultural engagement, and target audiences interested in theater, music, dance, and other performing arts forms. Studying these organizations and their approaches can provide insights into their positioning, programming, audience engagement strategies, and operational models, which can be valuable for The Becton in understanding the competitive landscape and shaping its own unique value proposition.

- The Public Theater (New York, NY)
- Lincoln Center for the Performing Arts (New York, NY)
- Brooklyn Academy of Music (BAM) (Brooklyn, NY)
- The Kennedy Center (Washington, D.C.)
- The Guthrie Theater (Minneapolis, MN)
- Steppenwolf Theatre Company (Chicago, IL)
- The Royal National Theatre (London, UK)
- Sydney Opera House (Sydney, Australia)
- La Scala (Milan, Italy)
- The Globe Theatre (London, UK)



MARKET TRENDS

INDUSTRY DEVELOPMENTS:

The rise of digital streaming enables organizations to reach broader audiences, and the increasing prevalence of collaborative productions, fostering innovation and diversity. Additionally, cultural exchange programs have become more prominent, facilitating artistic collaborations and cross-cultural understanding.

EMERGING TECHNOLOGIES:

Virtual Reality (VR) and Augmented Reality (AR) are transforming the performing arts by creating immersive experiences that bridge the physical and digital worlds. Additionally, the utilization of AI in performance creation allows artists to explore new creative possibilities, while sophisticated online ticketing and audience engagement platforms enhance audience engagement through personalized recommendations and interactive experiences.

CULTURAL SHIFTS:

The performing arts landscape is shifting to an emphasis on diversity and inclusion, with a demand for representation of diverse voices and perspectives, as well as a focus on activism and social impact, where performing arts organizations address social issues and engage with relevant topics. Additionally, there is a growing trend of hybrid and multidisciplinary performances that blend different art forms, fostering artistic experimentation and providing audiences with unique and immersive experiences.



OBJECTIVES

INCREASE BRAND AWARENESS: Build recognition and visibility for The Becton among the target audience and beyond.

DRIVE AUDIENCE ENGAGEMENT: Encourage active participation, attendance, and interaction with The Becton's performances and initiatives.

EDUCATE THE AUDIENCE: Inform and inspire the audience about the cultural importance and transformative power of the performing and theater arts.

step in.

The BOOTHMAN

step in.



TONE

BOLD & INCLUSIVE EXPRESSION

The tone of voice that would best resonate with The Becton's audience is one that is inclusive, empowering, and thought-provoking.

The audience should be encouraged to embrace diverse artistic expressions and explore new perspectives.

The tone should convey a commitment to representation, social impact, and the transformative power of the arts.

By striking a balance between passion and authenticity, the tone of voice will connect with the audience, foster a sense of community, and inspire them to actively participate in The Becton's mission of redefining cultural landscapes through the performing and theater arts.

THE BECTON'S TONE SHOULD EVOKE

- A sense of excitement
- Creativity
- Cultural consciousness

THE LANGUAGE SHOULD BE:

- Engaging
- Inspiring
- Relatable

step in.



COPY DO'S

- Be empowering and uplifting in tone, inspiring audiences to embrace their creativity and cultural identity.
- Celebrate diversity and inclusivity, recognizing the value of different voices, stories, and perspectives.
- Foster a sense of community and connection, encouraging collaboration and engagement among artists and audiences.
- Use storytelling techniques to evoke emotions and create impactful experiences.
- Maintain a progressive and forward-thinking approach, embracing new ideas and pushing boundaries.
- Emphasize the transformative power of the arts in promoting social change and empowerment.
- Use a vibrant and energetic language that reflects the dynamic nature of The Becton's performances and events.

COPY DONT'S

- Avoid using exclusionary or discriminatory language that may alienate or marginalize any individual or community.
- Steer clear of generic or cliché phrases, striving for originality and uniqueness in communication.
- Avoid being too formal or rigid in tone, striving for a conversational and approachable style.
- Do not shy away from addressing social issues or relevant topics, but handle them with sensitivity and respect.
- Avoid being overly promotional or sales-focused, prioritizing the genuine connection with the audience.
- Steer clear of offensive or controversial content that may damage The Becton's reputation or credibility.



KEY MESSAGES

CELEBRATE DIVERSITY AND REPRESENTATION: Emphasize The Becton's commitment to showcasing underrepresented voices and fostering inclusivity in the performing arts.

