



Fall 2015 Funding Requests

FUNDING REQUEST FORMAT

Requests should be typewritten and be no longer than 4 pages (one side only). One copy of the funding request should be submitted along with one copy of the annual budget.

1. Name of organization/event, tax status and tax identification number.
 - 2nd Annual NWA Senior Showcase Ring Ceremony
2. Contact person with complete address, phone number and e-mail address
 - Byron Jenkins, 500 Fairways Circle Unit F, Springdale, AR 72764, 501.416.2689, Byron@arkansasalumniclassic.com
3. Purpose of event and proposed use of funds generated by organization/event
 - Showcase student athletes and gain national attention from college coaches.
 - Provide the community with the opportunity to salute the senior athletes
 - Showcase senior athletes one last time through an inclusive event with community support from peers, families, and fans.
The purpose of the funds generated by the organization will be used to establish a scholarship fund
 - Award participating seniors with awards and prizes
 - Engage Arkansans and develop a yearly event that will increase revenue and exposure of the Northwest Arkansas area, Fayetteville in particular.
 - Create a platform for high school athletes while providing a marketplace that will be beneficial for each school's athletic program and the student-athlete.
4. Period of operation or event date
 - March 18, 2016
5. Location or event site
 - University of Arkansas Alumni House, Fayetteville, AR
6. Brief background of organization and history of event
 - This will be the second consecutive year of hosting the NWA High School Basketball Showcase. This event features the top 40 high school basketball players in the area; one day prior to the event the ring ceremony is held to award the players with their showcase rings.
7. Expected visitor draw (radius/mileage) Prior year visitor count (radius/mileage) and how derived. Host hotel(s) and number of rooms reserved.
 - 82.4 miles (one-way)...Fort Smith, AR to Bentonville, AR (20 participating schools).
 - Comfort Inn & Suites will be the host hotel. Approximately 35-50 rooms are expected to be reserved for this historic inaugural Arkansas event.

8. Image: Is this organization or event identifiable with an attractive and unique feature of our area? Yes, Fayetteville is a huge part of Arkansas basketball history and is home to one of the elite basketball arenas in the State.

9. Marketing Plan: Advertising, public relations, sales and whether in-kind donation or purchased. Anticipated media exposure:

- Flyers, promotional videos, press release via media, press conference.
- Advertisement through website, social platforms, and sponsor outlets, such as digital billboards and school correspondence.

10. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources).

- \$1,500 for video production and editing (promotional/day of the event).
- \$1,000 for photography, lighting, and editing (promotional/day of the event).
- \$500.00 for step and repeat, banners, flyers, event posters, t-shirts and hats, which will be provided during school spirit days/pep-rallies.
- \$250.00 for radio and print advertisement (event programs).

11. Funding request: State specific amount requested and what funds will be used for

- \$5000.00...funds will be used to purchase showcase rings, rental fees for facility and promotional fees.

12. Describe how this request meets the criteria of uses of A & P funds

This request meets the funding criteria on the following basis:

- Advertising and promoting the City of Fayetteville.
- Opportunity for tourist to explore Fayetteville stores, restaurants, schools and universities.

13. Will your project/event influence visitors from outside of Fayetteville to visit our community? Yes X No _____. If yes, what is your estimate of

- ☐ Number of visitors to Fayetteville 200
- ☐ Number of visitors to Washington County 200
- ☐ Number of visitors outside a 100 mile radius of Fayetteville 100

14. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general.

What methods do you plan to use to track the overall economic impact to each?

- Website Impressions
- Hotel Reservations via Promo Code
- Restaurants via coupons
- Shopping at local stores via Promo Codes and Coupons.

15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.

- Recycle bins for paper, plastic and aluminum will be available. Majority of event correspondence will be delivered through digital formats such as email, website, and social network platforms.

16. Describe how event will be altered if A & P funding is not secured.

- Lack of A & P funds will diminish the efforts of promotion and advertising, which may decrease the number of visitors and monies into the City of Fayetteville during this event.

17. The Commission encourages a 1 to 1 match for funding. Please indicate how the Commission dollars will be matched. (This may include money, in-kind donations, staff, labor, etc.).

- In-kind donations
- Ticket sells
- Staffing

18. Provide full financial disclosure of all revenues and expenses of the special event. Full financial disclosure of the requesting organization's regular annual budget will be made available upon request.

2015 NWA High School Basketball Senior Showcase Key Points

- Mayor Jordan served as guest speaker
- Twelve college coaches attended the event
- 32 of 40 participants awarded scholarships
- Over half million awarded in scholarships
- 40 students awarded rings, representing 16 different high schools
 - 223 in attendance (sold out)



**Requests should be submitted to: Marilyn Heifner, Executive Director
Fayetteville Advertising and Promotion Commission**

P. O. Box 4157

Fayetteville, AR 72702-4157

Phone: 479-587-9944; E-Mail: Mheifner@twncenter.com

Fayetteville A & P logo must be used on all printing and advertising materials related to your event when A & P funding is used.

EVENT FOLLOW-UP REQUIREMENTS

The organization receiving Commission funding or promotion support will provide, within 30 days after the end of the event a financial report, a survey/evaluation of the event with recommendations for improvements and expansions for future events and a disclosure of other funding sources who participated by underwriting the event. All materials will be subject to the Freedom of Information Act.

FUNDING CRITERIA

All HMR funds shall be used:

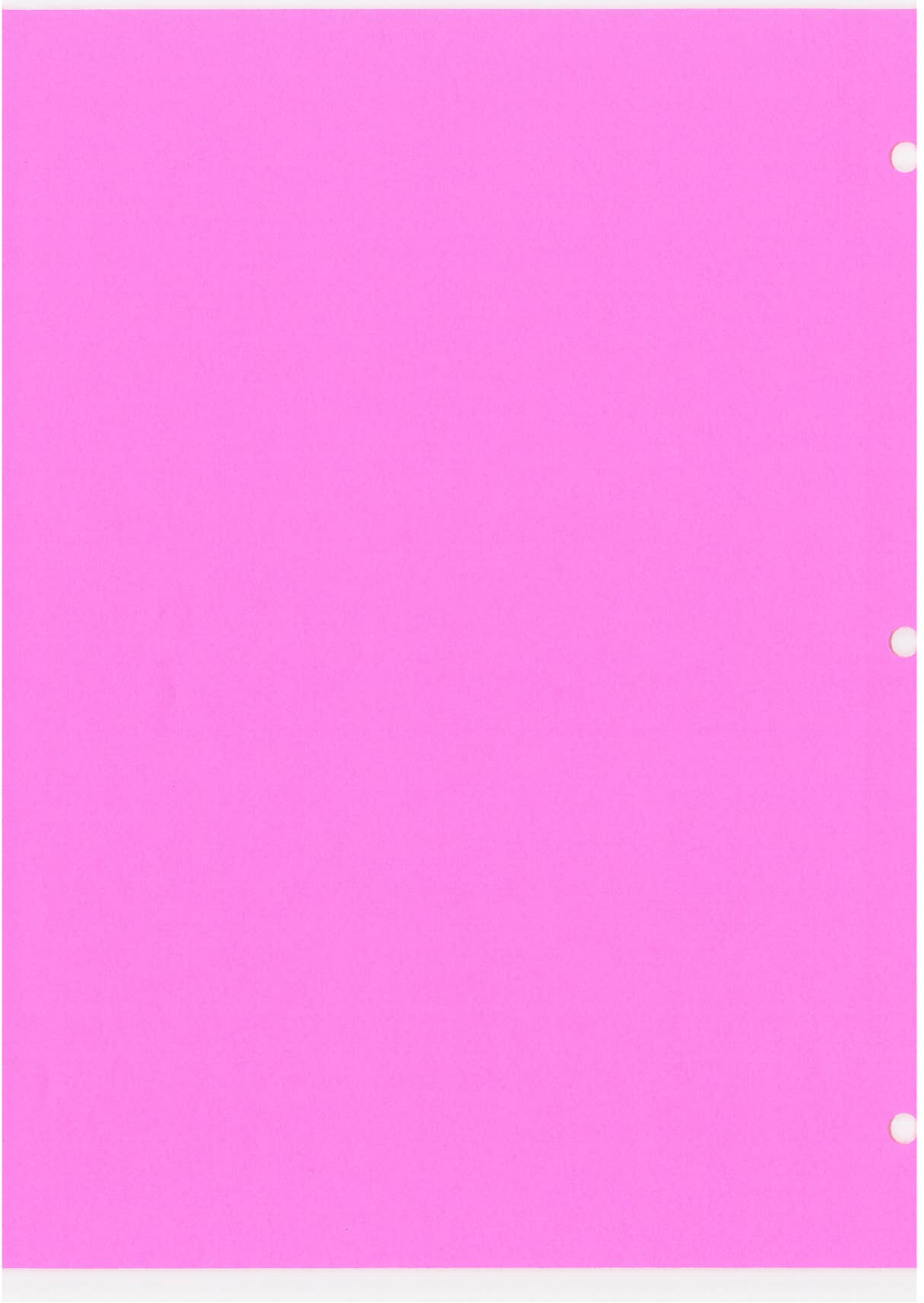
- 1) for advertising and promoting the city and its environs
- 2) for construction, reconstruction, equipment, improvement, maintenance, repair and operation of a convention center
- 3) for the operation of tourism promotion facilities in the city

HMR funds can be used for:

- 1) for funding the arts
- 2) For operation of tourist-oriented facilities (theme parks and family entertainment facilities)
- 3) For construction, reconstruction, repair, maintenance, improvement, equipping and operation of public recreation facilities and for the payment of bonds

Taxes shall not be used for:

- 1) General capital improvements within the city
 - 2) Cost associated with general operation of the city
 - 3) General subsidy of any civic group or chamber of commerce
- The A & P Commission may:
- 1) Engage such personnel and agencies necessary to conduct its business
 - 2) Contract with any group to provide actual services that are connected with tourism events or conventions.



1. Name of organization/event, tax status and tax identification number.

Arkansas Comedy Collective LLC presents the **Huge Lightning Comedy Festival**
EIN: 47-4838549

2. Contact person with complete address, phone number and email address

Jordan Haynes
Arkansas Comedy Collective, LLC
1846 W. Preservation Dr. #7
Fayetteville, AR 72703
(501) 208-3668
thejordanhaynes@gmail.com

3. Purpose of event and proposed use of funds generated by organization/event

The Huge Lightning Comedy Festival's mission is to empower comedians, performers, artists, and audiences through an exciting and affordable theatrical experience. We want to provide a performer-friendly environment that encourages creative exploration and growth, and simultaneously excites, inspires, and challenges audiences with performances they wouldn't be exposed to otherwise. The goal is to ignite our city, state, and region through a unique theatrical experience with the potential for continuous growth.

- One weekend, one location, two stages, 15+ groups consisting of more than 50 comedians/artists/performers from Fayetteville and from across the country.
- Sketch comedy groups, improv teams, stand-up comedians, and musical comedy acts from Chicago, New York, LA, Austin, Saint Louis, Kansas City, Fort Smith, Little Rock, and Fayetteville (to name a few), will be invited to participate in a unique comedy festival experience in one of the coolest/hippest/smarest little cities in the world- Fayetteville Arkansas.
- Scheduling for performances during Friday and Saturday night will consist of two stages (one larger and one intimate) with an overlapping performance schedule and new shows starting every half hour.
- A ten minute intermission will occur every half-hour and will feature local musical acts, artists, and a concessions stand with local food and local craft beer.

Huge Lightning Mock Performance Schedule		
<u>Time Slot</u>	<u>Main Stage</u>	<u>Studio Space</u>
8:00-8:20	Improv	Improv
8:30 - 8:50	Sketch	Stand-up
9:00 - 9:20	Improv	Improv
9:30 - 9:50	Music Improv	Sketch
10:00 - 11:00	Variety Show	Variety Show

4. Period of operation or event date

May 6th and 7th, 2016 (Friday/Saturday)

5. Location or event site

Fayetteville Underground
101 W Mountain St
Fayetteville, AR 72702

6. Brief background of organization and history of event

I'm Jordan Haynes. I'm an Arkansas native, and I moved to Chicago after completing my degree in Theatre at the University of Arkansas. During my time in Chicago, I worked professionally as a performer with The Second City's "bizco" ensemble for over a year, and studied improvisation and sketch comedy at The Second City, IO, and The Annoyance Theater, and performed in multiple comedy/fringe festivals around the country.

After four years living and performing in Chicago, my wife and I moved back to Fayetteville to be closer to our families. This past summer we spear-headed the creation of the Arkansas Comedy Collective, LLC. It was formed in August of 2015, and the mission is to create more diverse, local comedic events/performances/experiences, and strengthen the already burgeoning local comedy scene. We run a monthly comedy-variety show in Fayetteville (at Backspace), and have already garnered an eclectic following, and it's not just us. Fayetteville already has a stellar comedy scene. Multiple improv groups, stand-ups, and variety shows are popping up everywhere. The University, the strong theatre presence, and the incredible art scene have really been the fuel for the comedy engine in the area. This town has a lot going on, and will surely have some sort of comedy festival of sooner or later. We just happen to be the first ones to make it a reality, and we know how to do this thing the right way.

7. Expected visitor draw (radius/mileage), Prior year visitor count (radius/mileage) and how derived. Host hotel(s) and number of rooms reserved.

We expect 50+ out of town performers/artists/comedians, and approximately 300 audience members throughout the weekend.

8. Image: Is this organization or event identifiable with an attractive and unique feature of our area?

Out-of-town performers will largely be visiting Fayetteville for the first time. A performer from Chicago (Example- two members of The Second City touring company have already agreed to participate) would make the 10 hour drive to Fayetteville starting early morning on Friday. They'd travel through the beautiful Ozark hills, arrive at the Fayetteville town square, enjoy the pre-event meal at a cool local restaurant, drink some great local beer, perform at a super cool arts venue for 150 eager, supportive, and artistically aware local audience members. They'd wake up the next morning, maybe check out the farmers market, hit up a local brunch place or a local brewery, rent bikes or go shopping at a local store, meet up at another fun local restaurant for Saturday's pre-event meal, then head back to the venue that night to do it all again. They'd surely end the festival with all the other performers at an awesome, unique local watering hole. Then Sunday, they'd pack up and drive home (perhaps shedding a single tear as they drive away from the slice of heaven they were lucky enough to experience).

9. Marketing Plan: Advertising, public relations, sales and whether in-kind donation or purchased. Anticipated media exposure-

We plan to advertise in local papers (Fayetteville Flyer, Idle Class Magazine, The Arkansas Traveler, etc), as well as through paid ads on social media. We will also use social media to crowdsource with a GoFundMe page to collect donations.

There are a number of fundraising events that we will host including but not limited to, (a monthly variety show held at Backspace, and an experimental sketch comedy show at The Ozark Climbing Gym, where all proceeds will go directly to Huge Lightning Comedy Festival.

Admission will be \$10 per night. With an expected turnout of 300 people, that puts sales at \$3000 (minus the venue's % of the door). We will be approaching local businesses for in-kind donations of food, beverage, and housing in return for sponsorship opportunities. We will purchase beer to sell at the venue to those over 21 as well as festival t-shirts.

10. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources)

COSTS		
Gas/Travel Reimbursement	5 groups x \$200 each	\$1,000.00
Housing	5 hotel rooms x \$140. night X 2 nights	\$1,400.00
Venue	Fayetteville Underground	% of door
Performer/Audience wristbands	\$15/color x 3 colors	\$50.00
Event T-shirts	\$7 x 75	\$525.00
Food	popcorn (in-kind)	\$0.00
Beverage	beer (15 30-packs at \$20/ea)	\$300.00
ADVERTISING		
Print	Fayetteville Flyer, Idle Class Magazine, The Arkansas Traveler, etc	\$2,500.00
Social Media	facebook ads for month before, video promos	\$500.00
Website & Logo		\$1,500.00
Advertising Total		\$4,500.00
TOTAL COSTS		\$7,775.00
REVENUE		
Ticket Sales	\$10 ticket/night (300 tickets total)	\$3,000.00
Anticipated Fundraising	events, crowd sourcing, local sponsorships, in-kind donations	\$4,000.00
Merch Sales	75 t-shirts at \$15/ea	\$1,125.00
Food & Beverage	popcorn (\$200) + beer (\$2/beer x 400 beers)	\$1,000.00
TOTAL REVENUE		\$9,125.00

11. Funding request: State specific amount requested and what funds will be used for

We are requesting \$4500.00 to cover our advertising/promotion costs, website, and event logo as broken down in the above budget.

12. Describe how this request meets the criteria of uses of A & P funds

It is an event that will bring people to the area, patronize local businesses, spotlight the Fayetteville town square, and illuminate the city's amazing theatre scene.

13. Will your project/event influence visitors from outside of Fayetteville to visit our community? Yes X No . If yes, what is your estimate of number of visitors to Fayetteville, number of visitors to Washington County, and number of visitors from outside of 100 miles from Fayetteville.

Number of visitors from outside 100 miles- Including all out of town performers and possible travelers from nearby cities like Tulsa and Little Rock (traveling to see their friends/family members perform) - 80 to 100

14. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general.

- A. Any profits would be immediately reinvested into the following year's festival in order to make the event self-sustainable.
- B. Local businesses/tourism/lodging - We anticipate 50-100 people traveling to Fayetteville for this event. They will be given information on local businesses ahead of time and will be encouraged to explore the area. 50-100 people will need hotel rooms. Pre and post show events that patronize local businesses on the town square will be organized.
- C. Community in general- This festival enhances Fayetteville's diversity in a variety of ways. It deepens its art and theater scene. It exposes local students and community members to new ideas. And finally, it further promotes a sense of creativity, experimentation, and play in the community at large. Fayetteville is already seen as a progressive, supportive, creative beacon for the region, and this festival only strengthens that view.

What methods do you plan to use to track the overall economic impact to each?

We will keep in contact with local businesses to track their experience during the festival weekend and follow up on any feedback or suggestions they have for the following year.

15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.

We plan to use recyclable material whenever possible...We're also cutting the oil spill segment of the festival.

16. Describe how event will be altered if A & P funding is not secured.

It's going to happen no matter what, but the impact to marketing could impact our fundraising awareness and therefore impact the groups/acts that we could entice to be involved.

17. The Commission encourages a 1 to 1 match for funding. Please indicate how the Commission dollars will be matched. (This may include money, in-kind donations, staff, labor, etc.).

- All event organizers/staff are donating their time by working on a volunteer basis.
- In kind donations.
- Cash donations through multiple fundraising events.

18. Provide full financial disclosure of all revenues and expenses of the special event. Full financial disclosure of the requesting organization's regular annual budget will be made available upon request.

We're brand new so there is none to disclose at this time.



K. Samantha Sigmon
Vice President, Art Amiss
k.samantha.sigmon@gmail.com

October 1, 2015

Kym Hughes
Executive Director
Fayetteville Advertising and Promotion
21 S. Block Ave.
Fayetteville, AR 72701

Dear Ms. Hughes and the Fayetteville Advertising and Promotion Commissioners,

As a long-time Fayettevillian, dedicated patron of downtown local businesses, community volunteer, and an avid Northwest Arkansas arts supporter and developer, I am very excited about the 2016 programs Art Amiss is putting together that will revitalize the 10+ year old organization. These initiatives bring together some of the most active members of the Fayetteville arts community for diverse and participatory year-long programs and events. These proposals are created and run by citizens who are passionately invested in the welfare and vitality of our city, and have not previously received funding through the A&P Commission before.

I can attest to Art Amiss' community impact through my own experience. As a teenager, I volunteered several times to hang and strike shows at the large event they held a few times a year at the Dickson St. Theater. This initial positive introduction to the arts community inspired me to pursue a museum studies master's degree focused in an interest in grassroots curation, development, and promotion. Since then, I returned home to steer the Fayetteville Underground toward greater community involvement as Executive Director for two-and-a-half years, during which time I set up the Do-It-Yourself venue/collective Backspace. As this initiative's project director, I am prepared to take on these valuable programs all run by locals like me, focused on the City of Fayetteville.

Each of these programs are directed by experienced volunteers who have been an integral part of what Fayetteville means to the community. Roger Barrett, organizing the Art Amiss Indie Music Festival, has been booking and promoting visiting bands for local venues for over 15 years, including the time when Clunk's Music Hall and JR's Lightbulb Club were hosting national touring acts. He is currently promoting Block St. Records for ticket sales of secret shows hosting solo acts from nationally touring bands in unique intimate venues around the city. Katy Henriksen, involved in developing the Bottle Rocket Gallery, promotes local music and arts on KUAF as well as through writing for national publications. Her experience and interest in our project is vital for Fayetteville



arts promotion. Artists Sarah Leflar and Kat Wilson, curators of the Bottle Rocket Gallery, use their experiences and connections nationally to bring in amazing cutting-edge artists of all mediums. Black Apple Awards organizers Bo Counts, Eric Jensen, and Melissa Arens have been running Art Amiss for years each coming from experience as event organizers and promoters. A group of around 6 Backspace volunteers all in active and diverse touring bands based in Fayetteville are dedicated to compiling, designing, recording, producing, documenting, and promoting a yearly 'zine and tape label with Art Amiss. With such a stellar, diverse group of artists, musicians, writers, and organizers, we at Art Amiss have the passion, dedication, and experience to lead these initiatives in becoming major Fayetteville arts programming for 2016 and beyond.

Ultimately funding of this package will kick us off into sustainability and renewed vitality for this all-volunteer organization. With Fayetteville Advertising and Promotion Commission's backing, we will be competitive for larger grants such as those through the Arkansas Arts Council that will expand and develop our team so we may create increased arts opportunities to highlight the beauty, vitality, diversity, acceptance, and support that we love so much about Fayetteville, Arkansas.

Of course with any of our initiatives funded, we will thank Experience Fayetteville and the City of Fayetteville as critical sponsors throughout all of our advertising, marketing, and promotional materials and events. We thank you so much for your time, dedication, and everything you do for our wonderful hometown. Please feel free to contact me anytime at k.samantha.sigmon@gmail.com or through my cell phone at 479-790-6409 with any questions or comments you may have.

Sincerely,

Samantha Sigmon
Vice President
Art Amiss Inc.