PROMOTE ARTISTIC EXCELLENCE: Highlight the quality, innovation, and originality of The Becton's performances, productions, and artistic collaborations.

ENGAGE AND INSPIRE: Convey the emotional impact and personal significance of experiencing The Becton's performances, emphasizing the power of storytelling and human connection.



step in.



**"THIS IS PRECISELY THE TIME WHEN
ARTIST GO TO WORK.**

**THERE IS NO TIME FOR DESPAIR, NO
PLACE FOR SELF-PITY, NO NEED FOR
SILENCE, NO ROOM FOR FEAR.**

**WE SPEAK, WE WRITE, WE DO
LANGUAGE. THAT IS HOW CIVILIZATIONS
HEAL."**

~Toni Morrison



STRUCTURE

USE COMPELLING HEADLINES AND SUBHEADINGS: Capture attention and communicate the essence of The Becton's mission and offerings.

EMPLOY STORYTELLING TECHNIQUES: Weave narratives and anecdotes that resonate with the audience, evoking emotions and creating a memorable connection.

UTILIZE FORMATTING: Organize information into digestible chunks, making it easy for the audience to navigate and comprehend.

step in.

HIGHLIGHT BENEFITS

CULTURAL ENRICHMENT AND IDENTITY: Communicate how engaging with The Becton's performances and programs fosters a sense of cultural pride and connection.

PERSONAL GROWTH AND EMPOWERMENT: Highlight the transformative potential of the performing arts in empowering individuals and fostering personal development.

COMMUNITY IMPACT AND SOCIAL CHANGE: Showcase how The Becton's initiatives contribute to positive social and economic outcomes within the communities it serves.





EDITING & PROOFREADING

ENSURE CLARITY AND COHERENCE: Review the copy to ensure the messaging is clear, concise, and aligns with The Becton's brand voice and tone.

CHECK FOR GRAMMAR AND SPELLING ERRORS: Ensure the copy is error-free and presents a professional image.

REFINE LANGUAGE AND TONE: Polish the copy to maximize impact, evoke emotions, and resonate with the target audience.



CALL TO ACTION:

ENCOURAGE ATTENDANCE AND PARTICIPATION: Prompt the audience to book tickets, attend performances, and engage with The Becton's events and programs.

FOSTER SUPPORT AND COLLABORATION: Encourage individuals and organizations to contribute, donate, partner, or volunteer with The Becton to further its mission.

FACILITATE EXPLORATION AND LEARNING: Invite the audience to explore The Becton's website, resources, and educational offerings for further engagement.



step in.

The
BECTON

THE ROADMAP TO CENTER STAGE

Upcoming Initiatives & Programs

VERSION 2.0

step in.

The
BECTON

BOX OFFICE NUMBERS

Financial Projections

VERSION 2.0

step in.



FINANCIAL PROSPECTS AND PROFITABILITY

The initial **ask** for start is 10 million dollars for Procuration and Redevelopment of properties, putting profit back into the community. Investment is more than money.

Independently Financed	Partnerships with Niagara Falls Municipalities
University Partnerships	Revenue obtained from Class & Arts Tuition
Membership Based	Ticket Sales
Grants with NYC Arts Organizations	Partnerships
Community Financed Organizations	Partnerships with National Arts
Local Government Partnerships Arts Organizations	Partnerships with International

The BOOTHMAN

step in.



INVESTMENT OPPORTUNITIES & FUNDING

For Individual Investors

Patronage Program: Support The Becton's initiatives and programs as an individual investor and receive exclusive benefits and recognition.

SEASON PASSES: Invest in season passes for The Becton's performances and gain access to a diverse range of artistic experiences while supporting the organization financially.

ARTIST DEVELOPMENT FUND: Contribute to the Artist Development Fund, which provides financial support and resources to emerging artists, helping them thrive and grow in their careers.

step in.



INVESTMENT OPPORTUNITIES & FUNDING


For Corporate Investors

SPONSORSHIP PACKAGES: Become a corporate sponsor of The Becton and showcase your commitment to diversity, culture, and the arts. Benefit from brand exposure, networking opportunities, and exclusive event access.

NAMING RIGHTS AND ENDOWMENTS: Establish a long-term partnership with The Becton by securing naming rights for performance spaces, programs, or endowing funds to support ongoing operations or specific initiatives.