Attached:

- Application
- IRS 501(c)(3) Designation
- 2016 Proposed Project Expenses



1. Name of organization/event, tax status and tax identification number.

Art Amiss 2016 Expansion Program
Tax Exempt 501(c)(3) Non-Profit Organization
20-5536043

2. Contact person with complete address, phone number and e-mail address.

Samantha Sigmon, Vice-President, Art Amiss
520 N. Mission
Fayetteville, AR 72701
479-790-6409
k.samantha.sigmon@gmail.com

3. Purpose of event and proposed use of funds generated by organization/event.

Art Amiss, Inc., seeks a total of ²³~~26~~,750 in funding for four major events and initiatives that will expand our city's multi-disciplinary arts resources and visibility as a destination city for arts with all funds generated going directly towards the events and projects listed below, which will attract new visitors, strengthen the local community's relationship with the arts, promote arts tourism, and highlight downtown as a travel, lodging, shopping, and dining destination. Additionally these funds will allow Fayetteville-based Art Amiss to grow as a viable, renewing, project-based initiative, preparing the organization to secure grants from entities including Arkansas Arts Council and other national arts foundations. Details for each of the four projects include:

- **The Art Amiss Indie Music Festival** -- Despite a longstanding tradition of thriving local bands with venues that host major touring acts, we currently lack an independent music festival. Art Amiss wishes to add our city to the list of eclectic indie music fests already in the region, such as SXSW in Austin, TX, and Valley of the Vapors in Hot Springs, AR, to revive the city as a touring destination for nationally acclaimed indie rock bands. Requested funds cover two-day rental of the Fayetteville Town Center, and an aggressive digital/print promotional campaign which will include guarantees to secure the headlining acts so we may promote them along with Experience Fayetteville well in advance with the festival. Generated Funds through festival passes (est. \$40 single day / \$70 two day/\$90 three day) and merchandising will cover percentage deals with musicians, year-round website maintenance, potential 2017 festival lead-in concerts, and funding for future festivals.
- **Charles Finger Artist Residency (CFAR) at Bottle Rocket Gallery (BRG)** -- Another major gap Art Amiss identified is a nationally competitive artists' residency program. Funding for the CFAR at the BRG, a historic property on



Finger Road, will anchor the region's very first individual artist residency program to Fayetteville. In addition to allowing artists time to create new work, this unique residency facilitates a creative exchange between up-and-coming artists from across the country with the region's burgeoning art economy that culminates in art openings and performances. The costs requested here allocate \$1,000 to support the artist's creative output throughout Fayetteville, with housing and meals absorbed in kind by Robert and Sarah Leflar, who own and operate the property. An additional \$1,000 goes toward advertising and event planning throughout the residency stay with all community events free of charge. Four-thousand will cover two month-long residencies in the spring/fall of 2016.

- **The Black Apple Awards and Showcase** -- This annual event shines the light on the burgeoning creative talent in our region and builds awareness for local arts and entertainment, as well as gives community members a chance to celebrate the artists and artisans they love. The requested \$2,000 will be allocated toward award funds accompanying plaques commemorating the event given to winners as incentive to keep producing excellent work with the rest covering a strong advertising campaign throughout Arkansas. The total received from the \$5 admission will go directly towards funding the 2017 Black Apple Awards and Showcase.
- **Annual zine and cassette tape publication** -- The launching of the yearly zine and local tape label will showcase the experimental music, art, and writing of Northwest Arkansans and document the one-of-a-kind arts movement based in Fayetteville with the Do-It-Yourself venue Backspace as catalyst. The 'zine will highlight a diverse array of artists and makers as they investigate their relationship with local culture. One-thousand dollars will cover costs of printing the 'zine, approximately 50 pages, in color. With an additional \$1,000, the tape label, Razortapes, can procure a high quality, large quantity tape duplicator, printer, and raw materials to produce 500 individual tapes to distribute local bands' music regionally and operate at a very low cost for musicians of all genres. Both of these productions will be distributed throughout town, NWA, and to national DiY spaces with the help of Experience Fayetteville. Money received from sales of zines and tapes go directly into funding future publications.

4. Period of operation or event date:

Music Festival: Thursday March 31 - Saturday April 2

Artist Residency: April and October 2016

Black Apple Awards: April 2016

'Zine/Tape Production: Release March-April 2016 (w/tapes produced throughout the year)



5. Location or event site:

Major events will occur at the Fayetteville Town Center and Bottle Rocket Gallery with various local venues and businesses in downtown Fayetteville also hosting.

6. Brief background of organization and history of event:

Art Amiss was founded over 10 years ago with the intent on giving diverse opportunities to local artists and creative talent in Arkansas. The organization has a long history of creating events and programs to celebrate various artistic endeavors. This volunteer-based organization serves visual art, music, fashion, creative writing, and performance/film. Previously Art Amiss organized huge multi-disciplinary events in the Dickson St. Theatre celebrating all of these artistic mediums in the region. Additionally, the organization has given out grants to musicians for recording costs, and continue to compile Arkansas music (<https://arkansas-music.bandcamp.com/>). These four proposals fit in perfectly with the goals of this organization. Funds from the A&P Commission will allow the organization to grow these artist initiatives aimed at celebrating the diverse artist community and continue to invigorate Fayetteville as an arts destination.

7. Expected visitor draw (radius/mileage) Prior year visitor count (radius/mileage) and how derived. Host hotel(s) and number of rooms reserved.

These events will grow our unique arts environment and bring in people from throughout the region, neighboring states and nationwide.

Specifically the music festival will have focused advertising in Lawrence, KS, Kansas City, MO, Springfield, MO, Tulsa, OK, and Little Rock, AR, as well as in college towns nearby, with online advertising on independent music blogs to create a wide radius of interest. This will not be a festival that encourages camping; our focus will be to draw in visitors to stay in area lodging, and dine and shop in local businesses. Since many people are already visiting the area for other music festivals, our draw should be wider on the dates we have chosen than any other time throughout the year.

The Charles Finger Residency at BRG will house diverse working artists spending invaluable time not only showcasing their work, but also engaging meaningfully with the local creative community as a specifically Fayetteville-based creative guest. These national and international working artists create a lasting relationship, fully integrating themselves with local venues and businesses, and when they leave, spreading this information forward creating an artists' network internationally.

The Black Apple Awards and Showcase will also bring people from neighboring towns out to downtown Fayetteville focusing on a celebration of our state's creation. The



awards ceremony will encourage artists and their friends and family throughout the state to come to the showcase and will partner with local hotels to secure lodging.

The 'Zine and Tape production will be sent to Do-It-Yourself and alternative venues throughout the nation to spread the word that Fayetteville has a vibrant grassroots arts culture.

8. Image: Is this organization or event identifiable with an attractive and unique feature of our area?

Art Amiss' greatest accomplishment is the sponsorship of experimental artists across media. This package will feature the work of musicians, artists, writers, and other makers throughout the year to really celebrate what makes our creative economy so distinct. This organization has identified the people, places, and proposals that are most necessary to the Fayetteville arts culture in 2016 in order to position them under one ongoing mission of increasing arts support and attention in our hometown.

The independent music festival will feature music by nationally touring acts with a strong local and regional draw, utilizing downtown Fayetteville's great music venues, local music scene, bars, galleries, and shops. In addition, the festival will work closely with Fayetteville artists, music shops, record stores, venues, and activists to ensure traveling musicians and attendees participate in local culture. We will include pop-up concerts around Fayetteville as well as public discussions connecting those in the music industry with our local musicians. We also will encourage music critics to participate.

The Charles Finger Artist Residency will greatly boost our arts community by offering a beautiful space for creating work and engaging with the public at a historic property on Finger Road in Fayetteville. Known as Gayeta, the property was the homestead of Charles Joseph Finger, a nationally recognized author in the early 20th century. The Finger property includes a barn converted into a charming studio apartment where the proposed residency participants will stay, the restored studio of illustrator Helen Finger Leflar, and a stunningly intimate gallery/performance building, designed and built by Robert Runyan, recently named an "Arkansas Treasure" by the Arkansas Arts Council for his work. Experience Fayetteville's name would be attached to any of the promotion about the artist or events in which they participate throughout the year.

The 'Zine publication and tape label will showcase what is uniquely Fayetteville about the creative arts in the area -- our small, grassroots, experimental art culture focused principally around the University of Arkansas, local businesses, and do-it-yourself venues. Funding would show support to this community of creatives living, learning, and working in Fayetteville.



9. Marketing Plan: Advertising, public relations, sales and whether in-kind donation or purchased. Anticipated media exposure

Like Art Amiss's goal to support local businesses and artists, the organization will also devote a majority of its advertising funding to supporting local publications and maintaining its ongoing relationships with *The Fayetteville Flyer*, *Arkansas Times*, *Idle Class Magazine*, *The Fayetteville Free Weekly*, *KXUA 88.3 FM*, *KUAF 91.3 FM*, and *KABF 88.3 FM* in Little Rock. Art Amiss will also utilize partnering groups such as Bottle Rocket Gallery and Backspace to promote initiatives through print and digital platforms. Creation of a website for the indie music festival will be paramount for that event, which will include links to area lodging, shops, and venues. The complete marketing plan will include a strong social media presence including Facebook, Twitter, and Instagram, with focused banner advertising with area and regional music blogs, college radio, and arts publications.

Art Amiss has partnerships with a few media groups for increased exposure such as the *Idle Class Magazine* which promotes and sponsors the Black Apple Awards. Exposure for these projects will widen with the participation of Katy Henriksen, arts director for KUAF 91.3 FM public radio, host of the classical music hour *Of Note* and recognized cultural journalist. Her background as a publicist and arts journalist who publishes interviews, reviews and features for national outlets brings expertise in garnering press attention both locally and nationally to raise Fayetteville's reputation as a city that understands the value of creativity, supporting artists and the community that loves art.

10. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources)

Complete marketing expenses attached. There was not substantial marketing funds last year for Art Amiss.

11. Funding request: State specific amount requested and what funds will be used for
Complete project expenses attached

12. Describe how this request meets the criteria of uses of A & P funds.

Through the A&P goal of "support for the arts," the Art Amiss proposed programs will positively impact the City of Fayetteville through not only suggesting, but personally leading visitors and artists to area businesses, increasing positive response of the area, bolstering our creative economy, making lasting connections, and solidifying our public image as a creative oasis. Most of these events will be used as seed funds that will catapult our initiatives into sustainability and lead to increased state-wide funding.

For example. A&P funds would be used as seed money for a new festival that will draw a new demographic of visitors for overnight stay and shopping in Fayetteville, provide



an incentive for students to stay in town and draw first time visitors. Additionally, Art Amiss will establish relationships with touring musicians and booking agents for increased visits and continued festival improvements to keep visitors interested and aware of the arts scene. This example works across the programs; Art Amiss is about Fayetteville completely.

13. & 14. Will your project/event influence visitors from outside of Fayetteville to visit our community? If yes, what is your estimate of Number of visitors to Fayetteville, Number of visitors to Washington County, and Number of visitors outside a 100 mile radius of Fayetteville?

Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?

Art Amiss events extensively promote Fayetteville businesses including restaurants, shops, hotels and bars via "pop-up" concerts and art events in select hotel lobbies, local restaurants and businesses as a way to draw visitors to different parts of Fayetteville. These events are a true reflection of Fayetteville, which will encourage return visitors. The organization will work closely with businesses to track economic impact, and will solicit suggestions from local businesses on how to entice visitors into shops. Although these programs are new, Art Amiss will track the location of those coming to events through ticket sales and sign-in sheets for a complete exit report given to the Commission after the completion of each project.

For the music festival, a majority of festival goers will most likely be new visitors to Fayetteville. With other spring festivals less than a day's drive hosting bands from all 50 States and acts from Europe, Canada, Japan, Mexico, and worldwide, visitors will stop here. As a new festival, approximately 3000 attendees are expected the first year with an estimate of 1500 from outside a 100 mile radius of Fayetteville.

BRG has already brought in artists as wide-reaching as New York City, Detroit, Minneapolis, Los Angeles, Puerto Rico and London, England. The selective residency will create a wider draw for events in the tri-state area and other surrounding colleges and generate national attention for Fayetteville as an incubator for cutting-edge arts.

Black Apple Awards will gather creators and those who celebrate creativity from across the state. Last year more than 300 guests attended the ceremony and we expect those numbers to grow to 500 in 2016 with a greater marketing campaign, an arts showcase, and winner incentives.

15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.



Art Amiss will recruit volunteers to encourage recycling, maintain glass bottle and can recycling sites, and promote recycling on posters and promotions and at every location used. Any refreshments for events will be provided by local vendors that believe in sustainability and fair practice. For the music festival, as part of the brochure, downtown maps will include walking routes and the Fayetteville bike trail as well as pinpointing small local businesses as a way to encourage visitors to find shops they may miss while driving. All events will encourage ride-sharing, biking, or walking.

16. Describe how event will be altered if A & P funding is not secured.

While Art Amiss will continue to sponsor projects, we will not have the funds to revitalize the organization and support local artists fully, and thus will not align us with larger state-oriented grants such as the Arkansas Arts Council Arts Expansion Program. All projects and initiatives outlined may still exist, albeit on a much smaller and more insecure extent. Without A&P funding, these projects will not be as linked under the Art Amiss banner, therefore losing their scope and wider impact for arts viability for the greater community.

17. The Commission encourages a 1 to 1 match for funding. Please indicate how the Commission dollars will be matched. (This may include money, in-kind donations, staff, labor)

All projects are events outlined here entirely run via volunteers. A large network of project volunteers work on every aspect of these events and projects. Overhead is extremely low because of the many in-kind costs Art Amiss has received, including drinks and food from local vendors like Ph Alchemy, Greenhouse Grille, Tusk and Trotter, and more. Additionally, Art Amiss incurs little to no operations cost as a fluid organization without a building. The ticketed events bring in money and allow for advertising opportunities and the publications will be sold; with the artist residency overhead extremely low due to in-kind use of the historic Finger property.

ART AMISS

proposed project expense, 2016

INDIE MUSIC FESTIVAL

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	2016 Total
Two-Day Rental of Town Center, includes seating, staging, and sound	7000				7000
Securing National Acts to Fayetteville	4000				4000
ADVERTISING					
Banner ads, articles, targeted social media promotion through Fayetteville Flyer	800				800
Misc targeted social media ads/boosts/promotion	600				600
Festival artwork for creation/prints/posters	500				500
National Blog Advertising	500				500
Jan-Mar print ads in Arkansas Times	400				400
Festival banners	350				350
Website Creation	300				300
[ADVERTISING TOTAL]	3450				3450
TOTAL	14450				14450

BOTTLE ROCKET ARTIST RESIDENCY

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	2016 Total
Resident Artists' Creation of Art in Fayetteville		1000		1000	2000
Advertising for all events via print ads, posters, and social media		1000		1000	1000
TOTAL		2000		2000	4000

AR BLACK APPLE AWARDS SHOWCASE

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	2016 Total
Arkansas artist/makers Experience Fayetteville finalists' and winners' awarded plaque and mini-grant		2000			2000
Paying artists to design and make award plaque		800			800
Advertising, including posters and print ads, and social media		400			200
TOTAL		3200			3200

NWA 'ZINE

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	2016 Total
Printing Budget, full color, binding, etc.	1000				1000
Event Advertising for 'Zine/Tape Release, including social media and posters	100				100
TOTAL	1100				1100

RAZOR TAPES LABEL

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	2016 Total
Materials including tape duplicator, printer, cases, cover design	1000				1000
TOTAL	1000				1000

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	2016 Total
TOTAL 2016 PROJECT EXPENSES	16550	5200		2000	23750

Kym Hughes

From: Samantha Sigmon <k.samantha.sigmon@gmail.com>
Sent: Thursday, October 01, 2015 4:33 PM
To: khughes@experiencefayetteville.com
Subject: Art Amiss A&P Grant Emailed Format
Attachments: ArtAmissTAXExemptInfo (1).JPG; APArtAmiss2016App.doc.pdf; A&PArtAmissBudget2016.pdf

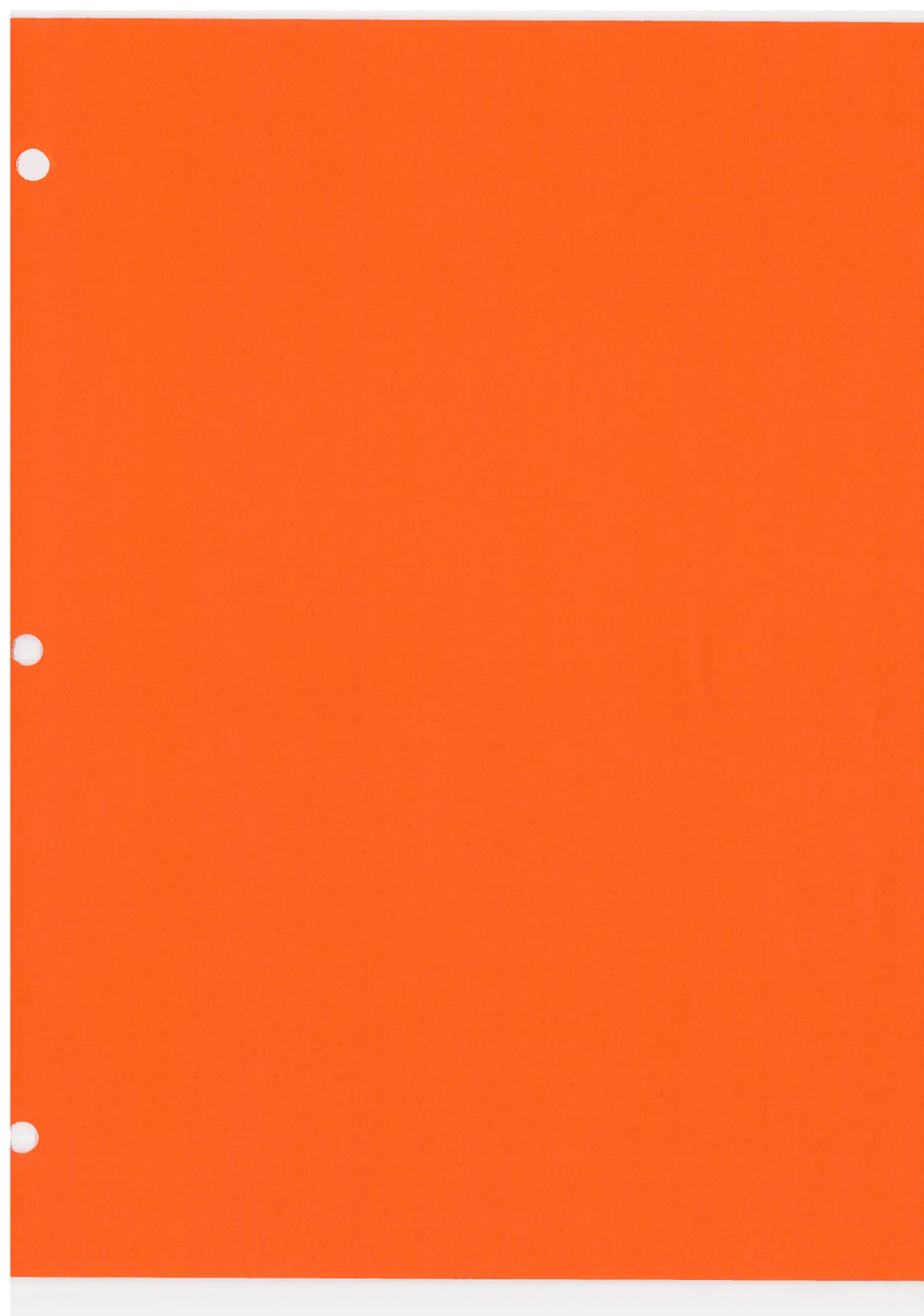
Ms. Hughes,

We have already dropped off the physical application to the visitors' center, but I wanted to be sure you got it both ways today. Let me know if you need any additional information or have any questions or comments. We have just included a 2016 project expense budget because Art Amiss is at this moment a volunteer organization with no real operating budget as far as building upkeep or staffing.

Thanks again for a great first year here and all you have done and continue to do with the community.

All the best,

Samantha Sigmon
vice president
Art Amiss Inc.



FAYETTEVILLE ADVERTISING AND PROMOTION COMMISSION

FUNDING REQUEST FORMAT

Please include the following:

1. Name of organization/event and tax i.d. number.

Arts Live Theatre Production Season
501(c)(3) Non profit organization
Tax ID #: 71-0599469

2. Contact person with complete address, phone number and e-mail address

Mark Landon Smith, Executive Director
PO Box 4362
Fayetteville, AR 72702
479.521.4932
marksmith@artslivetheatre.com

3. Purpose of event and proposed use of funds generated by organization/event.

The purpose of event is to promote Arts Live Theatre winter and spring 2016 productions, which include one main stage and three second stage productions, featuring an approximate total of 150 children and youth throughout Northwest Arkansas. Funds generated by these events will be used to expand Arts Live Theatre programming and fund the Baum-Bumpin Scholarship program, which provides participation fees for underserved students.

4. Period of operation or event date.

January 2016-June 2016

5. Location or event site

Arts Live Theatre, 818 North Sang Avenue, Fayetteville, Arkansas.
Continuing Education Auditorium, 2 East Center Street, Fayetteville, Arkansas, and

6. Background of organization and history of event.

Arts Live Theatre is the only dedicated children's and youth theatre in Northwest Arkansas, which for 32 years has been offering after school classes and performance opportunities to young actors in grades K-12. Main stage and second stage productions are the hallmarks of Arts Live Theatre. Each year, Arts Live Theatre produces eight Broadway-style productions, two main stage productions and six second stage productions, which feature over 350 young actors and technicians, and draw a total audience of 5,000-7,000.

7. Expected visitor draw (radius/mileage) Prior year visitor count (radius/mileage) and how derived

Patrons come from a 120 mile radius within the tri-state area and beyond including Little Rock, to Dallas, Texas, Louisiana, California and others. Arts Live Theatre productions draw an average of 5,000-7,000 patrons and provide a creative opportunity for over 350 young actors and technicians. Visiting patrons have stayed with family and reserved rooms at The Chancellor Hotel, The Inn at Carnall Hall and others.

8. Image: Is this organization or event identifiable with an attractive and unique feature of our area?

Yes, as Arts Live Theatre is the only dedicated children's and youth theatre company in the region providing theatre for children and youth by children and youth. Arts Live Theatre is an essential component of Northwest Arkansas' artistic vitality, extending the reach of theatre education and programming to children and youth.

9. Marketing Plan: Advertising, public relations, sales and whether in-kind donation or purchased.

Marketing plan includes:

- Radio: KUAF/Clear Channel Radio/105.9 (in-kind)
- Television: KNWA/Cox Media/Your Media/4029 (in-kind)
- Print: NWA Newspapers (in-kind)
 - Fayetteville Free Weekly (in-kind)
 - Citiscapes Metro Monthly (in-kind)
 - Peekaboo Magazine (in-kind)
 - Kid's Directory (purchased)
 - Celebrate Magazine (in-kind)
 - Star Shopper (in-kind)
 - Arkansas Democrat-Gazette (purchased)
 - Production posters (purchased)
 - Production fliers (purchased)
 - Macaroni Kids (purchased)
- Organization E-mail List of 3,500 persons
- Facebook (1,500)
- Twitter (500)
- Regional websites and online calendars (30 sites; free listings)
- Production t-shirts (purchased)
- Public events through Fayetteville Public Library (in-kind)
- Organization website views (600 monthly; purchased)
- Constant Contact (800)

10. Marketing Plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources).

<u>2014-2015 Marketing</u>			<u>2015-2016 Marketing Budget</u>
	<u>Budget</u>	<u>Expenditures</u>	<u>Budget</u>
Website/E-mail	\$400	\$349	\$550
Postage	\$297	\$245	\$300
Copying & Printing	\$1,474	\$1,224	\$1,600
Ad Placement	\$2,050	\$990	\$2,200
Constant Contact	\$430	\$440	\$450
TOTAL	\$4,793		\$5,100

11. Funding request: State specific amount requested and what funds will be used for.

Funding request: \$2,550

Funds will be used for advertising Arts Live Theatre Main Stage and Second Stage productions for the winter and spring 2016 production season. These funds will be used for:

- Website/E-mail (\$275)
- Postage (\$150)
- Copying and Printing (\$800)
- Ad Placement (\$1,100)
- Constant Contact (\$225)

TOTAL: \$2,550

12 . Describe how this request meets the criteria of uses of A & P funds.