COLLABORATIVE PROJECTS: Collaborate with The Becton on joint projects, co-branded initiatives, or corporate social responsibility programs that align with your company's values and goals.

step in.



**"I BELIEVE IN SPIRIT AND
THEN I BELIEVE A
MANIFESTATION OF SPIRIT
IS DANCE."**

~ Judith Jamison

step in.



INVESTMENT OPPORTUNITIES & FUNDING

For Impact Investors

ARTS-BASED COMMUNITY DEVELOPMENT FUND: Invest in The Becton's community development fund, which supports the revitalization of underprivileged communities through arts-focused projects, providing both social and financial returns.

CULTURAL AND HERITAGE PRESERVATION: Support The Becton's efforts to preserve and celebrate cultural heritage through investments in initiatives that promote cultural awareness, education, and historical preservation.

ARTS EDUCATION AND OUTREACH FUND: Contribute to the Arts Education and Outreach Fund, which enables The Becton to expand its educational programs, workshops, and outreach activities, ensuring access to the arts for all.

step in.

INVESTMENT OPPORTUNITIES & FUNDING

For Philanthropic Foundations

GRANT OPPORTUNITIES: Philanthropic foundations can partner with The Becton by offering grants to support specific programs, projects, or operational costs, making a lasting impact on the arts and communities.

CAPACITY BUILDING INITIATIVES: Support The Becton's organizational growth and development by investing in capacity-building initiatives, such as technology upgrades, infrastructure improvements, or staff training.

step in.

The
BECTON

CONCLUSION

The Final Act

VERSION 2.0

step in.

step in.

JOIN US IN CREATING MEANINGFUL CHANGE

Make a difference. Support The Becton in its mission to empower underrepresented communities. Your contribution, partnership, or volunteerism will help us create meaningful change and amplify diverse voices. Together, we can build bridges and cultivate a more inclusive and vibrant arts community.

The
BECTON
INTERNATIONAL
BLACK THEATRE & ARTS CONSORTIUM

step in.

EXPLORE THE BECTON'S WORLD OF INSPIRATION & EDUCATION

Expand your horizons and embrace the joy of discovery. Visit The Becton's website to explore our diverse range of resources, educational programs, and interactive content. Unleash your creativity, broaden your perspective, and embark on a journey of learning and cultural exploration with us.

The
BECTON
INTERNATIONAL
BLACK THEATRE & ARTS CONSORTIUM

step in.

STEP INTO THE BECTON.

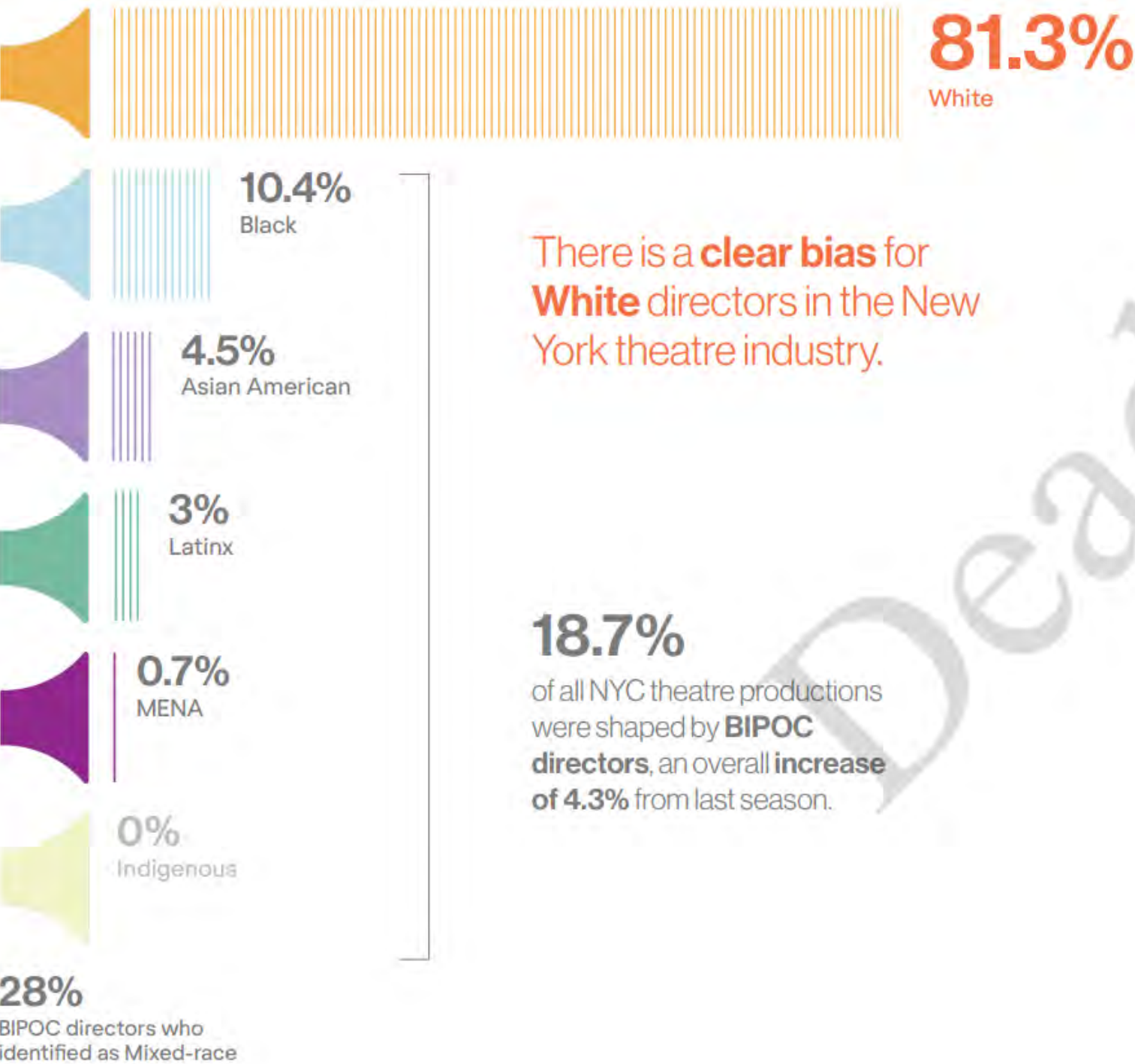
Experience the transformative power of the arts. Book your tickets now and immerse yourself in captivating performances and events brought to you by The Becton. Join us as we redefine cultural landscapes and foster inclusivity through the performing arts.

The
BECTON
INTERNATIONAL
BLACK THEATRE & ARTS CONSORTIUM

BEHIND THE CURTAIN

Supporting Documents and Materials

Who Gets to Shape the Stories?



There is a **clear bias** for **White** directors in the New York theatre industry.