In the 2014-2015 season, Arts Live Theatre's audience numbered 7,000 with 500 coming to Fayetteville from the Tri-state area and beyond. Because we are the only dedicated children and youth theatre company in the region producing shows with all-children and youth casts, we bring visitors to Fayetteville who seek children's theatre they cannot experience anywhere else in the region. Arts Live Theatre is an essential part of Fayetteville's renowned arts scene for which people frequently travel to our city, because we extend the reach of theatre to children and youth. For these reasons, we meet the A & P criteria of funding the arts. Arts Live Theatre is unique, and showcases the talent of Northwest Arkansas's brightest young actors in Fayetteville.

13. Will your project/event influence visitors from outside of Fayetteville to visit our community?

Yes

Estimate of:

Number of visitors to Fayetteville: 1,200

Number of visitors to Washington County: 1,200

Number of visitors outside a 100 mile radius of Fayetteville: 500

14. Describe the potential economic impact of a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?

- a) Arts Live Theatre's ticket sales helps fund Arts Live programming and its scholarship fund, which allows all who wish to participate to do so.
- b) Arts Live Theatre audience members visiting from out of town reserve rooms in area hotels, eat in local restaurants and as Arts Live Theatre productions take place through the weekend, enjoy the Farmer's Market, and shopping.
- c) Arts Live Theatre is the only dedicated children and youth theatre company in the region

producing shows with all-children and youth casts.

To track the overall impact to each, Arts Live Theatre will utilize on-site and online survey tools.

15. Please describe your efforts to include environmentally acceptable and sustainable practices at your event.

Arts Live Theatre has a recycle program in place for, cans, plastics and paper. This includes recycling programs for each production. Arts Live uses LED lighting for productions and has energy efficient lighting installed on-site.

16. Describe how event will be altered if A & P funding is not secured.

If A & P funding is not secured, the event will be funded by any other funding sources Arts Live Theatre can procure. Arts Live Theatre will produce programming on a very modest budget; however, because at least 51% of the students we will serve will be low-income, we must seek external funding to cover production and advertising costs to avoid placing a financial barrier against students wishing to participate. If A & P funding is not secured, Arts Live Theatre will continue to seek support from other funders.

17. Please indicate how the Commission dollars will be matched.

Arts Live Theatre will match Commission dollars through in-kind donations and through the Arts Live Theatre Center Stage giving program.

18. Provide full financial disclosure of all revenues and expenses of the special event.

Revenue:

Ticket sales: (four productions) \$18,000
Participation fees: (four productions) \$14,000
Class fees: \$4,470
Mini Grant: \$1,000

Expenses:

Venue: \$6,000
Artistic Personnel: \$8,350
Marketing: \$2,550
Production Expenses: \$17,100

Arts Live Theatre 2015-2016 Budget

UNEARNED INCOME		FY 16
Individual Support		\$ 12,000.00
GoFundMe		\$ 5,000.00
Corporate		\$ 800.00
Foundations		\$ 10,000.00
Government:		
	GOS Grant	\$ 4,842.00
	Mlni Grant	\$ 1,000.00
TOTAL		\$ 33,642.00

EARNED INCOME		FY 16
ALT Classes	Fall 2015	\$ 5,700.00
	Spring 2016	\$ 5,700.00
	Spring Break 2016	\$ 650.00
Mini-Workshops	Fall 15	\$ 500.00
	Spring 16	\$ 500.00
Summer Camps	Jul-15	\$ 2,500.00
	Aug-15	\$ 800.00
	Jun-16	\$ 2,500.00
ALT Theme Parties		\$ 5,000.00
Pre School Playhouse		\$ 1,800.00
OM Boot Camp		\$ 700.00
Costuming		\$ 1,100.00
Resource Donation		\$ 500.00
Signature Event		\$ 15,000.00
Special Events:	ALTY Awards	\$ 1,500.00
	St. Paul's	\$ 300.00
Interest Earned		\$ 15.00
Other Income		\$ 4,300.00
Single Ticket Sales		\$ 33,000.00
Production Participation Fees		\$ 26,000.00
Program Ads		\$ 2,200.00
DVD Sales		\$ 850.00
Concession Sales		\$ 80.00
Merchandise Sales		\$ 200.00
T-Shirt Sales		\$ 300.00
Scholarship App. Fees		\$ 250.00
TOTAL		\$ 111,945.00
TOTAL INCOME		\$ 145,587.00

EXPENSE	FY 16
---------	-------

Administrative Personnel:

Executive Director	\$	37,400.00
Intern	\$	5,000.00
Admin. Director	\$	6,500.00

Payroll Taxes (Federal & State) \$ 14,000.00

Unemployment \$ 225.00

Insurance \$ 2,100.00

Contract Labor-Tech.:

Directors	\$	9,350.00
Tech. Director	\$	1,400.00
Costumer	\$	2,250.00
Set Designer	\$	1,000.00
Mus. Dir./Reh. Accomp.	\$	800.00
Choreographer	\$	500.00

Contract Labor-Faculty:

Instructors	\$	7,000.00
-------------	----	----------

Other Professional Fees:

Accounting	\$	500.00
Other	\$	<u>1,000.00</u>

TOTAL \$ 89,025.00

Administration

Office Supplies	\$	500.00
Class Supplies	\$	150.00
Ink	\$	1,000.00
General Supplies	\$	800.00
DVD/CD Expense	\$	100.00
Telephone	\$	2,000.00
Storage Rent	\$	700.00
Gas, Electric, Water	\$	5,500.00
Subscription & Dues	\$	1,000.00

Food & Beverage	\$	200.00
Charity Donations		
Cost of Goods Sold	\$	50.00
Entertainment		
Credit Card Svc. Fee	\$	1,500.00
Building Furnishings	\$	300.00
Miscellaneous Expenses	\$	300.00
Sang Maintenance	\$	-
Sang Move In	\$	6,000.00
Capital Expenses	\$	<u>200.00</u>

TOTAL \$ 20,300.00

Advertising & Marketing

Website/Email	\$	550.00
Postage	\$	300.00
Copying & Printing	\$	1,600.00
Ad Placement	\$	2,200.00
Banner Expense		
Constant Contact	\$	450.00
Discretionary Expenses	\$	<u>-</u>

TOTAL \$ 5,100.00

ALTY Awards

ALTY Award Expense	\$	<u>400.00</u>
--------------------	----	---------------

TOTAL \$ 400.00

Production Expenses

Script & Score	\$	1,578.00
Sets	\$	1,100.00
Costumes	\$	900.00
Props	\$	200.00
Light/Sound	\$	600.00
Royalties	\$	3,000.00
T-Shirt Expense	\$	2,500.00
Performance Space	\$	6,000.00
Truck/Trailer Rental	\$	350.00
Production Merch. Exp.	\$	-
Misc. Production Expense	\$	<u>1,500.00</u>

TOTAL \$ 17,728.00

TOTAL EXPENSES \$ 132,553.00

A & P Funding Request

1. Chilirhea, *we are not a 501(c)(3) but have permission from Alzheimer's Arkansas to utilize their number since proceeds go to Alzheimer's Arkansas - 71-0590114*. Currently working with local attorney to obtain our 501(c)(3) taxable status.
2. Amber Scott, 620 Rocky Xing, Fayetteville, AR 72704, 214-202-1517, abrown356@gmail.com
3. The purpose of our event is to raise awareness for Alzheimer's and to donate all proceeds from the event to Alzheimer's Arkansas and UAMS Reynolds Institute on Aging.
4. Our event is an all day event on Saturday with a load-in day the Friday before for set up, volunteer briefing, and participant briefing. We are planning our event for February 20, 2016. Cooking teams' participants, arrive at our event between 7-8 am Saturday morning. Doors open for general admission at 12:00 pm. The event concludes at 5:00 pm and we try to be cleaned up by 6-7 pm that evening.
5. The Fayetteville Town Center

6. **About**

The Annual Chilirhea cookoff benefitting those effected by Alzheimer's.

Mission

Our chili-cookoff/party benefits Alzheimer's Arkansas and UAMS Reynolds Institute on Aging. All proceeds are directed there.

Overview

February 20, 2016 will mark the eleventh annual Chilirhea. The first event was in 2004 as an excuse for a close group of friends to reunite after college. They wanted an annual occasion that would bring them back to Fayetteville for a great time, no matter where careers or families took them. They decided to hold a chili cook-off and so "Chilirhea" began. The first Chilirhea had about 15 people in a backyard. By 2009, there were multiple sponsors, 15 teams and over 125 people gathered on the front lawn of a house despite snow and ice. In 2010, the event became tied to the charitable cause of helping cure Alzheimer's. The friends decided to host an amazing party but also create a tool to give back to the community of NWA. There were 250+ people at Pratt Place Barn and over \$6K was given to Alzheimer's. In 2011, there were 25 teams, over 500 people and \$12,000 was raised. In 2012 the event once again raised the bar raising over \$20k Most recently, Chilirhea exceeded its \$35k goal in 2014 by raising \$37,000 and beat its \$40k goal in 2015 raising \$72,000. Hosting Chilirhea at the Fayetteville Town Center opened doors for us putting us in a centralized area of Fayetteville that is well known in the community and we know having it at the Town Center again this coming year will help us reach our goal of \$75,000.

Description

Benefitting the families and those affected with Alzheimer's disease was an obvious choice. Several of the founding members have lost loved ones to the debilitating condition. Alzheimer's is particularly hard on the family members, not to mention those affected directly. Doesn't the idea of the NWA community rallying for a good time and a great cause make you hungry for some chili?

7. Every year Chilirhea has grown and we have people come from all over to help support our event. There are visitors from all parts of Arkansas, Louisiana, Missouri, Oklahoma, and Texas as far South as Houston. We had nearly 40 cooking teams with 3 individuals per team and a host of volunteers, vendors, band, association members, and board members. We believe this adds up to 160 participants with an additional 800 attendees based on ticket sales. It is estimated that nearly 1000 people attended in 2015.

- Cory Scott, our Executive Director, is from Little Rock and his grandmother, who experienced Alzheimer's is why the event chose to benefit Alzheimer's and paired with Alzheimer's Arkansas. Cory's family and extended family all show up for the event. Number is unknown but Cory's family, friends, and business clients amount to approximately 50 attendees from Arkadelphia, Magnolia, Conway, Little Rock, Hope, Prescott, Hamburg, Monticello, Walnut Ridge, Pocahontas, Augusta, Batesville, Arkadelphia, Newport, and Wynne. In addition to this business, Cory's father owns a business with over 80 employees across the state and all are encouraged to attend.
 - Cory's brother, Zeb Scott, was a member of Sigma Chi in Fayetteville and is now in Law School. Zeb has 30 friends show up from out of town in support.
 - Asst. Director, Amber Brown Scott, is from Dallas, TX. Many of her friends and family come and support the event. Over 20 – 30 came from Dallas and in additional 4-10 came from Oklahoma.
 - Board Member, Josh Luther, is from Little Rock and many of his friends came to the event including family.
 - Board Members, Robert and Payton Bridewell, are from Lake Village, AR. and Fayetteville, AR., respectively. Robert has family in attendance, as well as, many friends from Lake Village and the Sigma Chi fraternity. I would expect 10-15 are from out of radius. Payton has family in Little Rock and Hot Springs that attend.
 - Board Member, Courtney Roza, is from Allen, TX. Her and her fiancé travel from Houston, TX every year and are joined by their family from Allen.
 - Board Members, Wes and Sarah Berry, are from Harrison, AR. and Fayetteville, AR., respectively. The Berry's have quite the social following in both Harrison and Fayetteville and many attended last year. Wes works for JB Hunt and many of his colleagues attend. The exact number is not known but more than 30.
 - Founder, Nick Price, is a Capt. in the Arkansas National Guard and many of his friends from the guard come including his family in Little Rock.
 - Board Members Cole Prenger, Tim Stidham, and Whitney Spencer are from Missouri and many of their family and friends attend each year.
 - As you can see, it is difficult to determine the amount of out of town guests; however, just from our Board, it is easy to see that many of our guests are out of radius. As many as 8 of our 30 teams are from outside of radius.
 - Expected visitors for 2016 will be higher due to our efforts of advertising in Arkansas and surrounding states.
 - We work with local hotels to setup room blocks for incoming guests.
8. Our image is not identifiable with any unique feature of the area except for NWA willingness to participate in charity events. The event name is very unique which helps with the branding and draw. We have been told by many attendees that is their favorite charity event of the year. The move to the Town Center has proven to be very beneficial as we nearly increased donations by 100% in 2015 vs. 2014. The Town Center has brought a more affluent crowd to our event, allowing us to reach loftier goals.
9. We use many sources of advertising for Chilirhea such as social media, printing products, and word of mouth. We have a Facebook page ([Facebook.com/chilirheacharity](https://www.facebook.com/chilirheacharity)), a Twitter handle (twitter.com/chilirheacharity), and a website (Chilihrea.net). We have a board member dedicated to social media. Our age demographic uses social media extensively, so the reach here is astonishing. Our reach the day of the event was over 1200 from one status update.
- Radio: We ran over 300 ads on Iheartradio 101.9, 105.7, 103.9, etc. and multiple promotional live broadcasts.

- TV: We had a prerecorded segment on KNWA and Fox24 news that featured a live interview and chili cooking segment with board member Elizabeth Prenger.
 - Print Media: We have formed a great relationship with Citiscapes and they are our exclusive magazine. Every year, they print a full page color ad in the edition of the magazine the month before the event and print the details in the events section of the magazine. We also print flyers, banners, and t-shirts.
 - This past year, and for the second year in a row, two of our board members were featured in the Profiles section for the Sunday edition of the Democrat Gazette discussing Chilirhea, and its benefits to the community.
 - We were the featured event on Flying-Hog digital graphics throughout NWA and Little Rock. Our spot ran for 2 months prior to the event.
 - We created the First Annual Chilirhea Golf Tournament in Harrison, AR to bring Chilirhea to a large population of our attendees.
 - This past year we gave sponsors framed Thank You of their sponsorship and we have seen them hung in local establishments such as Grubb's, JB Hunt, Atlas Technology Group, and many others.
10. *Advertising:* Our Radio, Citiscapes, Flying-Hog, and KNWA/Fox24 advertising are in-kind donations. Our banners are an in-kind donation from Hog County Media. We paid \$400.00 to Hog Country Media last year for our flyers, tickets, and team signs. Last year, we paid nearly \$1000.00 for t-shirts, koozies, and trophies for the first place winners. *Public Relations:* We aim at involving local businesses as our sponsors to create a business as we know they will invite in their friends and family. A lot of PR is social media based, but as you see from advertising, our reach goes well beyond social media. *Sales:* We raised over \$70,000 in 2015. \$40,000 was given to Alz. Arkansas and \$10,500 to UAMS – Center for Aging. Remainder was for expenses and start up for 2016. *See attached for detailed breakdown.*
11. We are requesting \$11,559.00 from the A & P Fund as a funding source to help us advertise our event in more avenues across the state. Last year, we dedicated significant efforts in gaining more avenues for advertising our event, and it paid off with substantial growth of attendees and money raised. With A&P's help, we believe we can bring in more attendees from out of town and continue our strong growth as a staple event in Fayetteville. Breakdown of specific new avenues is as follows:
- Soiree – Central AR. Print – ¼ pg. ad for 3 mos. at \$650/issue = \$1950
 - Arkansas Life – Central AR. Print – 1/3 pg. ad for 3 mos. at \$1301/issue = \$3903
 - Arkansas Business Online – 50,000 runs for 2-4 weeks. \$1,190
 - Currentland – NE OK and NWA – 1/3 pg. as for 3 mos. At \$572/issue = \$1716
 - Yard Signs - \$3.00/sign at 100 signs to go in high traffic areas. = \$300
 - Banners across Dickson Street - \$150 per banner to hang plus print costs = \$750
 - Commercial on KNWA - \$125/per run for the Late Night with Jimmy Fallon spot and \$100 per run at the Entertainment Tonight Spot. 10 Runs = \$1250
 - Development of Commercial = \$500 from local digital videographer.
12. This request meets the criteria because it is being used to help promote the great City of Fayetteville and falls right in line with Keeping Fayetteville Funky. A chili cookoff with the name Chilirhea is absolutely Funky and absolutely unique.
- We have introduced facilities, such as Pratt Place Barn, and now the Town Center to visitors who either, live local and have never been to these facilities or those out of town visitors to show them great things our town has to offer. We bring in friends and family that have never been to Fayetteville and they get to experience the unique quaintness of our town. We bring in those who have not been back to the 'ville' in many years and get to admire the growth. We bring in friends and

family that simply only needed an excuse to make the trip because they wish they still lived here.

- The business model of this event is also unique in that it brings together local business that must sponsor a team in order to cook. By doing so, this business can dress up their booth and advertise their company and promote their services. The businesses are shown on different promotional items for donating to a local event and the businesses get placed on banners hung in the venue the day of the event. This is a great event as a business owner to show you care about your community.
- Chilirhea is also a family oriented event with a silent auction, live music, and a hot dog stand. It gives families something fun to do during the day with their families that isn't too expensive and is helping a positive cause. Children under 12 get in for free.

13. Yes, there are a large amount of visitors that come from outside our community.
Individuals traveling to Fayetteville: approximately 200 new.
Individuals to Washington County: Additional 50.
Outside of 100 miles: approximately 150.
14. With nearly 200 people attending from outside of Fayetteville, the economic impact should be quite large. If half the people got hotel rooms for the weekend, then you are looking at 30-50 rooms at over \$100 per room per night plus taxes. I would expect \$250 for the weekend x 35 rooms totaling nearly \$8,750. All of these people must eat Friday evening, Saturday evening and Sunday lunch. I would expect \$12 per meal per person, so 3 x 12 x 200. A *conservative* impact on restaurants is \$7,200 from visitors outside of Fayetteville, AR. In addition, much of the crowd is younger so a lot frequent the drinking establishments. Much of those in attendance will shop at local boutiques that they have grown to love while they are in town. Many will purchase gas for coming and going. Locals will already be out on town and probably spend to eat and drink on Saturday night. I think a \$50,000 economic impact would be an easy number for an analyst to predict. I expect many of the people in town to also visit some of the local hotspots for tourism while here. Small businesses receive exposure the weekend of Chilirhea. All of our cooks must purchase their own tents, heating elements, serving utensils, and ingredients and I would imagine most of them purchase locally in Fayetteville. Tracking economic impact is difficult but I think we have a decent grasp on it.
15. We have tried to reduce trash by using smaller 3 oz bowls instead of the 12 oz bowls. Also, we have encouraged the use of sternos to cooks instead of crock pots to conserve energy.
16. We have been trying to grow this event and become a true staple charity in Fayetteville. To reach this goal, we believe the Town Center is a must. If A & P Funding is not secured, we will spend money raised for Alzheimer's on the advertising expenditures and give less to our beneficiaries: Alzheimer's Arkansas and UAMS Alzheimer's Research. By giving us this money, we can test to determine if the money is worth spending for next year. It is basically a way to help us test our return on investment with advertising in areas outside of Fayetteville. Also, one of the biggest selling points to our sponsors and supporters is that our Expense Ratio is less than 20% and no one on the board takes a dime from the event. With the funding, we can maintain our 20% expense ratio. Without the funding it balloons to nearly 36% in efforts to spread the word to areas outside of Fayetteville.
17. With our cooking team entry fees, we raise a minimum of \$20,000, \$500 per team * 40 teams. That alone matches the amount donated by the A & P Fund 1 to 1. And with our dedication to advertising already, we believe it is 1 to 1 in in-kind donations to the amount we are requesting.
18. See attached

Pro-Forma Income Statement					
For the Year Chilirhea February 28, 2015					
	Total				
Money Raised	\$ 70,000.00				
Direct Labor					
Transportation Expenses					
Insurance Expense	\$ 728.00				
Marketing and Advertising Expense	\$ 2,138.74				
Office Supplies	\$ 822.66				
Band/Sound	\$ 1,900.00				
Facility Rent	\$ 3,250.00	\$2000 of \$5250 Paid for with A&P Funding			
Trophies	\$ 163.00				
Bartenders	\$ 700.00				
extra kegs					
décor	\$ 826.44				
Security	\$ 300.00				
Prizes for Winning Teams	\$ 900.00				
Board work night food/drink	\$ 350.00				
Salary Expenses and Benefits					
Utilities					
Total Expenses	\$ 12,078.84				
Operating Income	\$ 57,921.16				
Alz. Ark	\$ 40,000.00				
UAMS Reynolds Institute on Aging	\$ 10,150.00				
Net Income	\$ 7,771.16				
		Cash for 2015 Chilirhea Start Up			

		17%	Expense Ratio	
Pro-Forma Income Statement				
For the Year Chilirhea February 20, 2016 Expected				
	Total			
Money Raised	75,000		Without A&P Funding	
Startup Capitol	7,771			
Operating Budget	82,771			
Direct Labor		-		
Transportation Expenses		-		
Insurance Expense		728		
Marketing and Advertising Expense		13,698		
Office Supplies		600		
Band		1,400		
Sound		500		
Facility Rent		5,250		
Trophies		300		
Winner Distribution		2,250		
Bartenders		600		
Security		300		
Salary Expenses and Benefits		-		
Utilities		-		
Decorations		800		
Board Work Nights		400		
Total Expenses		26,826	36%	expense r
Operating Income	55,945			
Alz. Ark	(40,000)		Beneficiary Distribution	
UAMS Alzheimer's Research	(10,000)		Beneficiary Distribution	
Net Income	5,945		Cash for 2017 Chilirhea Startup B	
Pro-Forma Income Statement				
For the Year Chilirhea February 20, 2016 Expected				
	Total			
Money Raised	75,000		With A&P Funding	
Startup Capitol	7,771			
Operating Budget	82,771			
Direct Labor		-		
Transportation Expenses		-		
Insurance Expense		728		
Marketing and Advertising Expense	11559	13,698		
Office Supplies		600		
Band		1,400		
Sound		500		
Facility Rent		5,250		
Trophies		300		
Winner Distribution		2,250		
Bartenders		600		

Security		300			
Salary Expenses and Benefits		-			
Utilities		-			
Decorations		800			
Board Work Nights		400			
Total Expenses		26,826		20%	
Operating Income	67,504				
Alz. Ark	(45,000)		Beneficiary Distribution		
UAMS Reynolds Institute on Aging	(15,000)		Beneficiary Distribution		
Net Income	7,504		Cash for 2017 Chilirhea Startup B		

Thank You

DEAR A+P BOARD,

CHILIRHEA would like to thank you for the money awarded in the past 2 years. This will be our last year to request and I appreciate any and all consideration.

Cory Scott



DataScout, LLC
Data. Delivered.

Keep Fayetteville Beautiful Funding Request

1. Name of organization, tax status and tax identification number.

The City of Fayetteville's tax status is Government/Incorporated. The tax identification number is 71-6018462.