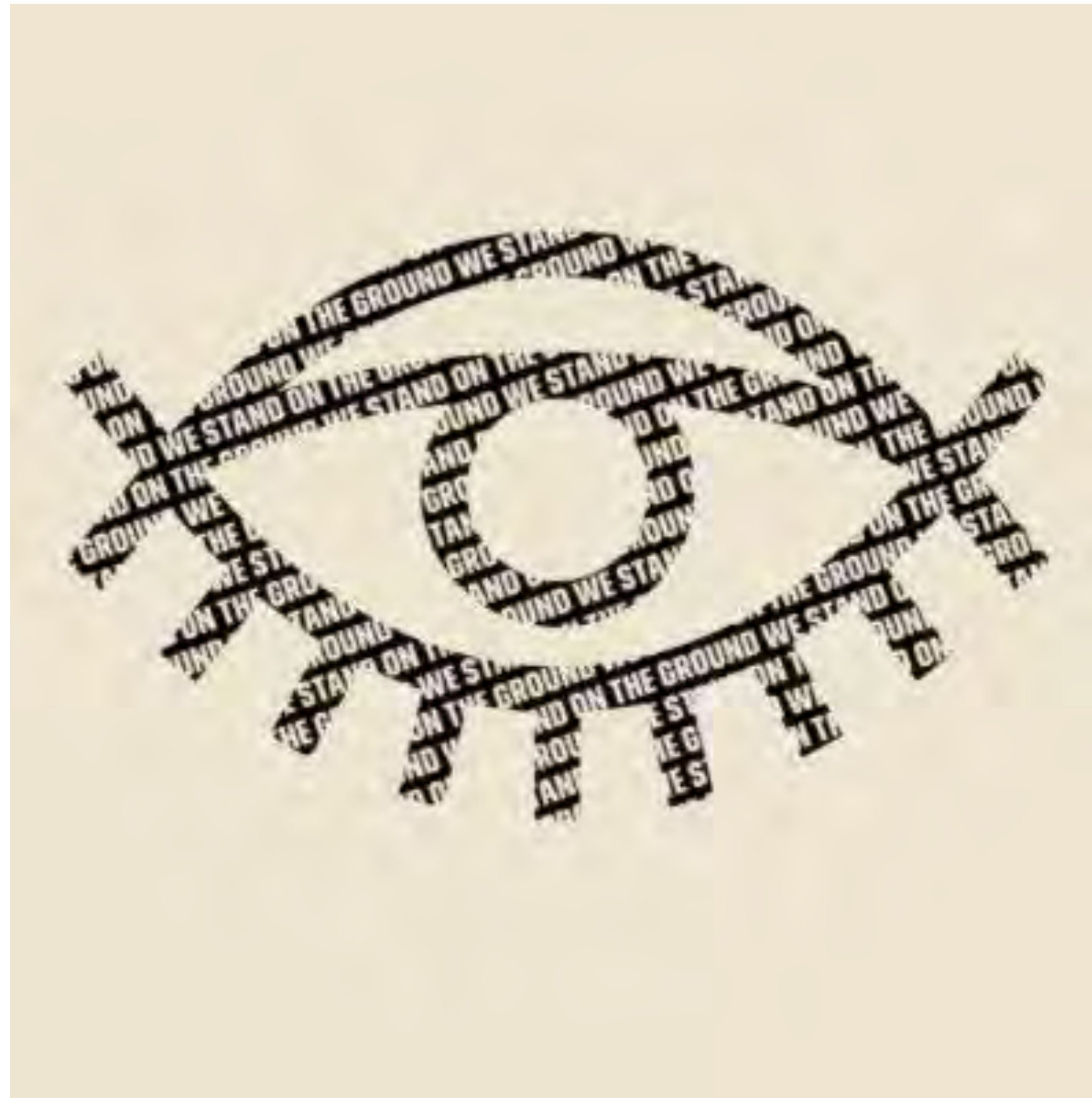
18.7% of all NYC theatre productions were shaped by **BIPOC directors**, an overall **increase of 4.3%** from last season.

Note:
Each sound decibel (|) represents one director.



The percentage of BIPOC directors at non-profits **increased by 5.9%** over the previous season while staying **exactly the same** on Broadway.

The following images are courtesy of the “We See You, White American Theater”
@WeSeeYou_WAT ; <https://www.weseeyouwat.com/>