2. Contact person with complete address, phone number and e-mail address.

Brian Pugh, 1560 S. Happy Hollow Road, Fayetteville, AR. 72701, Office number 479-718-7685 or cell number 479-601-2050, bpugh@fayetteville-ar.gov

3. Purpose of event and proposed use of funds generated by organization/event.

The purpose of these grant funds is to expand the Public Art/Graffiti Reduction Program that was started by Keep Fayetteville Beautiful and the Fayetteville Police Department. Before this program started the Community Policing Division of the Fayetteville Police Department would spend many hours cleaning or covering up graffiti on traffic boxes and bridges and other city property. On average the COP Division would have two officers spend about 8 hours a month cleaning off traffic box graffiti and about 8 hours painting over or cleaning graffiti off of bridges. The problem was that within that month, the boxes and bridges would be tagged again and would have to be cleaned again.

This program was brought to the Keep Fayetteville Beautiful Board by Corporal Daniel Montgomery from the Fayetteville Police Department. This type of program has been very successful in other cities around the country such as Tampa, Florida, Las Vegas, Nevada, and Castle Rock, Colorado for reducing graffiti and beautification efforts.

This program is a CPTED (Crime Prevention through Environmental Design) strategy and has two advantages. First, it will reduce the amount of graffiti on utility boxes because it is an unwritten rule in the tagging world not to paint over someone else's art. Secondly, it makes the City look better and shows our community and visitors that art is important in Fayetteville.

Keep Fayetteville Beautiful would also expand from traffic boxes to include murals on a few bridges that get tagged on a regular basis. It should be noted that since the beginning of this program, no graffiti has been reported on the traffic boxes that have been completed.

The funds from this grant would allow Keep Fayetteville Beautiful to pay the artist's a modest fee for doing the work. The funds would also be used to purchase supplies such as paint, brushes, tape, and other items used in the project. The project to this point has been a volunteer project and funds collected so far are from donations from various groups.

Pictures of the completed boxes to date can be found at <http://www.fayetteville-ar.gov/1337/Keep-Fayetteville-Beautiful>

4. Period of operation or event date.

Period of operation: October 2015 thru October 2016

5. Location or event site.

Purposed traffic boxes/electrical boxes:

- | | | |
|----|------------------|---|
| 1. | Dickson/West | Artist: Tina Oppenheimer |
| 2. | Dickson/Arkansas | Artist: Fayetteville High School/Jeff Jackson |
| 3. | College/Meadow | Artist: Department of Community Corrections |
| 4. | College/Maple | Artist: Lee Porter |
| 5. | Dickson/Church | Artist: Heather Bennett |

6. Maple/Arkansas Artist: Jessie Ward

Next set of boxes:

1. North/College
2. Martin Luther King Blvd/School
3. North/ Gregg Ave
4. Maple/Leverett
5. Maple/Garland
6. Martin Luther King Blvd/ Stadium
7. Martin Luther King Blvd/Razorback
8. North/Leverett

Purposed Bridges:

1. Center Street Bridge
2. Lafayette Bridge
3. Maple Street Bridge

6. Brief background of organization and history of event

Keep Fayetteville Beautiful is an affiliate of Keep Arkansas Beautiful and Keep America Beautiful. Keep Fayetteville Beautiful's affiliate is a Government affiliate comprised of 7 Board positions selected by the Fayetteville Mayor and one staff position. KFB Board members are Jane Steinkraus, Connie Crisp, Steven H. Kay, Alan Ostner, Butch Clinton, Sue Madison and Cameron Baker. The City staff position is Brian Pugh, Fayetteville's Waste Reduction Coordinator.

Since the onset of Keep Fayetteville Beautiful in 2012, there have been 9 utility boxes that were painted by local artists who submitted proposals to the Keep Fayetteville Beautiful Board and were approved by the Board. Donations from Fayetteville in Bloom, Certa Pro and Sherwin Williams allowed the Fayetteville Police Department to work with the artists and furnish supplies to complete the boxes. The themes requested from the artist must celebrate Fayetteville's commitment to recycling, nature, or history of Fayetteville.

The project is open to all artists and artist teams, including high school and university students. All applicants, without regard to race, sex, religion, nationality, origin, sexual orientation, or disability will be considered.

7. Expected visitor draw (radius/mileage) Prior year visitor count (radius/mileage) and how derived. Host hotel(s) and number of rooms reserved.

Since this project is not an event it is difficult to answer this question but the project will enhance the experience of visitors to Fayetteville by showcasing local artists. Furthermore, the project will deter individuals from tagging electrical boxes and bridges. Graffiti will be replaced with local art from individuals, schools and institutions showing the diversity and pride in the City of Fayetteville.

8. Image: Is the organization or event identifiable with an attractive and unique feature of our area?

Keep Fayetteville Beautiful's goal is to maintain the beauty of the city through showcasing local artists' work while eliminating unsightly graffiti. Research suggests that painting multi-colored designs or murals on surfaces will discourage graffiti, since tagging is more difficult. Please note that there has been no graffiti on any of the painted utility boxes in Fayetteville. Such mural projects, especially when they involve local artists and high school students, have solved many graffiti problems.

9. Marketing Plan: Advertising, public relations, sales and whether in kind donation or purchased. Anticipated media exposure.

This project is and will be displayed on the City web-page with a slide show of current completed boxes and artists that painted them. The project will be expanded and posted on the Fayetteville Police Departments Facebook account. Local media including television and print will be contacted in order to showcase the program.

Information about these pieces of art and all art in Fayetteville can be accessed through the City of Fayetteville's Art Walk which is located at the following link: <http://arcg.is/1Auqw5b>

10. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources).

Advertising: Facebook, City promotion and Local media outlets.

Purposed budget: Each traffic/electrical box costs approximately \$200 for paint and supplies. Each bridge will cost about \$500.

Artists will be paid \$200 for each box/electrical box and bridge artists will receive \$400 for their work.

Budget: 2014: Three groups (Fayetteville in Bloom, Maple Hill Garden Club, and Perennial Garden Club) donated \$2,000 in gift cards to Keep Fayetteville Beautiful for the purchase of paint and supplies. In 2014 there were 6 boxes completed. The cost including cleaning supplies, paint, and clear coat was \$630.85 and left \$1,369.15 remaining on the gift cards.

Budget 2015: In 2015 there were 3 traffic boxes completed with one approved box uncompleted. The Keep Fayetteville Beautiful Board approved 6 more boxes to be completed at the August Board meeting. Thus far in 2015 we have spent \$683.18 on the four approved boxes including paint and supplies for 4 additional boxes. The balance remaining is now \$685.97. There is still paint and supplies for two artist's boxes and clear coat for all six new boxes to be purchased. It is expected that about \$375.00 is to be spent on the remaining 6 boxes with a remaining balance of \$310.00 left on the gift cards.

Proposed 2015: Traffic boxes (14) – paint supplies \$2,800, Artist fees \$2,800- 6 approved boxes and 8 additional
Bridges (3) – paint supplies \$1,500, Artist fees \$1,200

11. Funding request; State specific amount requested and what funds will be used for

Keep Fayetteville Beautiful is requesting \$8,300 to be used in the following ways:

Paint and supplies: \$4,300

This is to purchase paint, brushes, tape, ground cover, mineral spirits, primer, clear coat.

Artist Fees: \$4,000

This is to pay artists \$200 for each traffic box and \$400 for each bridge

12. Describe how this request meets the criteria of uses of A&P funds

This project meets the criteria of uses of A&P funds in the categories of supporting the local arts and the city's overall public image. The A&P will be funding local artists who are eliminating graffiti vandalism on electrical boxes and bridges and replacing the graffiti with diverse artistic expression and cultural and historical significance by using multi-generational collaboration, which emphasizes the image of diversity of art and culture in Fayetteville. This program promotes beautification and the promotion of civic pride and reflects the best, most positive attributes of the City of Fayetteville.

13. Will your project/event influence visitors from outside of Fayetteville to visit our community? Yes ___No___. If yes what is your estimate of 1)Number of visitors to Fayetteville___; Number of visitors to Washington County___; Number of visitors outside a 100 mile radius of Fayetteville_____

As the success of the project grows through community collaboration, we anticipate growing interest from our community as well as from neighboring communities that are looking for ways to solve their graffiti problems. Communities throughout Arkansas will naturally want to see the murals and bridges that have replaced unsightly graffiti and look to the city of Fayetteville for guidance and collaboration for their own projects.

- 14. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?**

Since this is not an event it is difficult to answer this question accurately but with anticipated interest in the program there will be some level of draw to the community.

- 15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.**

This project does not produce waste or result in purchases of recycled products but the environmental theme of the project which includes nature, recycling and historical reference does promote a sense of stewardship to the environment and also includes beautification for the City.

- 16. Describe how event will be altered if A&P funding is not secured.**

Our plan is to continue applying for grants so artists can be paid for their work. The A&P funding of this project will show the City of Fayetteville's strong support for the arts and culture with a commitment and respect for a variety of local artists in Fayetteville ranging from individual artists to groups such as the Fayetteville High School Art Department and the Women's Correctional Unit. This diversity and commitment from the City of Fayetteville will help in securing other grants for the public art/graffiti reduction program.

- 17. The Commission encourages a 1 to 1 match for funding. Please indicate how the Commission dollars will be matched. (This may include money, in-kind donations, staff, labor, etc.).**

The Fayetteville Police Department staff will spend about 48 hours (labor costs) for cleaning and priming traffic boxes and bridges. There will also be 30 hours spent after it is done to clear coat the art work and display in on the web-pages and media outlets. Although we are asking to pay a small fee to the artists, most of their time will also be donated on this project. We will also do presentations to civic groups and ask for an in-kind donations for this project.

- 18. Provide full financial disclosure of all revenues and expenses of the special event. Full financial disclosure of the requesting organization's regular annual budget will be made available upon request.**

Since this is not a special event or onetime event there are no expenditures or revenues associated other than those listed in questions 10 and 11. We will keep records of all expenditures for the year which would be made available to the A&P upon request.

In Kind donation	Provider	Amount	Type	Rate/hr	Hours	Type of donation	Amount	Year
2014	Fayetteville In Bloom	1000	Lowes gift card	30	80	Artist Time	2400	2014
2014	Perennial Garden Club	500	Lowes gift card					
2014	Maple Hill Garden Club	500	Visa Gift Card	30	112	Artist time	3360	2015
	Total	2000		26.58	48	Officer time	1275.84	2014
Date	Location Purchased	Amount	Items Purchased	26.58	48	Officer time	1275.84	2015
4/3/2015	Lowes	267.9	Paint, supplies					
4/10/2015	Lowes	145.66	Paint, supplies			Time donation	8311.68	
4/14/2014	Lowes	95.81	Paint, supplies					
5/20/2014	Lowes	20.81	Paint, supplies					
5/23/2014	Lowes	5.78	Primer					
6/24/2014	Lowes	24.76	Clear coat					
7/9/2014	Lowes	5.78	Primer					
11/20/2014	Lowes	64.35	Cleaning supplies					
3/11/2015	Lowes	230.1	Paint, Supplies					
4/20/2015	Lowes	13.08	Paint, Supplies					
4/21/2015	Lowes	12.13	Paint, Supplies					
8/28/2015	Lowes	46.36	Primer					
9/8/2015	Lowes	72.37	Supplies					
9/8/2015	Sherwin Williams	204	Paint, Supplies					
9/18/2015	Lowes	105.14	Paint, Supplies					
Expenses	Total	1314.03						
	Funds remaining	685.97						
Grant Budget								
Traffic Boxes	Paint, Supplies	2800	\$200 Per Box					
14	Artist Fees	2800	\$200 per box					
Bridges	Paint, Supplies	1500	\$500 per bridge					
3	Artist Fees	1200	\$400 per bridge					
	Total:	8300						

Kym Hughes

From: Pugh, Brian <bpugh@fayetteville-ar.gov>
Sent: Monday, September 28, 2015 11:23 AM
To: khughes@experiencefayetteville.com
Subject: Funding request for Keep Fayetteville Beautiful
Attachments: Funding Request Format.pdf; Keep Fayetteville Beautiful A&P grant budget.xlsx

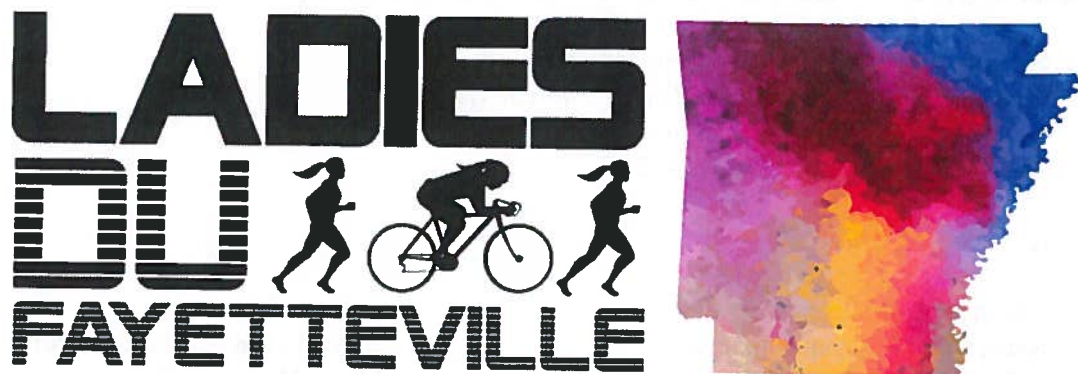
Ms. Hughes,

Attached is a funding request form and a spreadsheet for funding submittal for Keep Fayetteville Beautiful. I will be happy to answer any questions regarding this submittal. If there is anything missing for this request please let me know and I will make sure to have what is needed for submittal by the Oct. 1st deadline. Thank you so much for your consideration with this funding request.

Brian

Brian Pugh
Waste Reduction Coordinator
Recycling & Trash Collection
City of Fayetteville
T 479.718.7685 | F 479.444.3478
bpugh@fayetteville-ar.gov
[Facebook](#) | [Twitter](#) | [YouTube](#)





A program of Fayetteville Parks and Recreation

The Fayetteville Race Series will be offering a ladies only duathlon in May of 2016. This run/bike/run event is a first of its kind in Fayetteville and will attract a large number of participants from outside of Northwest Arkansas. Beginner and seasoned multi-sport female athletes will be attracted to this unique opportunity.

Fayetteville A&P Commission Funding Request



www.accessfayetteville.org

THE CITY OF FAYETTEVILLE, ARKANSAS
PARKS AND RECREATION DEPARTMENT
113 West Mountain
Fayetteville, AR 72701
P (479) 444-3471 F (479) 521-7714

Fayetteville Parks and Recreation
Ladies Du Fayetteville – May 2016

1. Name of Organization/event, tax status and tax identification number

Organization: City of Fayetteville Parks and Recreation
Event: *Ladies Du Fayetteville (ladies duathlon)*
Tax Status: Corporation
Tax ID: 716018462

2. Contact persons

Tiffany Gaulke
Recreation Program Manager
113 W. Mountain St.
Fayetteville, AR 72701
479.444.3463
tgaulke@fayetteville-ar.gov

Connie Edmonston
Parks and Recreation Director
113 W. Mountain St.
Fayetteville, AR 72701
479.444.3471
cedmonston@fayetteville-ar.gov

3. Purpose of event and proposed use of funds generated by event

Ladies Du Fayetteville is a run/bike/run duathlon just for women. It will be held at Lake Fayetteville (Veteran's Memorial Park and surrounding paved trails) on a Sunday morning in May. We believe this ladies only event is the first of its kind to be held in Arkansas and will be a particularly popular event in the newly formed Fayetteville Race Series with enormous potential to grow into an annual tradition. We have planned the race distances to be similar to a "sprint" duathlon which are beginner friendly. We hope to attract seasoned multisport athletes and novices alike with this unique opportunity. Recent research by The League of American Bicyclists shows that the amount of females participating in the sport of cycling has grown. From 2003 to 2012, the number of women and girls participating in bicycling rose 20%, and 60% of bicycle owners aged 17 to 28 years old are women. Although it may seem that a female only duathlon event is a small niche market, that certainly is not the case and we look forward to the recognition this event will bring to Fayetteville.

Funds generated by this event would go right back into planning the event in future years. Revenues from 2016 would be used to increase marketing efforts, race day amenities, event signage, and awards for the 2017 Ladies Du Fayetteville. Fayetteville Parks and Recreation will also strive to offer a couple of youth/teen "grant" entries for the 2017 event if funding allows.

4. Event date

Sunday, May 22, 2016. 8:00am – 12:00pm

5. Location of event

Ladies Du Fayetteville will take place at Lake Fayetteville and its surrounding paved trails. The start/finish will be staged out of Veteran's Memorial Park. The run portion will consist of an out and back on the Clear Creek trail while the bicycle portion will consist of two loops around the lake on the paved Lake Fayetteville trail.

6. Background of organization and event

In the spring of 2015, Fayetteville Parks and Recreation (FPR) created a new special events program called the Fayetteville Race Series. The race series is made up of several different running, cycling, and multisport events. In creating the series, FPR tried to find unique ways to offer fitness opportunities to a wide range of individuals. The series is a collection of events that encourage the development of physically active habits in our community. Ladies Du Fayetteville is the only duathlon planned in the series as well as the only women's specific event we will offer.

7. Expected visitor draw

We anticipate 300 participants in the first year of this event. Being one of few ladies only events in the region, we expect to draw largely from outside of Northwest Arkansas (NWA). Locally, several groups have been identified as interested parties such as Girls Bike Fayetteville, Women Run Arkansas, and the Tri-Sport Club. There are several "Girls Bike" and "Women Run" groups throughout Arkansas, Oklahoma, and Missouri that we intend to specifically advertise to. Furthermore, a Sunday morning event will ultimately see several Saturday overnight guests. We plan to work with a hotel in the uptown area on offering room block and event rate for participants.

8. Image

The purpose of Ladies Du Fayetteville is to create an experience that is one of a kind. We plan to give the traditional sprint duathlon a fun and feminine touch. The registration fee is minimal and will include a custom designed cycling jersey from Moxie Cycling Company. Finisher area plans include massage chairs, female retail and beauty service vendors, and fresh fruit just to name a few! Ideally, the Ladies Du Fayetteville will be seen as an opportunity for women of all ages to compete in their first, fifteenth, or even fiftieth duathlon that will be unlike any they have seen or experienced before.

9. Marketing Plan

Ladies Du Fayetteville's marketing will extend well beyond the NWA area. The event is already listed on several online race calendar websites. Additionally, personal contacts to "Girls on the Run," and "Girls Bike" programs throughout Arkansas are planned. A large portion of our marketing will be through social media (Twitter, Instagram, and Facebook) as well as face to face marketing through interactive promotional tables at other events. We will do a small amount of printed posters and newspaper ads. Additional funds will allow for ads in magazines specific to our target market.

10. Marketing plan budget

A large amount of free marketing will be utilized such as social media, direct outreach, and online racing calendars. The marketing budget includes printing of posters, handouts, event banners, and magazine and electronic advertisements. The attached file illustrates expected marketing costs.

11. Funding request

When launching an event for the first time, it is slightly more challenging to obtain large sponsorships. Businesses prefer to have background information and participation statistics from previous occurrences. This is why we are reaching out to the Advertising and Promotion Commission. Fayetteville Parks and Recreation is requesting **\$2,500** for the inaugural Ladies Du Fayetteville race in an effort to secure the seed funding we need to get our first time event off the ground professionally and successfully. We have already secured \$1,335 in sponsorship funds. Between additional event sponsors and in-kind donations (which we are determined to secure) and our program budget, we are confident in matching \$2,500. Doubling our funds with assistance from the A&P Commission will put us in a position to offer a very high quality event.

12. Describe how this request meets the criteria of uses of A&P funds

Ladies Du Fayetteville is a new special event with huge potential. Receiving funds from A&P will allow us to spend more money on strategic advertising to our target market, increasing our potential to generate future funding for the event through participant registration. Support will allow us to offer chip timing service which will inevitably lead to a better participant experience and streamline the finish line operation and production of results at the event. Funds will be used for the direct organization and operation of this new tourism promoting event.

13. Visitors from outside of Fayetteville

Number of visitors to Fayetteville - 200

Number of visitors to Washington County - 125

Number of visitors outside 100 miles radius of Fayetteville – 75

14. Expected economic impact of event

According to the study, “Women on a Roll,” women accounted for 37% of the bicycle market in 2011, spending \$2.3 billion. We are confident that participants of Ladies Du Fayetteville will contribute to the Fayetteville economy in a number of ways. Local participants will no doubt make purchases prior to the event in preparation for it. For example, apparel for the race, consumable race day fuel (bars/gel), and bicycle service are expected expenses of a duathlon participant within a few weeks of an event. We plan to encourage participants to explore nearby offerings over the race weekend, such as the Botanical Gardens of the Ozarks and the NWA Mall. It is projected that the majority of participants coming from outside of Washington and Benton counties will be spending Saturday evening in a Fayetteville hotel due to the 8:00am start time on Sunday. To promote spending in Fayetteville, we will host packet pickup on Saturday afternoon at a Fayetteville retail store or restaurant location. This will further give participants an opportunity to spend locally.

15. Environmentally sustainable practices

Each Fayetteville Race Series event will do its best to embrace a zero waste practice of reducing, reusing, and recycling. Prior to events, FPR plans to go paperless whenever possible. This is demonstrated by our heavy use of online registration and electronic pre-race communication. During events, we will refrain from providing wasteful items such as bottled water and Styrofoam containers. Ample trash receptacles and recycling bins will be available at all events. Additionally, we plan to provide local, seasonal food and drinks when possible. Ladies Du Fayetteville, similar to our Square to Square Bicycle Ride, showcases the City's paved trail system. We believe these events further encourage the practice of hobbies that minimize carbon impacts and utilize alternative forms of transportation.

16. Modifications if not funded by A&P

If not funded by A&P, we would have to consider scaling back a few areas of the Ladies Du Fayetteville. For example, chip timing would be the preferred method of race timing to ensure accuracy, splits, and total time for all participants. Without funding, we would rely on our current timing service provider which requires more volunteer time and behind the scenes calculating of splits and placing. Participants have come to expect more formal timing methods when competing in multisport events. Secondly, we would not be able to afford all of the marketing efforts we hope to pursue, such as advertisements in regional multisport magazines.

17. Matching Funds

Ladies Du Fayetteville has secured a presenting sponsor, Moxie Cycling Co, for the amount of \$1,000. Sponsorship in the amount of \$335 has been secured from Academy Sports+Outdoors. We anticipate securing two additional event sponsors totaling \$1,000 and have the ability to cover an extra \$165 between program funds and in-kind donations.

18. Projected budget for event

The current planned event budget is \$5,000. This estimate has room to be adjusted in the noted areas such as advertising, timing services, and food/beverage. The highest up-front costs are the custom designed jerseys for participants. A large percentage of the participant registration fee will cover that expense. Participant fees varies from \$45 to \$55 depending on the time of registration. As you can see, support from A&P would be of tremendous help in offering additional amenities to the event.

Citations/Sources

Szczepanski, C (2013). *Women on a Roll: benchmarking women's bicycling in the United States – and five keys to get more women on wheels*. The League of American Bicyclists Report of Current Data. Retrieved from: <http://bikeleague.org/content/new-report-women-roll>

Income Details

Income Details	Est. #	Registration Revenue	Est. Total	Provider/Vendor	Notes
Entry Fee (Early Rate)	200	\$ 45.00	\$ 9,000.00		
Entry Fee (Late Rate)	100	\$ 55.00	\$ 5,500.00		
Sponsorships (Presenting Sponsor)			\$ 1,000.00	Moxie Cycling Co	
Sponsorship (Event Sponsor)			\$ 335.00	Academy Sports+Outdoors	
Sponsorship (Event Sponsor)			\$ 500.00	Pending Status	
Sponsorship (Event Sponsor)			\$ 500.00	Pending Status	
Expected In-Kind			\$ 165.00	Pending Status	
A&P Grant Funding			\$ 2,500.00		
			\$ 19,500.00		

Expense Details

<i>Expense Details</i>	<i>Est. Total Cost</i>	<i>Description / Notes</i>	<i>Provider/Vendor</i>
Printing	\$ 150.00	Posters, Banners, Signage	Hog Country Media
Promotion	\$ 350.00	1/4 page vertical print ad. <i>*Will increase to larger if able</i>	OK Sports/Fitness Magazine Package
Custom Jerseys	\$ 4,125.00	%50 of total cost -- registration to cover other %50	Moxie Cycling Co
Medals/Awards	\$ 200.00	Overall 3 and Age Group Winners (11 total)	Creative Awards?
Food/Bevs	\$ 75.00	Gels, Bars, Fruit, Choc. Milk <i>*Expect to have some donated</i>	Harps / Wal-Mart
PortaPotties	\$ 100.00	Unit to be located on Bike Course	Potty House
Total Expense Budget	\$ 5,000.00		
<i>Other Expense Covered in Registration Fee</i>	<i>\$ 4,125.00</i>	<i>%50 of total cost expected -- registration to cover other %50</i>	
	\$ 9,125.00		
Additions if Able			
Timing Service	\$ 500.00	Chip Timing	Race Wizard
SUMMARY			
Income	\$ 19,500.00		
Expense	\$ 9,125.00		
Revenue	\$ 10,375.00		



DNA CUSTOM DESIGNED APPAREL BY MOXIE

Designs prepared for:
Fayetteville Ladies Du

9.10.15



DNA CUSTOM DESIGNED
APPAREL BY MOXIE

CONCEPT 3



Mockups provided for general design approval only. Colors may vary slightly based on your viewing device. If you wish to match specific colors, please provide solid coated Pantone® values. We carefully construct our apparel by hand and final products may vary slightly from mockup. All artwork, layouts and mockups provided by Moxie Cycling Co, LLC are the property of Moxie Cycling. Any use of Moxie Cycling property without prior express written permission is strictly prohibited. © 2015 Moxie Cycling.



DNA CUSTOM DESIGNED
APPAREL BY MOXIE

CONCEPT 4



Mockups provided for general design approval only. Colors may vary slightly based on your viewing device. If you wish to match specific colors, please provide solid coated Pantone® values. We carefully construct our apparel by hand and final products may vary slightly from mockup. All artwork, layouts and mockups provided by Moxie Cycling Co, LLC are the property of Moxie Cycling. Any use of Moxie Cycling property without prior express written permission is strictly prohibited. © 2015 Moxie Cycling.



DNA CUSTOM DESIGNED
APPAREL BY MOXIE

CONCEPT 6



Mockups provided for general design approval only. Colors may vary slightly based on your viewing device. If you wish to match specific colors, please provide solid coated Pantone® values. We carefully construct our apparel by hand and final products may vary slightly from mockup. All artwork, layouts and mockups provided by Moxie Cycling Co, LLC are the property of Moxie Cycling. Any use of Moxie Cycling property without prior express written permission is strictly prohibited. © 2015 Moxie Cycling.

Kym Hughes

From: Gaulke, Tiffany <tgaulke@fayetteville-ar.gov>
Sent: Tuesday, September 29, 2015 9:05 AM
To: Kym Hughes
Cc: Spann, Alan; Edmonston, Connie
Subject: A&P Commission Funding Request - Ladies Du Fayetteville
Attachments: Ladies Du Fayetteville - A&P Funding Request.pdf
Importance: High

Executive Director Hughes and members of the A&P Commission,

Please accept the attached request for A&P Commission Funding for the "Ladies Du Fayetteville" event scheduled for May 22, 2016. Fayetteville Parks and Recreation is excited to be hosting this unique multi-sport racing event just for women and hope that you find it to meet your criteria and ideals as well.

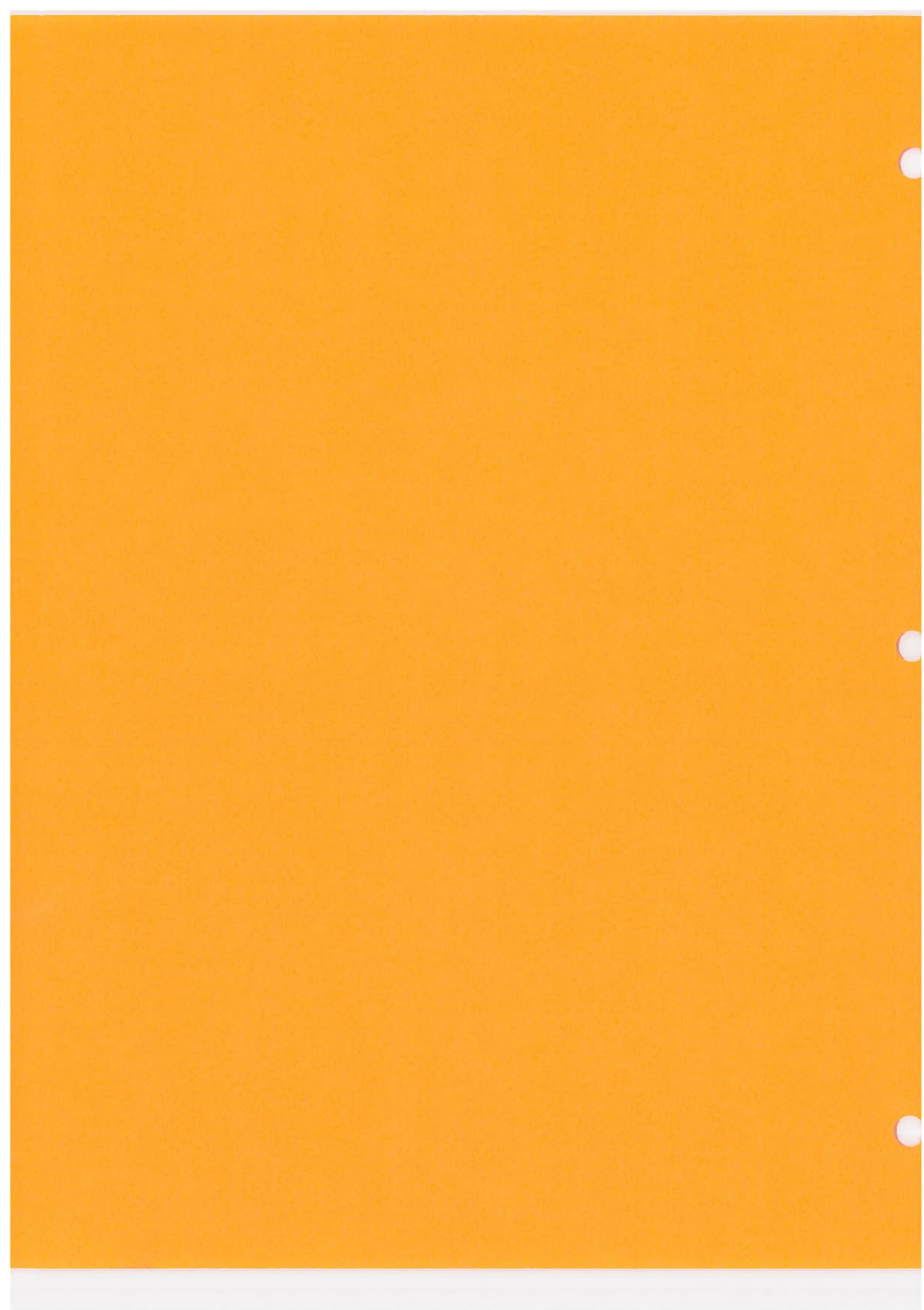
Included with the funding request is the anticipated annual event budget. Also included, just for fun, are examples of the cycling jerseys that have been designed just for the Ladies Du Fayetteville event!

Thank you kindly for your time and consideration,
Tiffany

Tiffany Gaulke

Recreation Program Manager
Parks & Recreation
City of Fayetteville
479.444.3463
tgaulke@fayetteville-ar.gov







COMMUNITY CREATIVE CENTER™

at Walton Arts Center's Nadine Baum Studios | communitycreativecenter.org

Request to Fayetteville Advertising & Promotion Commission from Community Creative Center for Marketing Support

1. Name of Organization:

Community Creative Center (aka Northwest Arkansas Community Creative Center)

Tax Status: 501(c) 3

Federal Tax Identification Number: 26-0166277

2. Contact Person:

Barbara Putman, Executive Director

Mailing Address: P.O. Box 4690, Fayetteville, Arkansas, 72702

Street Address: 505 W. Spring Street in the Nadine Baum Studios 72701

Telephone: 479-571-2703 Email: barb@communitycreativecenter.org

3. Proposed Use of Funds: Community Creative Center respectfully requests \$15,000 from the Fayetteville Advertising & Promotion Commission to help support annual marketing efforts. The **major goals** of these marketing efforts are to:

- 1) Continue to raise the overall awareness of Community Creative Center as a high quality, fully equipped studio arts education facility accessible to all community members
- 2) Increase enrollment in art classes, specialized workshops, birthday and teambuilding parties, art exhibitions and sales
- 3) Attract artists and studio arts enthusiasts from throughout Northwest Arkansas and beyond to our studios

4. Period of Operation or Event Date: December 1, 2015 – November 30, 2016

5. Location or Event Site: Community Creative Center studios are located in Walton Arts Center's Nadine Baum Studios, 505 West Spring Street in the heart of Fayetteville's arts and cultural district.

6. Brief Background: Community Creative Center (CCC) is a non-profit visual arts organization whose mission is to *awaken the extraordinary power of art to engage individuals and the community through accessible arts education*. Following the dissolution of Walton Arts Center's visual arts studio program in 2007, the Center's teaching artists joined efforts with several local artists to keep this valuable studio arts resource available to the Northwest Arkansas community. Established as a 501(c) 3 non-profit in April 2007, CCC provides high quality classes and workshops in many art forms including pottery and ceramics, watercolor, acrylics, figure drawing, mosaics and mixed media. We serve children, youth and adults of all ages and skill levels. The vibrant, energized arts space includes a fully equipped pottery studio, two multi-purpose arts spaces and gallery display space in the Nadine Baum lobby.



COMMUNITY CREATIVE CENTER™

at Walton Arts Center's Nadine Baum Studios | communitycreativecenter.org

In addition, CCC serves Northwest Arkansas schools with curriculum-based on-site workshops, afterschool camps, teacher professional development and summer and spring break art camps. We partner with other non-profit organizations including Walton Arts Center, the Donald W. Reynolds Boys and Girls Club, Fayetteville Public Library, Peace at Home Family Shelter, Life Styles, Inc., Single Parent Scholarship Fund of NWA and Washington Regional Cancer Support Home through the nationally recognized *Clay for Cancer* program. CCC makes full and partial scholarships available for the community's underserved children and adults to help underwrite class fees.

Since our organizational restructuring in 2013, Community Creative Center continues to see significant growth in all measurable outcomes. The \$10,000 of A&P funding granted in 2014 for marketing support was vital to this ongoing growth and can be associated with a 41% increase in adult and youth art class enrollment over the previous year's enrollment. We can also report a 20%+ annual increase in the number and diversity of program offerings, enhanced geographic reach and visibility with community members, new sponsors, and additional partnering organizations.

7. Expected visitor draw (radius/mileage): Our marketing efforts focus on a 70 mile radius, reaching Washington and Benton Counties. In Fiscal Year 15 (July 1, 2014-June 30, 2015) CCC served almost 7,693 children and adults with classes, workshops, birthday and adult art parties, visual arts exhibitions, art sales and special events. This attendance figure represents a 31% increase above those served by all Community Creative Center events (class enrollment and other events) in 2013-2014. With our continuing organizational momentum, we are projecting to serve 9200 students, patrons and community members during the 2015-2016 season.

8. Image: Is this organization or event identifiable with an attractive and unique feature of our area? CCC is part of the Fayetteville arts community, enhancing the city's position and image as the region's artistic center. Located in the heart of the cultural district, sharing Nadine Baum Studios space with Walton Arts Center and Theatre Squared, CCC adds to the attractiveness and vibrancy of the arts environment. CCC also plays a valuable educational role by supplementing the declining availability of visual art instruction offered by local schools.

In addition, Crystal Bridges Museum of American Art has brought renewed interest in the visual arts to the Northwest Arkansas region. Since CCC is the area's largest, fully equipped community-accessible, visual arts education facility, we are able to fulfill the increasing need for more in-depth and studio-based exploration of the visual arts.

9. Marketing Plan: Throughout fiscal year 2015-2016, CCC will implement the following marketing efforts:

- Paper and Electronic CCC Class Schedules will be produced for each class session (Fall, Winter, Spring and Summer) and distributed to local schools, libraries, businesses and other community outlets.



COMMUNITY CREATIVE CENTER™

at Walton Arts Center's Nadine Baum Studios | communitycreativecenter.org

- Media Advertising: Class and event ads (12-14/yearly) will be placed in print and radio media. Feature stories will be advanced to local media outlets. CCC places ads (in-kind) in Walton Arts Center's Season Guidebook, their *OnStage* in-house program and their Education Guidebook, (100,000+ annual reach.)
- Website, Email and Social Media will be used to distribute class schedules, promote upcoming events, and raise interest in CCC and its activities utilizing Constant Contact (4-6/month), Facebook (4-6/week), Fayetteville Chamber of Commerce website, Macaroni Kids, Fayetteville Flyer and other electronic distribution outlets, and the *WAC Weekly* (2/year), Walton Arts Center's weekly email blast. CCC is also strategically placed on WAC's website homepage (40,000 hits monthly.) (As a resident company of Walton Arts Center, CCC receives in-kind WAC email and website support.)
- Booth Presence and Clay Wheel Demonstrations to promote CCC at the Block Street Block Party, Farmer's Markets and other area community events.
- Utilize the efforts of a newly hired part-time Marketing and Outreach staff member to coordinate and implement marketing efforts.

10. Marketing plan budget: See attached.

11. Funding Request: Community Creative Center respectfully requests \$15,000 to help fund our annual marketing expenses of \$39,000.

12. Describe how this request meets the criteria and uses of A&P funds: The request to support CCC and our marketing efforts meets the Fayetteville Advertising & Promotion Commission's criteria of 1) increasing local spending, 2) encouraging repeat business (students attending weekly classes) and 3) enhancing the city's local image and quality of life (access to enriching arts experiences.) HMR revenue can also *be used to fund the arts.*

13. Will your project/event influence visitors from outside of Fayetteville to visit our community? Yes X No If yes, what is your estimate of:

Of the estimated 8500 (excluding CCC's visits to on-site school arts education programs):

- We estimate 65% of our annual attendance (approximately 5100) will come from outside Fayetteville for classes, workshops and events.
- We estimate 30% of our annual attendance (approximately 2975) will come from outside Washington county for classes, workshops and events.
- We estimate 5% of our annual attendance (approximately 425) will come from outside 100 mile radius of Fayetteville for classes, workshops and events.

14. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?



COMMUNITY CREATIVE CENTER™

at Walton Arts Center's Nadine Baum Studios | communitycreativecenter.org

a) The requested funding will enhance CCC's ability to attract students and patrons, grow our programs and increase our earned revenue stream. We will be able to measure the impact through the growth of our earned and contributed revenue and number of patrons served.

b) Adults and children, participating in workshops and classes, visiting our studios, and parents transporting their children to and from classes, often shop, dine and buy food from local establishments. Most visitors pay for parking in the nearby lots. According to an economic impact survey of nonprofit arts and cultural organizations in Northwest Arkansas conducted by Americans for the Arts and released in 2013, patrons spend almost \$20 beyond the cost of admission. In 2015-2016, CCC's projected patrons of 8500 could have an estimated economic impact of \$170,000. (This figure could be even higher as the projected patron number includes class *enrollment* and doesn't account for the weekly student *attendance* for classes that meet 6-8 times each quarter.)

c) CCC now employs two fulltime and two part-time staff members. We will hire 65-70 local artists as teachers and studio assistants throughout the year. In addition, studio members and local artists sell their art in our gallery lobby and during our fundraising events. CCC also buys advertising through local providers and media outlets. We track economic impact through our staff expenses, advertising costs and local, state and federal taxes paid.

15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.

CCC works to use resources responsibly in our daily operations. When possible, clay is recycled and reused and kilns are loaded to full during firings to conserve energy.

16. Describe how the event will be altered if A&P funding is not secured.

If funding is not awarded, CCC's marketing and communications strategies will have to be scaled back. We believe there is a direct connection between increased attendance and the enhanced marketing efforts previous A&P grants have allowed CCC to put into place. We also believe CCC class enrollments will decrease as a result of less marketing. CCC has few other sources from which it can obtain marketing funds.

17. Provide full financial disclosure of all revenues and expenses. Financial disclosure is required of the requesting organization's regular annual budget and is to be provided in the application for funding.

Please see the attached copy of CCC's 2015-2016 Organizational budget.



2015-2016 Request Budget

Marketing Items	Expense
Magazine and Newspaper Ads	\$ 3,910
KUAF Radio ads	\$ 4,000
Constant Contact and email blasts	\$ 2,580
Design	\$ 2,500
Printing and Copying: Brochures, flyers and signage	\$ 2,010
Marketing Coordinator (part-time)	\$ 8,814
	\$ 23,814

In-kind

WAC Website placement:	
2 weeks carousel banner placement on home page (\$350) + 50 weeks bottom tier placement (\$200)	\$ 10,700
Email Blasts to WAC's E-mailing list - 2 per year	\$ 1,000
WAC <i>OnStage</i> FY15 ads - FY15 Season	\$ 3,195
Uprinting - Featured Nonprofit 10% discount	\$ 201
<i>In-kind Subtotal</i>	\$ 15,096
Total	\$ 38,910

2014-2015 Request Budget to Actual

	Budget	Actual
Magazine and Newspaper Ads	\$ 3,905	\$ 3,318
KUAF Radio ads	\$ 3,675	\$ 3,306
Constant contact and email blast	\$ 855	\$ 1,672
Design	\$ 3,000	\$ 2,825
Printing and Copying: Brochures, flyers and poster copies	\$ 3,565	\$ 2,491
Miscellaneous	\$ -	\$ 740
Personnel Wages and Benefits (13%)	\$ -	\$ 10,257
	\$ 15,000	\$ 14,351

In-kind

WAC Website placement:		
2 weeks carousel banner placement on home page (\$350) + 50 weeks bottom tier placement (\$200/week)	\$ 10,700	\$ 10,700
WAC <i>OnStage</i> FY15 ads (2)	\$ 3,195	\$ 3,195
Uprinting - Featured Nonprofit 10% discount	\$ 357	\$ 138
	\$ 14,252	\$ 14,033

Total Marketing Expenses 7/1/14 -6/30/15 **\$ 28,384**

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **SEP 13 2007**

NORTHWEST ARKANSAS COMMUNITY
CREATIVE CENTER
3411 N NOTTINGHAM PL
FAYETTEVILLE, AR 72703

Employer Identification Number:
26-0166277

DLN:

17053207002017

Contact Person:

JACOB A MCDONALD

ID# 31649

Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
December 31

Public Charity Status:
170(b)(1)(A)(vi)

Form 990 Required:
Yes

Effective Date of Exemption:
April 23, 2007

Contribution Deductibility:
Yes

Advance Ruling Ending Date:
December 31, 2011

Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.


Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

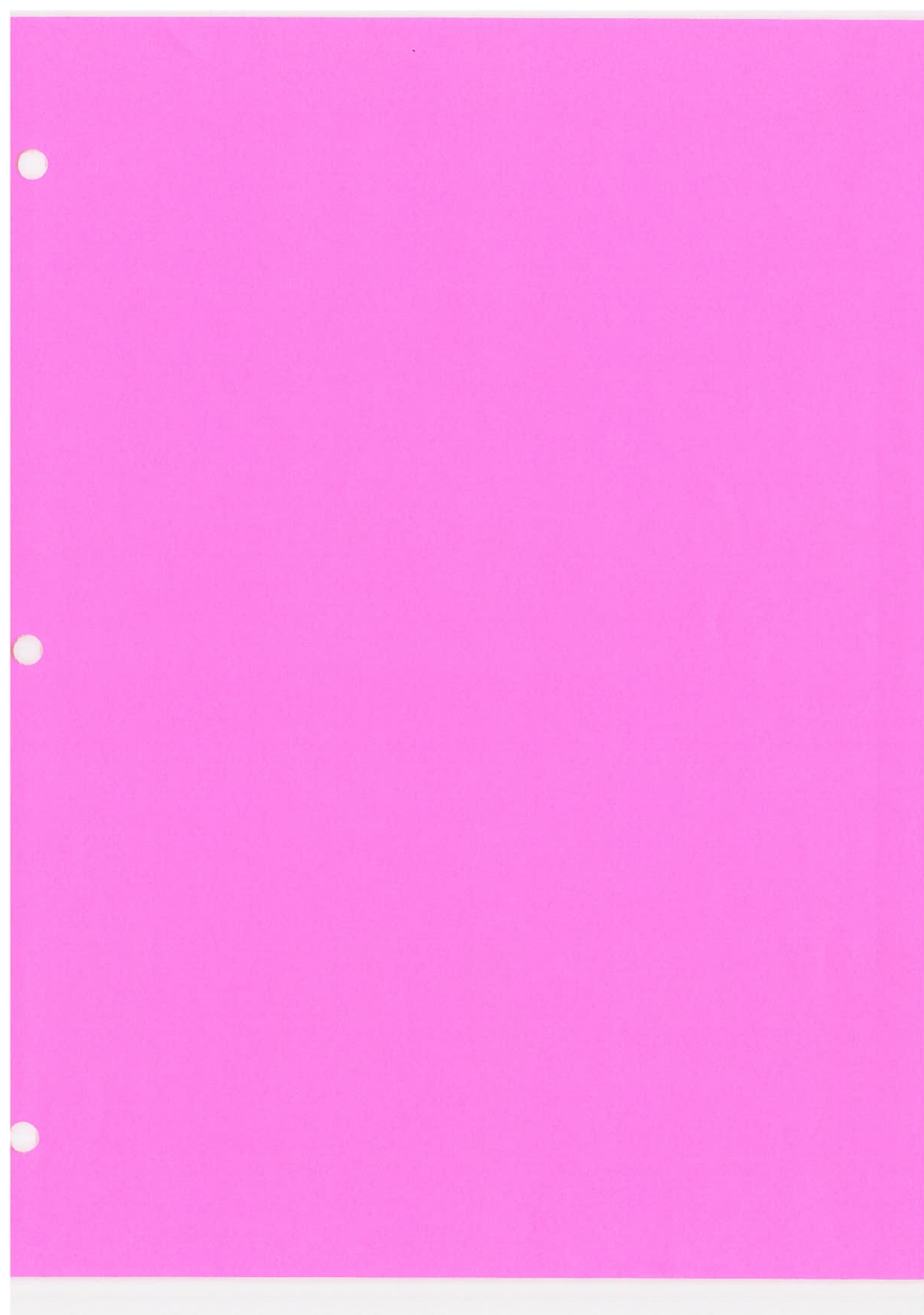
Letter 1045 (DO/CG)

NORTHWEST ARKANSAS COMMUNITY

Sincerely,


Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Publication 4221-PC
Statute Extension



1. Fayetteville Evergreen Cemetery Association "History Comes Alive"
71-0265926
2. Marilyn Heifner
6700 Western Trails Drive
Springdale, AR 72762
479-530-0676
mheifner@cox.net
3. The primary purpose of History Comes Alive will be to put a human face on history by bringing to life everyday people from Fayetteville's past. Funds from the Fayetteville Advertising and Promotion Commission will be used for script research and writing, costume rental, and to advertise the event. Funds generated from the event will be used to repair headstones at Evergreen and maintenance of the cemetery.
4. The event is tentatively scheduled for September 10-11, 2016.
5. The event will be held at Evergreen Cemetery, located on the corner of Center and University St.
6. This is a new event and is based on similar events in Ft. Smith and Little Rock's Mt. Holly cemetery. Local actors will portray 10 people buried in Evergreen and tell their stories. Visitors will be led on a tour of the cemetery to meet these reenactors and will be told other interesting facts about the cemetery during their tour.