LEADERSHIP AT ACTORS' EQUITY ASSOCIATION

AS REFLECTED ON THE INSTITUTION'S MOST RECENT WEBSITE MASTHEAD



ARTISTIC DIRECTOR



MANAGING DIRECTOR



BOARD CHAIR



GENERAL MANAGER



DIRECTOR OF NEW WORK



DIRECTOR OF DESIGN



ASSOCIATE DIRECTOR



DIRECTOR OF DEVELOPMENT



DIRECTOR OF EDUCATION



DIRECTOR OF FINANCE



**DIRECTOR OF
FRONT OF HOUSE**



**DIRECTOR OF MARKETING
AND COMMUNICATIONS**



**DIRECTOR OF
HUMAN RESOURCES**



**DIRECTOR OF
PRODUCTION**



**DIRECTOR OF
AUDIENCE SERVICES**



**DIRECTOR OF INFORMATION
TECHNOLOGY**

LEADERSHIP AT THE ALLEY THEATRE

AS REFLECTED ON THE INSTITUTION'S MOST RECENT MASTHEAD



LEADERSHIP AT THE BROADWAY LEAGUE

AS REFLECTED ON THE INSTITUTION'S MOST RECENT MASTHEAD



LEADERSHIP AT IATSE

AS REFLECTED ON THE INSTITUTION'S MOST RECENT MASTHEAD



**FACULTY AT THE JULLIARD SCHOOL
DRAMA DIVISION**

AS REFLECTED ON THE INSTITUTION'S MOST RECENT MASTHEAD



ARTISTIC DIRECTOR



EXECUTIVE DIRECTOR



BOARD CHAIR



MANAGING PRODUCER



DIRECTOR OF MARKETING



CHIEF FINANCIAL OFFICER



MANAGING DIRECTOR



DIRECTOR OF DEVELOPMENT



DIRECTOR OF COMMUNICATIONS



PRODUCTION MANAGER



**DIRECTOR OF EDUCATION
& ENGAGEMENT**



DIRECTOR OF TICKET SALES

LEADERSHIP AT THE GOODMAN THEATRE

AS REFLECTED ON THE INSTITUTION'S MOST RECENT MASTHEAD



ARTISTIC DIRECTOR



BOARD CHAIR



EXECUTIVE PRODUCER



GENERAL MANAGER



**DIRECTOR OF
ARTISIC PRODUCING**



ARTISTIC PRODUCER



CASTING DIRECTOR



DIRECTOR OF MARKETING



DIRECTOR OF PRODUCTION



DIRECTOR OF EDUCATION



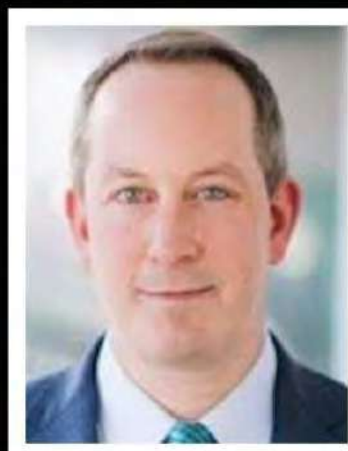
**DIRECTOR OF
PLAY DEVELOPMENT**

LEADERSHIP AT MANHATTAN THEATRE CLUB

AS REFLECTED ON THE INSTITUTION'S MOST RECENT MASTHEAD



**PRODUCING ARTISTIC
DIRECTOR**