Evergreen Cemetery was the first cemetery in Fayetteville and is the resting place for many of Northwest Arkansas' most distinguished historical figures. The Cemetery is on the National Register of Historic Places. Evergreen was originally the burying ground of the John Thomas family, whose home in the 1840's was where the Frisco depot is now located. Following ownership by the Thomas family, the Masons, the Oddfellows, and the City of Fayetteville, the Evergreen Cemetery Association was organized in 1915. Since 1915, a volunteer board has overseen and maintained the cemetery.

7. Expected visitor draw – 450 people from a 60 mile radius
Out of town visitors – 50 from a 200 mile
Hotel rooms reserved – 25 room nights
We expect this event to be the foundation for school field trips and curriculum in teaching local and Arkansas history.
8. Evergreen Cemetery is the burial place for early settlers, a governor, a Supreme Court Judge, congressmen, mayors and judges, eminent preachers, pioneer doctors, bankers and lawyers. It is arguable the single site that is most closely associated with all aspects of Fayetteville's history.

9. Marketing and public relations

We will purchase advertising in the Arkansas Democrat Gazette and local weekly newspapers. Prior to the event, we will have an article in What's Up, the entertainment section of the Arkansas Democrat Gazette. Announcements will be sent to all CVB's in the region for their calendars of events. It will also be sent to television stations, Northwest Arkansas Tourism Association for inclusion on their websites. AY Magazine and Citiscapes will be approached about an in-kind donation advertising the event and place on their calendar of events. All Arkansas county historical societies will be sent flyers announcing the event. A handout will be prepared for the day of the event. An article will be prepared for the Washington County Historical Society newsletter, Flashback.

10. Marketing plan budget

Advertising in local newspapers – \$5,000

Feature article in What's Up section of Democrat Gazette – in kind

Article in Washington County Historical Society Flashback – No charge

Mailings to state county historical societies - \$50

Handout - \$1,000

Listing on calendars of events – no charge

11. Funding Request

We request \$7,500 which will cover the following:

Costume Rental	\$1,000
Tickets	250
Script Writing/research	250
Advertising – newspaper	5,000
Handout	1,000

12. This new tourism event will attract new visitors to Fayetteville. At the cemetery, we see people coming in the fall to enjoy the peacefulness and the rich fall colors. By highlighting some of the stories of those buried at Evergreen, we hope to bring in new visitors who can relate to past accomplishments and educate the public on those who made Fayetteville what it is today. We think it is a story worth telling.

13. We think our project will bring people from outside of Fayetteville to visit. We hope to connect with former students, families of those buried at Evergreen and new people who can see that we cherish our past and those who contributed to it.

14. Economic impact - Though potential economic development numbers are difficult to determine prior to our first event

- a. We believe that the impact of this event will help Evergreen Cemetery Association in our fundraising efforts to maintain the cemetery – We need to replace the rock wall around the cemetery (\$100,000), road within the cemetery (\$40,000), caretaker house repairs

(\$10,000), replace tool /maintenance shed (\$2,000). Visitors to the event will help us raise \$5,000.

- b. Local tourism business – We feel that the restaurants will benefit from our visitors eating before the tour. We feel that we can make a small impact on hotels from relatives and genealogical researchers who are coming to the Cemetery. We feel that the impact will be \$12,500.
- c. We feel that this will have a huge impact on the City of Fayetteville by highlighting our history and telling the stories of our forefathers.

We will conduct a survey of participants to determine if they stayed in a local hotel or ate in a restaurant as well as track where they came from.

15. Because Evergreen is a certified natural habitat and a cemetery, our efforts to include environmentally acceptable practices are ongoing.

16. If funds are not secured, funds will be taken from the budget of Evergreen and advertising will be significantly reduced thus lessening the potential success of the project.

17. Commission funding will be matched by in-kind donations of advertising and volunteer donations of time of reenactors learning scripts and performing.

18. Budget

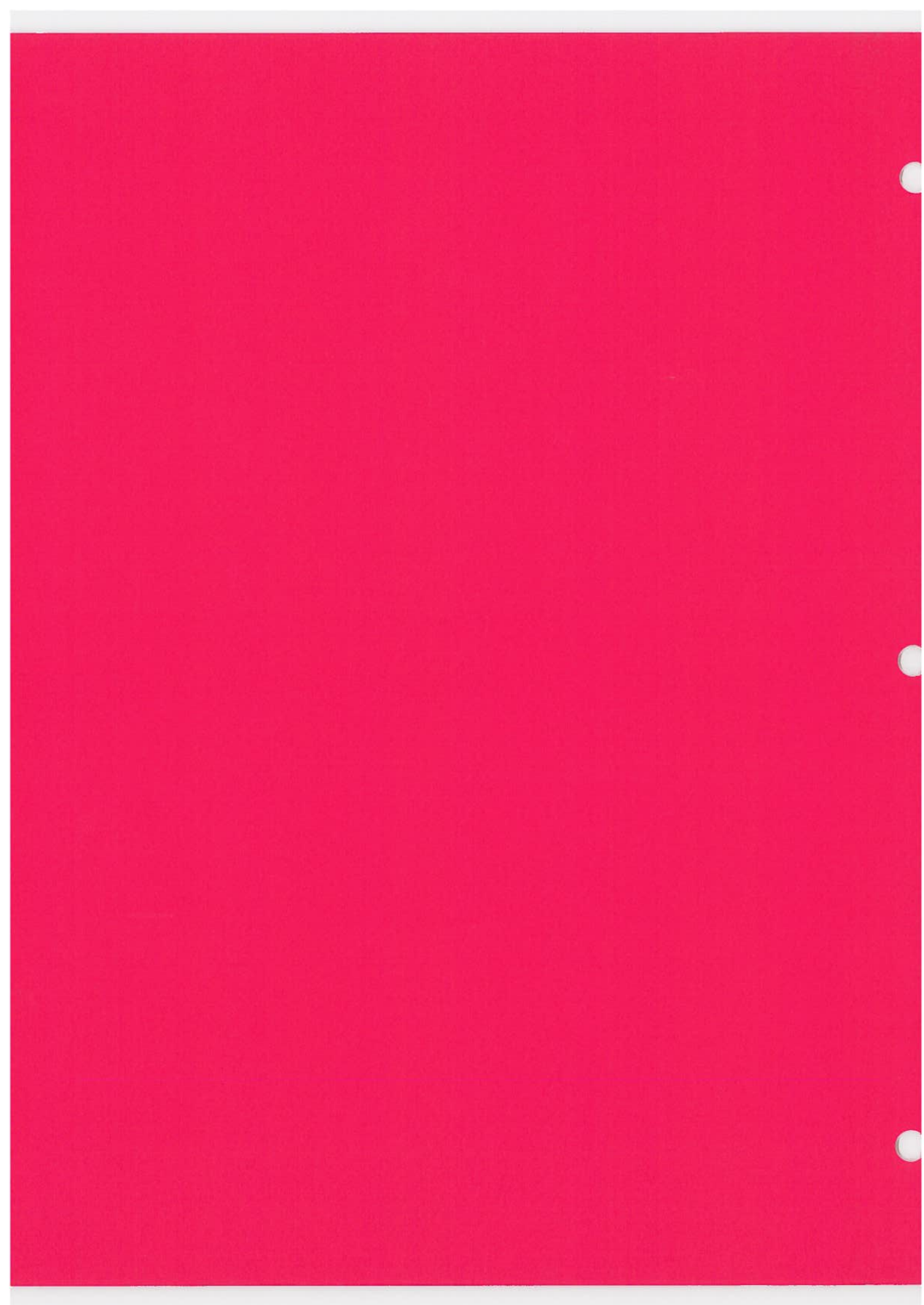
Income

Ticket Sales (500 @ \$10)	\$5,000
A & P funding	<u>7,500</u>
	12,500

Expenses

Script research and writing	250
Tickets/Survey printing	1,250
Costume Rental	1,000
Advertising	<u>5,000</u>
	7,500

Net Potential Profit	5,000
----------------------	-------



FAYETTEVILLE Underground

Kent Landrum, Gallery Manager
101 W. Mountain St. Suite 222
Fayetteville, AR 72701

September 30, 2015

Kym Hughes, Executive Director
Fayetteville Advertising and Promotion Commission
P.O. Box 4157
Fayetteville, AR 72702-4157

Dear Ms. Hughes,

I've been associated with Fayetteville Underground for the past three and one-half years. During that time the most frequent question about the artwork in our gallery is, "Is all this art done by local artists." Although we do regularly host visiting artist exhibitions, the nucleus of artists who exhibit at the Underground are from Northwest Arkansas. Happily I have been able to say, "Most of what you see here is created locally." I believe we have a unique selling point in that statement.

The Advertising and Promotion Commission has been instrumental in providing a secure financial climate in which to grow our unique organization. It has been a giant leap to change from an artist's collective organized for the benefit of the artists to a 501(c)(3) corporation existing for the public benefit. Under the enthusiastic guidance of Samantha Sigmon, the Executive Director for nearly two years, the Fayetteville Underground was able to make that transition.

While retaining most of our original core of accomplished artists, we have attracted a variety of new participating artists and volunteers who staff the gallery and perform essential ongoing tasks. During the past year we have added a full-time staff position of Gallery Manager to help with scheduling volunteers, facilitate exhibitions, work on promotion and advertising as well as do maintenance and event preparations.

The Underground has an expanded program schedule, with performances of dance, music, comedy and drama all included. There is a dual focus of providing inexpensive access to artistic productions for our community while attracting visitors to our unique environment.

We think of ourselves as providers of artistic nourishment. Our desire is to bring an increasing number of people into our gallery who have never been here.

While we have had ample funding to employ an executive director and pay the rent as well as expand our programming during the past 12 months, we've identified one area where we have had an inadequate budget to accomplish our goals: advertising. With the exception of one local magazine, the annual U of A brochure and an occasional radio spot to announce a special event, we have relied on Public Service Announcements and Facebook to do our advertising. Now that we can provide a wide variety of experience, we would like to increase attendance at the gallery.

One opportunity we see is to capitalize on the presence of a world class museum in our neighborhood, by advertising a different visual art experience in Fayetteville for those visitors who plan an extended stay in the region. We propose to accomplish this goal by initiating an aggressive online promotion campaign using web optimization, listings and links to create a "funnel" toward Fayetteville, and specifically Fayetteville Underground, for those who search the web.

In addition, since Dallas provides a huge number of students for the University of Arkansas and is a sophisticated center for the arts, we propose an advertising campaign, both web and print based, that targets Dallas to promote Northwest Arkansas and Fayetteville in particular as an arts destination.

The ongoing program of self-directed classes is one of the most vital features of the Fayetteville Underground. We are currently functioning with makeshift equipment and would like to increase the professionalism of our enterprise by providing first-class tools for participating artists. Therefore we seek funding for some basic equipment.

There is one more item on our wish list. We want to attract world class visiting artists to participate in events at the Underground in order to "cross-pollinate" our inspirational basis for creative work and add diversity and interest for our visitors. This requires an artist-in-residence program and the accompanying budget.

On behalf of the Board of Directors of the Fayetteville Art Alliance (doing business as the Fayetteville Underground Art Gallery), I want to thank you and the Fayetteville Advertising and Promotion Commission for your support the past year in the form of a \$20,000 grant. Last year we asked for the grant in order to help stabilize the operations of Fayetteville Underground and increase its program activity.

During the past year, we have exceeded the goal of 25% increase in programs while adding the role of gallery manager to adequately staff the growing organization. We anticipate needing two full-time employees. Keeping pace with the growth in operations and programming costs over the past year, the organization has experienced overwhelming grassroots support from the community in Northwest Arkansas in the form of volunteerism, sponsorships and donations. The 101 Club which was initiated a year ago,

now has 76 members. As a young and developing organization, we continue to seek support from the community and our focus this year is on achieving sustained funding from corporate sponsorships.

Having secured grants from the WalMart Family Foundation and the Windgate Charitable Foundation last year, we have achieved a minimal level of financial stability. In order to make the most of our facility and the artistic resources we provide to our community and to Fayetteville's visitors, we sincerely appeal to the Fayetteville Advertising and Promotion Commission for a grant of \$40,000 for the next fiscal period.

Sincerely,

Kent Landrum
Gallery Manager
Fayetteville Underground

FUNDING REQUEST

1. Fayetteville Art Alliance d.b.a. Fayetteville Underground, 501(c)(3), EIN: 45-5196864

2. Kent Landrum, Fayetteville Underground, 101 W. Mountain St., Fayetteville AR 72701, PO Box 1925, Fayetteville AR 72702; home: 219 W. South St., Fayetteville AR 72701. (270)313-9660, manager@fayettevilleunderground.com,
Personal: artist@wingsandroots.com.

3. The event is the ongoing presence of the Fayetteville Underground on the Square in Downtown Fayetteville. It provides a nucleus for the local economy as the principal art gallery in the area. As a non-profit, funds generated by the Underground are re-invested immediately in our own community and in the viability of the organization itself.

4. The period of the event is the whole year of 2016.

5. 101 W. Mountain St., Fayetteville AR 72701

6. The Underground opened at the current address on September 1, 2012. It was granted 501(c)(3) status in April, 2014. With the transition, the focus of the organization moved toward education and programming was increased. What had been primarily an art gallery became equally an event venue for a variety of performance arts.

7. Anecdotal evidence points to the fact that art buyers have often come to Fayetteville either before or after visiting Crystal Bridges Museum. We made a sale just today to one of those people. Our goal is to increase the already established flow of visitors to our town.

8. The organization is an integral part of the landscape of the downtown Square.

9. We have sourced and continue to request funding from WalMart Family Foundation, Windgate Charitable Foundation, Arkansas Community Foundation and from private donors in our area. Current efforts are focused on corporate sponsors and donors. Art sales make up 18% of our annual gross income. Volunteerism contributes a dollar value of \$31,200, the equivalent of 26% of annual income. According to our plan, provided we have a budget for it, strategic advertising will leverage media exposure.

10. See attachment.

11. \$40,000. (See attachment)

12. This proposal addresses the areas where Fayetteville Underground's goals intersect with those of the A&P commission. We are interested in promoting sales of artwork in our gallery, after a year of focusing on receiving grants and donations and developing programming.

13. We have obtained extraordinary artwork for exhibition and only need to connect with our potential clientele in order to reach our goals.

With an adequate advertising budget, we expect to increase traffic both from out of town and out of state by 200 serious art buyers per year. Many of these would overnight in Fayetteville. Our intention is to present the concept of extending a stay in Northwest Arkansas for those who already plan to visit Crystal Bridges.

14. We currently are exhibiting three pieces of sculpture valued at \$75,000 each. Commission on sales is 40% for the gallery. Our marketing efforts are extending nationwide into the Film, Museum and Energy industries and we have every reason to believe multiple sales will be the outcome. The potential is to radically increase the role of sales in our business plan. Sales is our method of tracking the effectiveness of our proposal.

15. We use re-usable containers when possible, we recycle, our artists donate to environmental causes (Buffalo River).

16. If A&P funding is not secured the progress toward our goal will be slowed, but not stopped. The organization has resilience, as we have shown over the past 6 or 7 years.

17. Indicated above is the volunteer element in our organization. We have a grass-roots donor base in the 101 Club, which now has over 70 members who contribute over \$100 per year.

18. See attachment.

Fayetteville Art Alliance
Proposed Budget
For the Fiscal Year 2015

	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total
INCOME					
Art Sales & Studio Fees	11,880	13,880	14,880	14,880	55,520
Other Income Sources	2,000	2,500	2,500	3,000	10,000
Fundraising & Donations	3,250	11,000	6,500	4,500	25,250
Grants Received	13,000	13,000	13,000	18,000	57,000
A&P Grant	5,000	5,000	5,000	5,000	20,000
TOTAL INCOME	35,130	45,380	41,880	45,380	167,770
COGS					
Artist Commissions & Fees	5,400	6,600	7,200	7,200	26,400
GROSS PROFIT	29,730	38,780	34,680	38,180	141,370
EXPENSES					
Payroll & Related	18,135	18,135	18,135	18,135	72,540
Rent & Facilities	10,800	10,800	10,800	10,800	43,200
Advertising	900	900	900	900	3,600
Education & Programming	1,250	1,260	1,260	1,260	5,030
Other Operating Expenses	3,000	4,000	5,000	5,000	17,000
TOTAL EXPENSES	34,085	35,095	36,095	36,095	141,370
NET INCOME	(4,355)	3,685	(1,415)	2,085	0

Fayetteville Art Alliance
Statement of Income & Expense
For the Twelve Months October 2014 through September 2015

	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Total
INCOME													
Art Sales & Artist Fees	5,083	6,800	11,639	558	4,088	4,352	4,767	6,145	3,397	4,015	9,245	2,656	62,745
Other Income Sources	327	447	144	261	922	397	1,070	1,142	150	362	140	860	6,222
Fundraising & Donations	945	726	1,803	263	2,080	712	729	1,116	4,308	3,105	595	1,423	17,805
Grants Received	18,236	3,636	3,636	1,711	1,711	12,111	1,711	4,211	4,361	4,211	4,211	4,211	63,957
TOTAL INCOME	24,591	11,609	17,222	2,793	8,801	17,572	8,277	12,614	12,216	11,693	14,191	9,150	150,729
COGS													
Artist Commissions & Fees	2,917	3,577	7,199	786	1,875	1,536	1,931	3,200	1,867	1,687	4,838	1,201	32,614
GROSS PROFIT	21,674	8,032	10,023	2,007	6,926	16,036	6,346	9,414	10,349	10,006	9,353	7,949	118,115
EXPENSES													
Payroll & Related	3,366	2,928	4,256	3,045	3,045	2,996	3,730	4,055	4,231	6,881	4,891	4,944	48,368
Rent & Facilities	3,350	3,301	3,469	4,766	3,582	3,532	3,258	3,410	3,793	3,880	3,990	3,940	44,271
Advertising	0	0	0	101	0	174	280	350	729	0	349	269	2,252
Education & Programming	492	93	908	0	1,678	396	576	682	1,346	3,308	3,902	2,608	15,989
Other Operating Expenses	623	620	1,122	473	1,466	1,969	550	479	1,878	1,714	1,037	1,353	13,284
TOTAL EXPENSES	7,831	6,942	9,755	8,385	9,771	9,067	8,394	8,976	11,977	15,783	14,169	13,114	124,164
NET INCOME	13,843	1,090	268	(6,378)	(2,845)	6,969	(2,048)	438	(1,628)	(5,777)	(4,816)	(5,165)	(6,049)



Fayetteville Public Schools Athletic Department

Fayetteville Bulldogs

Ramay Indians

Woodland Cowboys

915 West Clinton Drive • Fayetteville, AR 72701 • 479.973.8683 • FAX 479.973.8618 • www.fayar.net • www.fayettevillebulldogs.net

Steve Janski, R.A.A. District Director of Athletics
Linda Bolin, Athletics Administrative Assistant

Fayetteville Advertising and Promotion Commission

Request for Funding

1. The Event is the "Weekend of Champions"; the Arkansas High School Overall Baseball/Softball/Soccer Finals. The organizer is Fayetteville High School (Tax I.D. #71-6021514)
2. Contact person: Steve Janski, 915 West Clinton Ave, Fayetteville, AR 72701 – 479.287.5631
3. The funds generated by the event are limited. Our only profit source will be a percentage of the gate (25%), which go to the group(s) working all of the events. 75% of the gate receipts will go to the Arkansas Activities Association. 100% of concession sales go to the group contracted with the University of Arkansas to manage concessions.
4. The events will begin Friday, May 20th 2016 and run through Saturday, May 21st 2016
5. The Finals will be held at Baum Stadium, Bogle Park and Razorback Soccer Field.
6. This will be the 18th Annual Weekend of Champions event. We have hosted the event since its inaugural year (1999). The success of the event has far exceeded the expectations of the Arkansas Activities Association. In 2002, the AAAAAA Championship game drew an all-time high school single game record crowd of 4,753 fans.
7. The event will feature the championship game in each classification of baseball and fast pitch softball. We will host three championship games at each site on Friday evening and four championship games at each site on Saturday. We expect total attendance to exceed 15,000 from all over the state.
8. The Weekend of Champions is one the premier high school athletic events for the state in terms of excitement and attendance. According to the AAA, it has generated more positive support and comments than any other event they sponsor. The U of A facilities allows us the opportunity to continue as the permanent host as long as scheduling conflicts do not arise. With the partnership of the A & P Commission, we have raised the expectation for excellence. Our goal is to leave the impression that Fayetteville is the only option for this event.
- 9-10. We will be in contact, via email, with nearly 300 school districts in Arkansas distributing information about the City of Fayetteville and the U of A. Since all the major media centers in the state will be represented at the "Weekend of Champions", we expect strong coverage in Television and print media, as well as sports radio and high school internet forums. The event itself is the marketing tool for our community. Through the event, we are selling Fayetteville as the "sports capital" of Arkansas. We are able to do showcase the extraordinary facilities at the U of A to help spread this message as well.

11. We are requesting funding in the amount of **\$14,294** for the two-day events for the following expenses:

- Stadium Rentals (Bogle Park, Baum Stadium, Razorback Soccer Field)
- Athletic Trainer cost
- Security cost
- Personnel/Game Administration cost (gate workers, score board operators, official book keeper, public address announcers, etc)
- Hospitality Room cost
- Clean up cost at each venue daily

12. Throughout the event we are selling Fayetteville as a great place for state-wide high school athletic events and our partnership with the U of A make Fayetteville the “sports Capital of Arkansas”.

13. This event will influence others from outside of Fayetteville to visit our community. Many of them will spend multiple nights. We project over 15,000 fans for the two day event. Visitors will come from all over Arkansas.

14. The economic impact to the Fayetteville Schools is limited. 75% of gate goes to the Arkansas Activities Association while 100% of concessions go to the U of A concessions vendor. Local restaurants and hotels/motels will be impacted the most. Most of the teams will come in town the night before they play and book up to 20 rooms. Local restaurants obviously will benefit as well.

15. We will attempt to recruit members of the student organization “Green Team” to recycle plastic drink bottles at each venue.

16. Without funding from the A & P it would ***NOT*** be possible for Fayetteville Public Schools to host this event. This event would likely move to Springdale or Little Rock/North Little Rock.

17. Financial Disclosure (**FPS* will provide service*)

Item:	Expense:	Revenue
Facility Rentals	\$10,000	0
<i>Trainers</i>	<i>\$861/*FPS*</i>	0
Event Workers (Gate, announcers, clock, trainers)	\$4,294	0
<i>Security</i>	<i>\$2796/*FPS*</i>	0
<i>Hospitality Costs</i>	<i>\$2467/*FPS*</i>	0
<i>Clean up</i>	<i>\$1,000*FPS*</i>	0
<i>Hotel room for staff</i>	<i>\$120*FPS*</i>	0
Total	\$14,294	

We greatly appreciate this opportunity and your consideration.

Kym Hughes

From: Steve Janski <steve.janski@fayar.net>
Sent: Wednesday, September 30, 2015 8:41 AM
To: Kym Hughes (khughes@experiencefayetteville.com)
Cc: Linda Bolin
Subject: "Weekend of Champions" Funding request
Attachments: 2016 WOC Funding Request.docx

Good morning,

Thank you for all your support and all that you do! Per our conversation, the attached request for "Weekend of Champions" has been lowered due to sponsorship and gate revenue. However the attached request is precisely the cost to execute the event. In short FPS has not inflated the cost in anticipation of receiving less awarded funding, we could not host the "Weekend of Champions" event without the FULL support of the A & P. If I can answer any question please do not hesitate to let me know. Thank you and have a great day!

Go Bulldogs!

Steve Janski

Athletic Director, C.A.A.

FPS Athletic Department

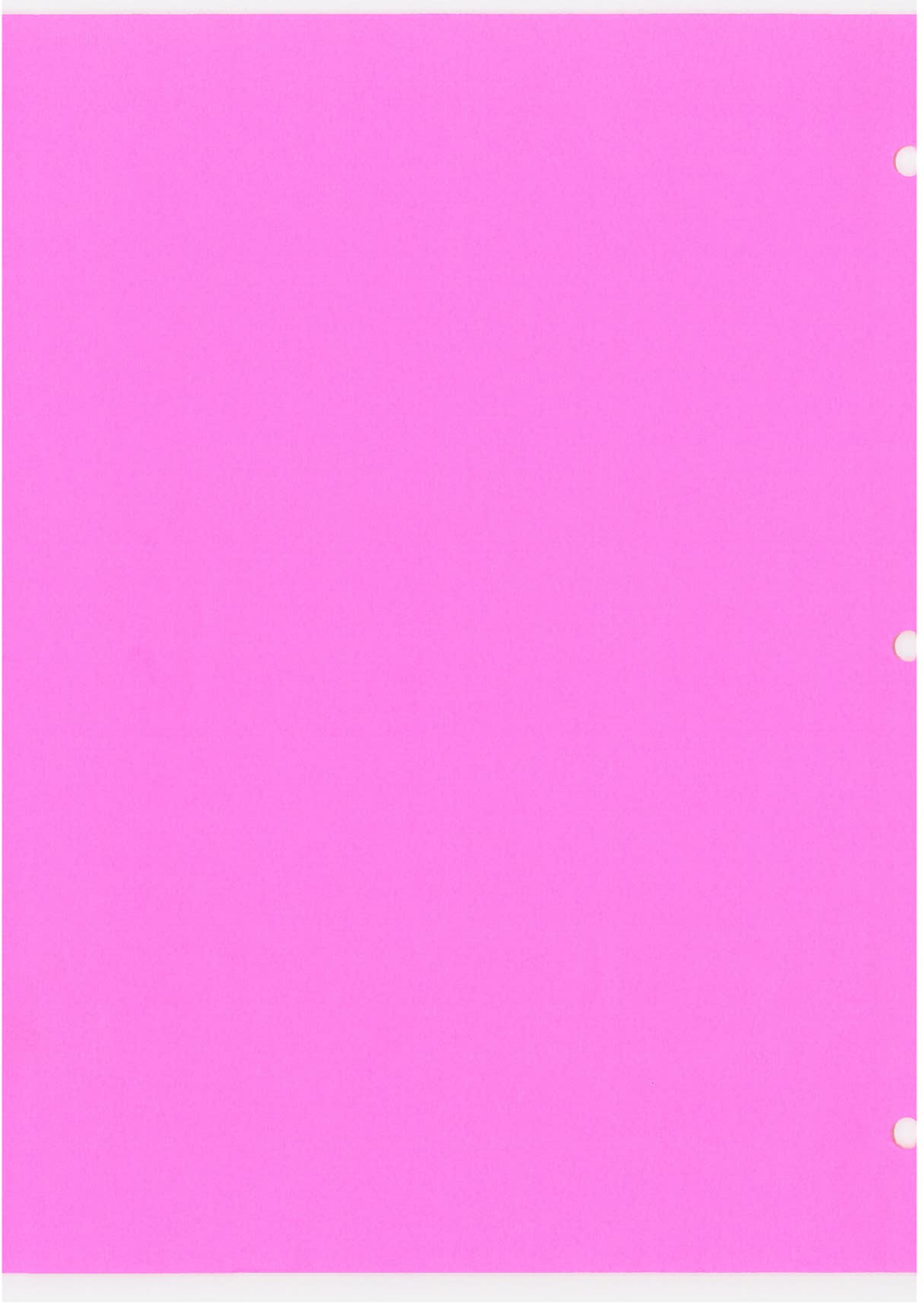
915 West Clinton Drive

Fayetteville, AR 72701

Office # 479-973-8683

Fax # 479-973-8618

FREEDOM OF INFORMATION ACT (FOIA) NOTICE: This email and responses are subject to Arkansas Freedom of Information Act and may be disclosed to the public upon request. Please respond accordingly.





Fayetteville Public Schools Athletic Department

Fayetteville Bulldogs

Ramay Indians

Woodland Cowboys

915 West Clinton Drive • Fayetteville, AR 72701 • 479.973.8683 • FAX 479.973.8618 • www.fayar.net • www.fayettevillebulldogs.net

Steve Janski, R.A.A. District Director of Athletics
Linda Bolin, Athletics Administrative Assistant

Fayetteville Advertising and Promotion Commission

Request for Funding

1. The Event is the Arkansas High School Outdoor Track State Championship for all divisions. The organizer is Fayetteville High School Track (Tax I.D. #71-6021514)
2. Contact person: Drew Yoakum, 994 West Luther King Blvd, Fayetteville, AR 72701 – 479.466.9488
3. The funds generated by the event are limited. Our only profit source will be a percentage of the gate. 100% of concession sales goes to the group contracted with the University of Arkansas to manage concessions.
4. The events will be on May 9th and 10th 2016
5. The Events will be held at the John McDonnell Stadium.
6. This will be the first time that all track divisions will concurrently compete at one location. The success of the event can be seen when the State had only 5 divisions and it was located in Hot Springs. The crowds were large but each classifications event was held on a different day. The expectation is that this will be the largest high school track event that has been put together in the State of Arkansas, and the U of A is the only place that this large of a track meet could be possible.
7. The event will feature the prelims and finals for each classification in track. It will be done with all classifications taking part in meet at the same time. We expect total attendance to exceed 8,000 from all over the state.
8. The State Track Finals is a premier showcase of high school athletic events for both female and male. This type of meet has become very successful in the surrounding states which have created a positive form of excitement for the track programs. The U of A facilities allows us the opportunity to create a new and unique event that will single out the track programs within the State of Arkansas. With the partnership of the A & P Commission, we have sent the bar high for excellence. This meet will leave the impression that Fayetteville is the only option for this event.
- 9-10. We will be in contact, via email, with over 300 school districts in Arkansas, distributing information about the City of Fayetteville and the U of A. Since all the major media centers in the State will be represented at the State Track Meet, we expect strong coverage in Television and print media, as well as sports radio and high school internet forums. The Event itself is the marketing tool for our community. Through the event, we are selling Fayetteville as the “sports capital” of Arkansas. We are able to do showcase the Extraordinary facilities at the U of A to help spread this message as well.

11. We are requesting funding in the amount of **\$12,000** for the two-day events for the Following expenses:

- Stadium Rentals (John McDonnell Stadium)
- Use of the a Professional Timer for the event
- Clean up cost at each venue daily

12. Throughout the event we are selling Fayetteville as a great place for state-wide High School athletic events. Our partnership with the U of A will make Fayetteville the “track Capital of Arkansas and the Nation”.

13. This event will influence others from outside of Fayetteville to visit our community. Many of them will spend multiple nights. Many schools will be staying the night, plus all the teams will be purchasing meals for their teams. We project over 8,000 fans for the two day event. Visitors will come from all over Arkansas.

14. The economic impact to the Fayetteville Schools is limited because the money off the gate will be used to help with the other needs which include meals, officials, trainers, and announcer. 100% of concessions go to the U of A concessions vendor. Local restaurants and hotels/motels will be impacted the most. Most of the teams will come in town and stay 1 or 2 nights along with parents and fans which will help fill up local hotels. Local restaurants obviously will benefit as well.

15. We will attempt to recruit members of the student organization “Green Team” to recycle plastic drink bottles at each venue.

16. Without funding from the A & P, it would **NOT** be possible for Fayetteville Public Schools to host this event. This event would likely move to Hot Springs, Conway, Jonesboro or Little Rock/North Little Rock.

17. Financial Disclosure (**FPS* will provide service*)

Item:	Expense:	Revenue
Facility Rentals	\$10,000	0
Event Workers (Professional timer that also does scoreboard operation)	\$2,000	0
<i>Hospitality Costs</i>	<i>\$3500*FPS*</i>	0
<i>Clean up</i>	<i>\$2,000*FPS*</i>	0
<i>Gate Workers/Officials/Announcer</i>	<i>\$2,000*FPS*</i>	0
<i>Shuttle Bus</i>	<i>\$1,000*FPS*</i>	0
<i>Tent/Table/Chair Rental</i>	<i>\$500*FPS*</i>	0
Total	\$12,000	

We greatly appreciate this opportunity and your consideration.



JOE MARTIN
Stage Race & Gran Fondo
www.joemartinstagerace.com

2016 Fayetteville A & P Commission Funding Request

1. Name of organization/event, tax status and tax identification number.
 - **Joe Martin LLC, For Profit, 05-0561939**
2. Contact person with complete address, phone number and e-mail address
 - **Bruce Dunn, 1629 S. River Meadows Dr, Fayetteville, AR 72701**
3. Purpose of event and proposed use of funds generated by organization/event
 - **Sporting Event. Continued viability of the race.**
4. Period of operation or event date
 - **April 21-24, 2016**
5. Location or event site
 - **Various areas in the city including the downtown square and Dickson Street**
6. Brief background of organization and history of event
 - **All Sports Productions is a sports event management and consulting company formed in 2002. All Sports Productions promotes cycling, running, duathlons, triathlons, adventure racing and other outdoor events. The goal of the company is to produce races at the highest standards which are locally, regionally and nationally recognized events with a festival-like atmosphere. The mission of each event is to engage new participants and spectators in a healthy, multi-sport lifestyle.**
 - **The amateur version of the event began in 1978. The Professional/Elite Amateur event was started in 2002 and will going into its 14th year on the USA Cycling's National Race Calendar. In 2015, the professional men's and women's categories were added to the international racing calendar (UCI). This event brings teams from 23 countries and all 50 states to our city each year.**
 - **Internationally sanctioned through the UCI (world governing body of cycling)**
7. Expected visitor draw (radius/mileage) Prior year visitor count (radius/mileage) and how derived. Host hotel(s) and number of rooms reserved.
 - **2016 projections: 1,100 (750 stage race, 350 gran fondo) participants; 1,500 support staff, family friends; 50 states and 25 countries. Indonesia and China teams have expressed interest in attending.**
 - **2015: 674 participants, 1,200 support staff, family friends; 50 states and 23 countries. See 2015 Infographic**
 - **2014: 538 participants, 1,000 support staff, family friends; 46 states and 19 countries.**
 - **2013: 575 participants, 1,000 family/friends, 42 states, 19 countries.**
 - **Quality Inn (all available rooms).**
 - **The Chancellor Hotel.**
 - **Numbers derived from registration statistics.**

8. Image: Is this organization or event identifiable with an attractive and unique feature of our area?

- **2016:**
 - **Internationally sanctioned through the UCI – world governing body of cycling.**
 - **Teams from the Asian continent have expressed interest in attending the race**
 - **Gran Fondo – this non-competitive ride has the potential to attract more riders than the stage race**
- **Nationally and internationally our event is recognized by USA Cycling as one of the top events on the National Racing Calendar (NRC). There are no other NRC multi-day events within the region. This event continues to capitalize on the success of American cycling in international races such as the Tour De France by showcasing riders that may one day compete on the world cycling stage.**

9. Marketing Plan: Advertising, public relations, sales and whether in-kind donation or purchased. Anticipated media exposure

- ***Regionally/Nationally***
 - **Advertising in the 10-state region at events prior to the race**
 - **Email campaign to over 60,000 athletes nationally**
 - **Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources)**
- **See attachment**

11. Funding request: State specific amount requested and what funds will be used for

- **Presenting sponsorship – see attachment.**
- **STAGE RACE:**
 - **This race has become a cornerstone of NWA events and without continued funding, the event can't remain on the national and international calendars**
 - **Funds are used for the national and international sanctioning fees, plus the professional prize money. This is the marketing**
- **GRAN FONDO:**
 - **Printing and mailing of posters, postcards and fliers which will be distributed to regional events, bike shops, health clubs, bike clubs**
 - **Social media advertising**

12. Describe how this request meets the criteria of uses of A & P funds

- **This event and its uniqueness draws from literally the entire country and from around the world. No other event compares to this event in NWA in terms of national and international exposure.**
- **I'm not sure if we realize what a jewel and marketing tool the Joe Martin event has become for our city.**

13. Will your project/event influence visitors from outside of Fayetteville to visit our community? **Yes** . If yes, what is your estimate of

- Number of visitors to Fayetteville:
 - **6,500**
 - **1,100 participants**
 - **1,500 family/friends/support staff**
 - **3,990 spectators**
- Number of visitors to Washington County
 - **Same as above**
- Number of visitors outside a 100 mile radius of Fayetteville
 - **3,500**

14. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?

- a) **The professional/elite amateur race brings teams in for extended stays. They not only arrive early, but often times stay extra days to train and/or recover. Because of the pro/am event, the amateur competitors come early to see the future and current stars of the sport. Spectators equally so as well. All competitors (even the ones from around the world) comment on how much they enjoy the local environment and most of all the people.**
- b) **Gran Fondo – this event brings in the casual-active bike rider who wants to participate in an event, but also experience the local community. Many professional bike races have added a non-competitive event which is able to attract a wider demographic and also increases spectators.**
- c) **Continued profitability of the event to build on 13 years of making the race a nationally and now internationally recognized event. To create new events which attract a greater and more diverse group of people.**
- d) **Each event that All Sports Productions produces receives feedback from the community (volunteers, businesses, city staff, etc) on how much they enjoy meeting the participants of the Joe Martin.**
- e) **Registration statistics and participant feedback**

15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.

- **This has become one of the cornerstones of the Joe Martin event. We practice the following:**
 - **Online registration only**
 - **Shirt options (opting in or out) are given to each participant**
 - **Bulk race supplies to reduce packaging**
 - **Recycling race supplies**
 - **Donating food and supplies to local charities**
 - **Non-dated race medals and awards**
 - **Electronic race results**
 - **Reduced use of print advertising**
 - **Encouraging car pooling**
 - **Use of low-emission race vehicles**

16. Describe how event will be altered if A & P funding is not secured.

- A professional bike race requires an exponential greater amount of resources to promote and produce than other events such as running, triathlon and even amateur bike races. The Joe Martin Stage Race has been marketed by our city as a very unique and one-of-a-kind event. **The professional race cannot continue without replacement of two long-term sponsors which totaled \$62,500.** I hope the Fayetteville A&P Commission appreciates the value of bringing such a unique event to our community and will continue to support this event.

17. Provide full financial disclosure of all revenues and expenses. Financial disclosure is required of the requesting organization's regular annual budget and is to be provided in the application for funding. Please provide one copy (this is not counted in the 4 page limit.)

- See attachment

Fayetteville A&P name and logo will appear in the following areas of the event:

- ◆ Social media posts
- ◆ Featured in all national promotions
- ◆ Mentions in all press releases
- ◆ Athlete and Event guide
- ◆ Course banner space
- ◆ Award podium display
- ◆ 1 - ½ page ad in Citiscapes Metro Monthly
- ◆ Event posters
- ◆ Event website
- ◆ PA announcement recognition
- ◆ Race t-shirts
- ◆ Event cycling jerseys
- ◆ Racer and volunteer goody bag

JOE MARTIN
Stage Race and Gran Fondo

INCOME			
	STAGE RACE PARTICIPANTS:		750
	Pro Men		165
	Elite Men		130
	Pro Women		95
	Amateurs		360
	GRAN FONDO PARTICIPANTS:		
	Gran Fondo		350
	ENTRY FEE - pro men	\$160.00	26,400
	ENTRY FEE - elite men	\$120.00	15,600
	ENTRY FEE - pro women	\$140.00	13,300
	ENTRY FEE - amateur	\$110.00	39,600
	ENTRY FEE - gran fondo	\$ 65.00	22,750
	SPONSORSHIP		12,000
	RETAIL SALES		3,000
TOTAL INCOME			\$ 132,650
EXPENSES:			
	ADVERTISING		15,000
	WINNER'S CYCLING JERSEYS		2,250
	CRIT PRIMES		1,500
	ENTRY FEE REFUNDS		250
	EVENT ANNOUNCER		2,500
	FOOD		2,400
	GASOLINE		750
	LOCATION RENTAL FEES		1,000
	INSURANCE - STAGE RACE		7,500
	INSURANCE - GRAN FONDO		1,000
	CONTRACT LABOR		3,500
	RACE OFFICIAL FEES		32,000
	PORTABLE SANITATION UNITS		2,500
	POSTAGE		3,000
	PRINTING		8,500
	PRIZES - GRAN FONDO		2,500
	PURSE		54,500
	RACE NUMBERS - STAGE RACE		1,000
	BIB NUMBERS - GRAN FONDO		500
	SPONSOR APPRECIATION		1,500
	SIGNAGE		5,000
	SUPPLIES - STAGE RACE		1,500
	SUPPLIES - GRAN FONDO		1,000
	TENT RENTAL		3,600
	T-SHIRTS		3,250
	TELEPHONE		250
	TIMING - STAGE RACE		7,500
	TIMING - GRAN FONDO		1,500
	TOWING SERVICE		500
	USA CYCLING - SANCTIONING FEES		4,000
	UCI - SANCTIONING FEES		2,000
	NRC APPLICATION FEE		1,650
	WATER BOTTLES		500
	SOUND AND STAGING		3,500
	BARRICADES		3,000
	TECHNICAL RACE SUPPORT		2,500
TOTAL EXPENSES			\$ 184,900
NET INCOME			\$ (52,250)



The Joe Martin Stage Race is both a nationally and internationally contested cycling race comprised of a four-day, four-event professional and a two-day, three-event amateur race sanctioned by USA Cycling. The Pro Men and Women's races are ranked among the top-three races on the National Racing Calendar (NRC), which is the pro and elite amateur cycling tour in the United States and the Pro Men and Pro Women's races are part of the UCI America's Tour.

USA Cycling is the national governing body of cycling operating under the United States Olympic Committee. The Union Cycliste Internationale (UCI) is the world governing body for the sport of cycling recognized by the International Olympic Committee (IOC)

The 39th anniversary of the amateur races; 14th anniversary of the NRC and 2nd anniversary of the UCI America's Tour will be held April 21-24, 2016.

New additions from 2015 which were two major milestones:

1. The professional race was sanctioned by the international sanctioning body of cycling – UCI. This designation has been one of our goals over the past several years and is a testament to the race's success.
2. A gran fondo (a bike tour for non-competitive cyclists) was added to the weekend's festivities. This event has the potential to more than double the number of actual participants to the overall event.

In 2015, athletes attended from all 50 states and 23 countries.

In 2015, 675 professional and amateur athletes, plus over 1,000 support personnel attended from all 50 states and 23 countries. From the community, we had over 250 local volunteers and approximately 8,000 spectators attended from a six-state region. The positive feedback that we receive on courses, community support and race organization makes our race one that the professional and elite amateur teams consider an A-level event. As a first-year internationally sanctioned event, there was a significant increase in attendance and feedback on the race.

The Joe Martin Stage Race is recognized in NW Arkansas as a cornerstone event. It also has the uniqueness of not only being the only professional bike race in NW Arkansas, but also one of only six nationally and internationally sanctioned stage races in the United States. Therefore, the race captures the attention of both individuals and corporations in a very crowded NWA event calendar.

The Northwest Arkansas business community continues to promote the event nationally as one of the unique attractions and key events in the area. Families, businesses and organizations participated as both spectators and volunteers throughout the four days, which dramatically increased awareness and recognition for the race. Over the years, the Joe Martin Stage Race has grown to be more than a bike race. There are people of all ages lining the courses throughout the four-day event. Local elementary and middle-level schools attend a free kid's ride during the event, a townie bike parade, community volunteers, and corporations support the race.

The Joe Martin Gran Fondo (JMGF) consists of three ride distances. And while the stage race is an extremely competitive-oriented event, the gran fondo is geared to a much broader segment of the population. The unique thing about the JMGF and which sets it apart from all the other gran fondo and other tour rides is that a person gets to be "A Pro for a Day" which is the event's tag line. Gran Fondo riders will ride on the same courses as the pros!

Cycling in the United States had over 36.5 million Americans ride their bicycles six or more times in 2013 according to the *National Sporting Goods Association*. And according to the *National Bicycle Dealer's Association*, the bicycle industry is a 5.8 billion dollar industry with over 16 million bikes sold annually.

**36.5 million
Americans rode
their bicycles six
or more times**

Event Organizer:

The race is promoted and directed by All Sports Productions, Inc., a sports event management company that promotes cycling, triathlon, running, adventure runs and other outdoor events. In addition to the Joe Martin Stage Race, some of the events include: Iron Pig Festival, Ozark Valley & Kids' Triathlons, Eureka Springs Multisport Festival and Fayetteville Half Marathon. The company is owned and operated by Bruce Dunn.

Projected Reach Joe Martin Stage Race - 2016

The Joe Martin Stage Race reach is both national and international.

- ◆ 700 professional and amateur cycling athletes
- ◆ 1,500 people serve as support staff for teams and athletes.
- ◆ Athletes and staff from 50 states and 23 countries
- ◆ 10,000 spectators.

Projected Reach Joe Martin Gran Fondo - 2016

- ◆ 500 cyclists to participate in the tour rides.

Event History

The Joe Martin Stage Race began as the Fayetteville Spring Classic in 1978. Joe Martin, a Fayetteville advertising executive, served as the race director until 1988 when he was stricken with cancer. Upon his death in 1989, the race was renamed in his honor.

Event Recognition:

- ◆ Raising awareness for the Razorback Greenway trail system and participating in outdoor activities including bike riding.
- ◆ This race will continue to serve as a catalyst for future cycling events such as: Master National Championship festival; Regional and National USA Cycling qualifying events.
- ◆ Uniqueness of event brings new people into the state.