MANAGING DIRECTOR



BOARD CHAIR



**EXECUTIVE DIRECTOR OF
DEVELOPMENT AND PLANNING**



GENERAL MANAGER



DIRECTOR OF MARKETING



RESIDENT DIRECTOR



DIRECTOR OF EDUCATION



**ARTISTIC DIRECTOR
LCT3**



PRODUCTION MANAGER



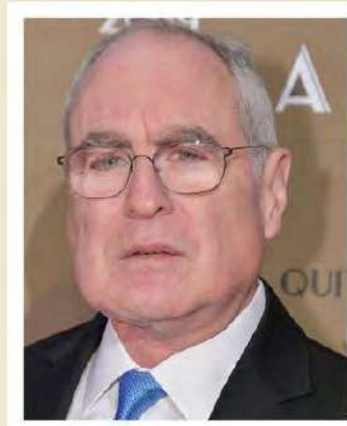
GENERAL PRESS AGENT



DIRECTOR OF FINANCE

LEADERSHIP AT LINCOLN CENTER THEATER

AS REFLECTED ON THE INSTITUTION'S MOST RECENT WEBSITE MASTHEAD



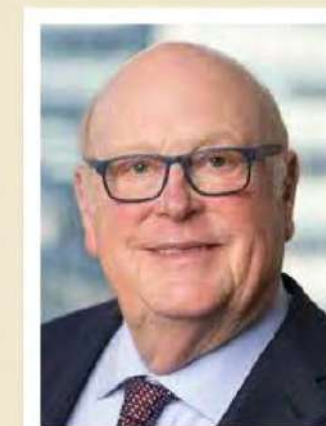
ARTISTIC DIRECTOR



**DEPUTY
ARTISTIC DIRECTOR**



EXECUTIVE DIRECTOR



BOARD CHAIR



EXECUTIVE PRODUCER



**CHIEF
ADMINISTRATIVE OFFICER**



**DIRECTOR OF CASTING/
ARTISTIC PRODUCER**



**ASSOCIATE
ARTISTIC DIRECTOR**



DIRECTOR OF EDUCATION



**DIRECTOR
OF DEVELOPMENT**



DIRECTOR OF MARKETING



SENIOR PRODUCER

LEADERSHIP AT ROUNABOUT THEATER COMPANY

AS REFLECTED ON THE INSTITUTION'S MOST RECENT WEBSITE MASTHEAD

The Becton's First Client

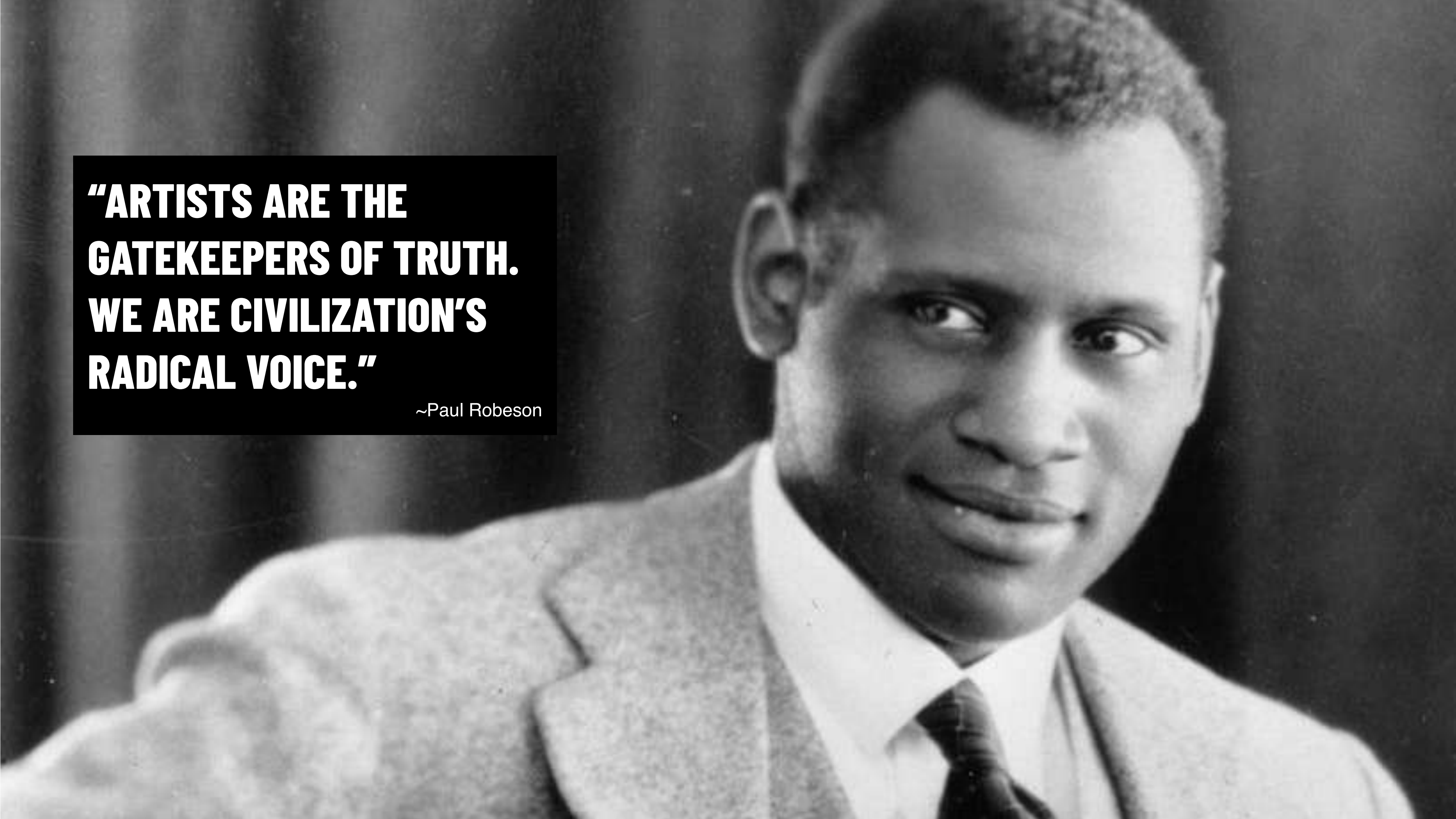
As of March 20, 2022, **The Becton** was recruited and contracted as a vendor for WeWork to provide original programming for their Employee Community Group (ECG). We have been aiding in their mission of bringing communities around the world closer together in fostering a diverse, inclusive workplace. This contract exemplifies The Becton's mission of Representation.



wework

**“ARTISTS ARE THE
GATEKEEPERS OF TRUTH.
WE ARE CIVILIZATION’S
RADICAL VOICE.”**

~Paul Robeson



A black and white portrait of Louis Armstrong. He is smiling broadly, showing his teeth. He is wearing a dark suit jacket over a white shirt and a dark tie. A trumpet is visible in the lower left corner, partially obscured by his hand. The background is a plain, light color.

"MUSIC IS LIFE ITSELF."

~Louis Armstrong