Event Intangibles:

- ◆ The Pro Men and Women's races begin at the Walmart parking lot on Hwy. 62 W.

Economic Impact

- ◆ Currently the economic impact of the Joe Martin is \$1.4 million.

Event Goals:

- ◆ Use the national exposure as a catalyst to gain more corporate support for an event with even greater visibility and recognition.
- ◆ To have stages of the Joe Martin Stage Race as part of a future internationally sanctioned World Tour calendar and internationally televised event... Tour of Arkansas.

Event Timeline – Stage Race:

- ◆ Thursday, April 21 – Devil's Den State Park : uphill time trial for Pro/Elite riders
- ◆ Friday, April 22 – Road race for Pro/Elite riders with finish line in entertainment district
- ◆ Saturday am, April 23 – Devil's Den State Park: uphill time trial for Amateur riders
- ◆ Saturday pm, April 23 – Road race for all riders in Fayetteville area
- ◆ Sunday, April 24 – Fayetteville downtown square: criterium races for all riders.

Event Timeline – Gran Fondo:

- ◆ Saturday am, April 23

SPONSORSHIP:

All Sports Productions is seeking sponsors who not only want to invest financial resources, but who also want to activate their brand at the event. We feel the greatest value to a sponsor is the brand and promotional team's presence throughout the race and at each venue. On the following pages are the different levels of sponsorship.

If there is something that is more specific in nature that your company would like to sponsor and activate your brand, then we are open to discussing the best way to facilitate those goals and objectives.

I look forward to working with your company to build more awareness and create more sales, as well as making the Joe Martin Stage Race and Gran Fondo outstanding events. Thank you for your time and consideration.

Respectfully submitted,



Bruce Dunn
Race Director

SPONSORSHIP LEVELS

The company brands will be recognized or given opportunity to activate in the following ways:

Event Specific Sponsorships:

Jersey Sponsor (Leader, Points, Young Rider) for both Men and Women:

Sponsor's company will be named as the official sponsor of the rider's jerseys. There are six total jerseys awarded each of the four days of competition.

- ◆ Pocket Sponsors - \$1,500 cash
 - T-shirt, PA announcements and Tech Guide recognition
- ◆ One of the jerseys - \$7,500 cash
 - Additional recognition commensurate with \$5K cash sponsorship level
- ◆ Both Leaders – Women and Men - \$12,500 cash
 - Additional recognition commensurate with \$10K cash sponsorship level
- ◆ Both Young Riders – Women and Men - \$10,000 cash
 - Additional recognition commensurate with \$10K cash sponsorship level
- ◆ Both Points – Women and Men - \$10,000 cash
 - Additional recognition commensurate with \$5K cash sponsorship level

Stage Sponsor:

Sponsor's company will be named as the official sponsor of specific stage

- ◆ Time Trial – \$7,500
 - Additional recognition commensurate with \$5K cash sponsorship level
- ◆ Friday Road Race - \$10,000
 - Additional recognition commensurate with \$5K cash sponsorship level
- ◆ Saturday Road Race – \$10,000
 - Additional recognition commensurate with \$5K cash sponsorship level
- ◆ Sunday Criterium – \$15,000
 - Additional recognition commensurate with \$10K cash sponsorship level

Partner Sponsor - \$5,000 cash plus product for goody bags

- ◆ Sampling throughout the 4-day event
- ◆ 40' of course banner space
- ◆ Social Media
- ◆ Event website
- ◆ Event posters
- ◆ Technical Guide
- ◆ Racer and volunteer t-shirts
- ◆ PA announcements
- ◆ Racer and volunteer goody bag giveaways

Event Sponsor - \$10,000 cash plus product for goody bags

- ◆ Sponsor activation requests honored within reason
- ◆ 10x10 vendor expo space with sampling
- ◆ Sampling throughout the 4-day event
- ◆ 100' of course banner space
- ◆ CitiScapes Metro Monthly ad
- ◆ Social Media – multiple engagement with promotions
- ◆ Event website
- ◆ Event posters
- ◆ Technical Guide
- ◆ Racer and volunteer t-shirts
- ◆ PA announcements
- ◆ Racer and volunteer goody bag giveaways

(4) Supporting Sponsors - \$25,000 cash plus product for goody bags

- ◆ ¼ -page event program ad space
- ◆ 20x20 vendor expo space with sampling
- ◆ Dedicated space for sampling throughout the 4-day
- ◆ Press conferences and press releases
- ◆ Sponsor activation requests honored within reason
- ◆ 250' of course banner space
- ◆ Backdrop of main award podium
- ◆ Finish Line Truss System
- ◆ CitiScapes Metro Monthly ad
- ◆ Social Media – multiple engagement with promotions
- ◆ Event website
- ◆ Event posters
- ◆ Technical Guide
- ◆ Racer and volunteer t-shirts
- ◆ PA announcements
- ◆ Post-race event recognition
- ◆ Racer and volunteer goody bag giveaways

Presenting Sponsor – 2 options:

1. \$75,000 cash plus activation (product and visuals)
2. 3-year contract at \$50,000/year cash plus activation (product and visuals)

Company brand will be recognized throughout the event as the Presenting Sponsor

- ◆ Banners/Visuals:
 - Banners placed along start and finish stretches of each race.
 - Banners placed in front of main stage each day.
 - Banners hung from ceiling of registration/check-in location
 - Table banners placed on main stage and registration/check-in areas each day
 - Custom logo tents
 - Located in Wal-Mart parking lot for the start of Friday road race
 - Located on main stage each day
 - Banners placed in front of awards podium for all awards presentations.
 - Mesh fencing lining various areas of the Friday, Saturday and Sunday courses.
 - Banners hung from the ceiling during Wednesday and Friday registrations.
- ◆ Logo as presenting sponsor on 8' x 16' backdrop of awards podium.
- ◆ Social Media recognition and promotion:
 - <http://www.facebook.com/JoeMartinStageRace>
 - <http://twitter.com/#!/joemartinstage>
- ◆ Custom street banner over Dickson Street (main entertainment district in Fayetteville)
- ◆ Finish Line Truss System
- ◆ Large-format event posters
- ◆ Teaser event posters
- ◆ Technical Guide
- ◆ Event Web site – main banner of each page and sponsor pages
- ◆ National Press release – 2,500 national and cycling endemic media.
- ◆ Daily leaders' cycling jerseys
- ◆ Event T-shirts
- ◆ Racer bib numbers
- ◆ Volunteer and race goody bags
- ◆ Citiscapes Metro Monthly ad
- ◆ Committee and Press Badges
- ◆ Committee appreciation bags
- ◆ Committee event shirts
- ◆ Post-race volunteer party
- ◆ Company name mentioned throughout each day on PA system
- ◆ During interviews with print and television

(benefits continued)

- ◆ Product distribution at all venues
- ◆ Fliers distributed to Fayetteville Public School system for free kid's fun ride
- ◆ Custom medals for kid's fun ride
- ◆ Full page event program ad space
- ◆ 40x20 vendor expo space with sampling
- ◆ Dedicated space for sampling throughout the 4-day
- ◆ Press conference
- ◆ Sponsor activation requests. To be determined

Kym Hughes

From: Bruce Dunn <bruce@misterguy.com>
Sent: Tuesday, September 29, 2015 2:48 PM
To: 'Kym Hughes'
Subject: RE: Funding Requests
Attachments: JoeMartin_Infographic_2015_Recap.pdf; JoeMartin_StageRace_GranFondo-'16A&P.pdf; 2016 Joe Martin Budget - A&P Proposal.pdf; Sponsorship Information & Levels - 2016 Joe Martin Stage Race and Gran Fondo.pdf

Kym,

Attached is the 2016 funding request with supporting materials for the Joe Martin (Stage Race and Gran Fondo). We have decided to package them together for the foreseeable future as the brand Joe Martin is now become synonymous with biking. Other similar events across country have chosen this approach and it has proven effective.

I'm requesting a Presenting sponsorship level because after 13 years, General Mills (Nature Valley brand) will not be continuing as the presenting sponsor (or at any level) of the Joe Martin. They were the reason for the establishment and continuation of the pro men and women's races on the national and most recently international racing calendars. And if that wasn't unfortunate enough, Procter and Gamble after 11 years will not be continuing as well. All of this on the heels of the most successful event we've ever had!

There was no reason that both decided to discontinue their support, but just that both companies had been sponsoring the race for many years (much longer than a normal sponsorship cycle); new leadership at both offices and some cost cutting as well. I just wished they hadn't come at the same time. All this to say, we're left with a \$62,500 deficit! And I thought \$9,500 was a lot of money, which it was. A tough year to say the least.

As you know, the Joe Martin has become a major event/festival in NW Arkansas and is now much more than a bike race. The Northwest Arkansas Business Council has identified JMSR as a cornerstone event for our community and they along with us believe has contributed to the growth of outdoor activities; the expansion of the paved trail system and enhanced the quality of life for our community. They also highlight this event when attracting new and talented people to our community.

And now that we're also internationally sanctioned, the level of awareness has increased dramatically. The buzz from the average person was the greatest I've ever seen in 2015. And that is the biggest "pitch" I can make about this event is that there is no other event like the Joe Martin in the community and for that matter in the Midwest region and I believe that is a major selling point of ours...the uniqueness of a professional bike race creates more noise than other "regular" events in the area and therefore garners more awareness and eyeballs and ultimately visitors.

I would hate to see all the equity we've built in establishing ourselves as one of the top professional events in the country go by the wayside. I look forward to visiting with you on this 2016 request and the crossroads we're facing. Please let me know if you need any additional information.

Respectfully submitted,

Bruce Dunn | President

All Sports Productions, Inc
1629 S. River Meadows Dr. Fayetteville, AR 72701
office 479.521.7766 | mobile 479.466.4022

bruce@misterguy.com | www.allsportsproductionsinc.com

[Connect with me on LinkedIn](#) | [Like our companies on Facebook](#)

From: Kym Hughes [mailto:khughes@experiencefayetteville.com]
Sent: Thursday, September 17, 2015 2:22 PM
To: 'Bruce Dunn'
Subject: RE: Funding Requests

Greetings Bruce! Please download the application from the website to be sure you are using the most up to date version. Here is the link:

http://www.experiencefayetteville.com/images/Funding_Request_Form_and_Guidelines_-_2015.pdf

Thank you for reaching out and Take care!
Kym

From: Bruce Dunn [mailto:bruce@misterguy.com]
Sent: Thursday, September 17, 2015 11:45 AM
To: 'Kym Hughes' <khughes@experiencefayetteville.com>
Subject: RE: Funding Requests

Kym,

I was about to put my requests together for both the Joe Martin Gran Fondo and the Joe Martin Stage Race. Has the application changed since the last funding cycle?

Thanks,
Bruce

From: Kym Hughes [mailto:khughes@experiencefayetteville.com]
Sent: Saturday, May 30, 2015 12:46 PM
To: 'Bruce Dunn'
Subject: RE: Funding Requests

I totally agree! Take a few hours off!!!!
;)}
Kym

From: Bruce Dunn [mailto:bruce@misterguy.com]
Sent: Saturday, May 30, 2015 12:28 PM
To: 'Kym Hughes'
Subject: RE: Funding Requests

Same to you as well. The weekend should have started yesterday....)

From: Kym Hughes [mailto:khughes@experiencefayetteville.com]
Sent: Saturday, May 30, 2015 12:19 PM
To: 'Bruce Dunn'
Subject: Funding Requests

Thank you Bruce, I am not sure how you believe that the guidelines are not clear, but I am glad that you have reached out to the Commission. I will let you know if it is something that will be on the upcoming meeting agenda for June. I am

certain that there will many opportunities to work together and I look forward to seeing you soon. Have a great weekend!
Kym

From: Bruce Dunn [<mailto:bruce@misterguy.com>]
Sent: Saturday, May 30, 2015 11:59 AM
To: 'Kym Hughes'
Subject: RE: Funding Requests

Kym,

I'm not sure that I see where this situation is actually addressed or that the guidelines are clear. And because it was communicated to me that the funds would be rolled over I did not reapply. I would have certainly reapplied had I been told to do so. Surely you can understand this. The funding was approved for the event. As you saw from the budget I submitted, this A&P funding is critical. I would never have spent those kinds of funds and cannot afford to have that kind of shortfall. Imagine if you had been promised a \$9,500 paycheck for your expenses and then not receive. I'm sure you're just like most of us and that is a whole lot of money.

I know that you are trying to make sure everything is done according to the rules and guidelines of the commission. And I appreciate that this situation is unique and that it does not fit inside the box so to speak. I've reached out to Ching to ask for guidance. He said he would touch base with you on Monday and also speak with the commissioners. As I told him, I'm not asking for something that wasn't approved first of all and secondly since the event had to be postponed (not cancelled) the funds would be rolled to the 2015 event. I may have initially stated that the event was cancelled, but we never took registrations or launched any type of website, etc. The event was postponed.

Regardless of how this ultimately shakes out we hopefully will have many opportunities to work together on not only my current events, but also new events. My goal is to bring one or more of the national championships for USA Cycling and USA Triathlon to Fayetteville. I've been working with both organizations for 15 years now and serving on various committees and holding leadership positions. By having a long track record of promoting high quality USAC and USAT events combined with my service in these organizations; I believe we will be well positioned to secure a national-level event. That would be a long-term goal realized for sure!

Thank you for your time and consideration and hopefully Ching and you will get a chance to review the first of the week and see what can be resolved.

Respectfully,
Bruce

From: Kym Hughes [<mailto:khughes@experiencefayetteville.com>]
Sent: Saturday, May 30, 2015 9:36 AM
To: 'Bruce Dunn'
Subject: Funding Requests

Good Morning Bruce,

Thank you for your email. The guidelines are set to avoid situations just like these. Please take a look back at your application. The first couple of paragraphs explain how the funds can be used for each award cycle. Here is a copy:

FUNDING REQUEST GUIDELINES AND FORMAT

INTRODUCTION

The primary goal of the A & P Commission is to effectively manage public dollars to increase tourism and economic impact for the City of Fayetteville. The Commission is the body that determines the use of the Advertising and Promotion fund.

Requests for support and/or funding for annual events and for amounts larger than \$2,000 should be submitted to the Executive Director on October 1 (for the following year) or April 1. Requests are reviewed by the Commission only twice each year for budgeting purposes. The October requests are for the following year, the April requests are for the current year.

Further into the Application you will see the that the event dates are required. Here is a copy (see #4)

FUNDING REQUEST FORMAT

Requests should be typewritten and be no longer than 4 pages (one side only). One copy of the funding request should be submitted along with one copy of the annual budget.

1. Name of organization/event, tax status and tax identification number.
2. Contact person with complete address, phone number and e-mail address
3. Purpose of event and proposed use of funds generated by organization/event
4. Period of operation or event date

The grants approved in Oct 2013 and April 2014 were only funded for 2014 projects. The funding is awarded by vote in a public meeting, changing the guidelines or making an exception would require that same procedure. It is not within the power of the Executive Director to make that kind of decision, past or present. Thank you again for all your hard work.

Yours in Service,
Kym

From: Bruce Dunn [<mailto:bruce@misterguy.com>]
Sent: Saturday, May 30, 2015 8:43 AM
To: 'Kym Hughes'
Subject: RE: 2015 Funding Requests

Kym,

Thank you for the feedback.

With regard to the funding, I was told to not reapply and it would be transferred or I would have absolutely reapplied. This money is mission critical to staying in business. I can't afford to lose \$12,000...this is a game changer. This is unfair considering that I would have easily reapplied.

Please advise on how we should proceed to receive the funds that were awarded to the Joe Martin Gran Fondo.

From: Kym Hughes [<mailto:khughes@experiencefayetteville.com>]
Sent: Tuesday, May 26, 2015 3:43 PM
To: 'Bruce Dunn'
Subject: RE: 2015 Funding Requests

Good Afternoon Bruce!

Thank you for the recap and thank you for your hard work! I am also glad to hear that you are getting some rest after your busy April. I know Marlo posted many photos and comments on fb, it was fun to watch the excitement from social media. A good time was had by all.

On the request for 2014 grant funding, I am sad to remind you that the funds are non-transferrable and they do not roll over. Unused funds for the event in the year it is requested that go unused stay in the A&P account. In fact, Octoberfest was awarded funding in 2014 and that event also did not happen. They came back and reapplied for funding for the Octoberfest 2015 - New application and new consideration for the current year, last years' grant was unused since it did not happen. While I am not sure where the misunderstanding occurred, I do hope that this helps clear things up. Thank you Bruce, and please do not hesitate to call me should you have any additional questions. Take care!

Yours in Service,
Kym

From: Bruce Dunn [<mailto:bruce@misterguy.com>]
Sent: Friday, May 22, 2015 2:20 PM
To: 'Kym Hughes'
Subject: RE: 2015 Funding Requests

Kim,

I hope you're gearing up for a great weekend of fun! I'm excited to get a bit of R&R after a crazy April. Iron Pig Festival, Joe Martin Stage Race and the new Joe Martin Gran Fondo had us hopping to say the least!

I'm not sure if you noticed the level of talent and notoriety of this year's Joe Martin Stage Race, but with it being internationally sanctioned we took a major leap forward. The UCI teams and UCI race officials (who were new to our race) were very complimentary of our event! And those who've attended over the past decade were also very encouraged by the direction of the event. And team managers and directors ain't easy to please to say the least!

This year was by far the largest event we've had in the 13-year history on the National Race Calendar. And with the first year of being internationally sanctioned by the UCI; we were able to field the largest Pro Women's field not only for our race, but also more than likely the biggest women's field in the country this year. Our pro women's field of 96 riders was bigger than many well-attended pro men's races across the country! Our men's field was exceptional as well with 166 riders. All told we had riders representing 23 countries. We had a home-run event!!

The Joe Martin Gran Fondo was a big disappointment as we had less than 50 riders and had to cancel the 105 distance. There were several factors that contributed to the abysmal turnout, but the things we learned plus now knowing we can put on a Gran Fondo while promoting an internationally-sanctioned professional race gives us the confidence to move forward. The experiment in working with a UA graduate-level class on the Gran Fondo was also a huge learning curve. You may not have been aware that the Gran Fondo event committee was completely made up of UA students and the majority of their grade was the execution of the event. I simply didn't realize what it takes to be a college professor every Monday night and a cat herder of graduate-level college students along with running an internationally sanctioned professional bike race. We certainly do now and we're up for the challenge in 2016.

The couple of major takeaways and positives from the combined events are this:

- The majority of those who signed up for the 105 distance Gran Fondo were from outside the state. They were going to come do the long ride; bring their family to see the Joe Martin Stage Race and then see the other sites our city and region. As we thought, the long ride participants were, did or will make it a long weekend.
- The incredible amount of advertising we did for the Gran Fondo really helped the Joe Martin Stage Race so at least we got folks here.

Attached is a recap of the Gran Fondo advertising and event, as well as the invoice for the A&P funding. Since the event did not occur in 2014 as was originally intended, the A&P rolled the funding to 2015. Either Marilyn or Marlo can give clarification.

Our next events – Retro Tri, Kid's Tri and Ozark Valley Triathlons are just around the corner in late June so it's back to the grindstone.

Please let me know if you need any additional information.

Regards,

Bruce Dunn | President

All Sports Productions, Inc
1629 S. River Meadows Dr. Fayetteville, AR 72701
office 479.521.7766 | mobile 479.466.4022

bruce@misterguy.com | www.allsportsproductionsinc.com

[Connect with me on LinkedIn](#) | [Like our companies on Facebook](#)

From: Kym Hughes [<mailto:khughes@experiencefayetteville.com>]

Sent: Wednesday, April 08, 2015 6:40 PM

To: 'Bruce Dunn'

Subject: RE: 2015 Funding Requests

Bruce,

Thank you for submitting applications for the upcoming A&P Spring Funding cycle. As you know, being new to the position, many eyes are on me. As we discussed on April 1st when you were here at the CVB, the submission deadline was April 1st. The last thing that you told me was that you were headed home right then to email them right over, as you know, they actually were sent to me on April 2nd around 8:30am. Based on that, I am not comfortable submitting them with the other requests which followed the guidelines and submitted them on time. However, I would urge you to reach out to one of the Commissioners and see if they might submit them on your behalf. I hope that you understand my position and I look forward to working with you.

Yours in Service,

Kym Hughes

From: Bruce Dunn [<mailto:bruce@misterguy.com>]

Sent: Thursday, April 2, 2015 8:31 AM

To: khughes@experiencefayetteville.com

Cc: Marlo Priest

Subject: 2015 Funding Requests

Importance: High

Kym,

I've attached two requests for consideration:

1. Triathlons
2. Fayetteville Half Marathon

Please let me know if you need any additional information or have any questions or comments.

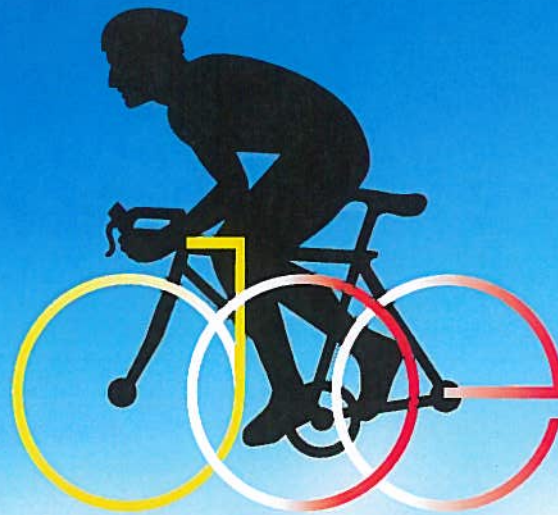
Respectfully submitted,

Bruce Dunn | President

All Sports Productions, Inc
1629 S. River Meadows Dr. Fayetteville, AR 72701
[office 479.521.7766](tel:479.521.7766) | [mobile 479.466.4022](tel:479.466.4022)

bruce@misterguy.com | www.allsportsproductionsinc.com

[Connect with me on LinkedIn](#) | [Like our companies on Facebook](#)



JOE MARTIN



38TH
ANNIVERSARY



**RIDERS
ATTENDED
FROM**

23
COUNTRIES

**RIDERS
ATTENDED
FROM ALL**

50
STATES

New Zealand	Norway
Australia	Greece
Brazil	Italy
Argentina	Switzerland
Mexico	United Kingdom
Canada	Netherlands
Portugal	Czech Republic
Spain	Finland
Belgium	Colombia
France	Venezuela
Germany	United States
Lithuania	



675+
RACERS



8,000+
SPECTATORS
ATTENDED





September 16, 2015

Ms. Kym Hughes, Executive Director
Fayetteville Advertising and Promotion Commission
P.O. Box 4157
Fayetteville, AR 72702-4157

Dear Ms. Hughes:

Enclosed you will find a proposal requesting funds from the Fayetteville Advertising and Promotion Commission. LifeSource was invited to resubmit a proposal for the fall funding cycle

We appreciate this opportunity to present a proposal and also applaud the Commission's efforts to improve the culture and public image of Fayetteville for residents as well as for the many visitors who come here from around the country.

Thank you for your time and consideration.

Serving Together,

Jimmie Conduff
Executive Director
LifeSource International

Funding Request

TO: Fayetteville A&P Commission

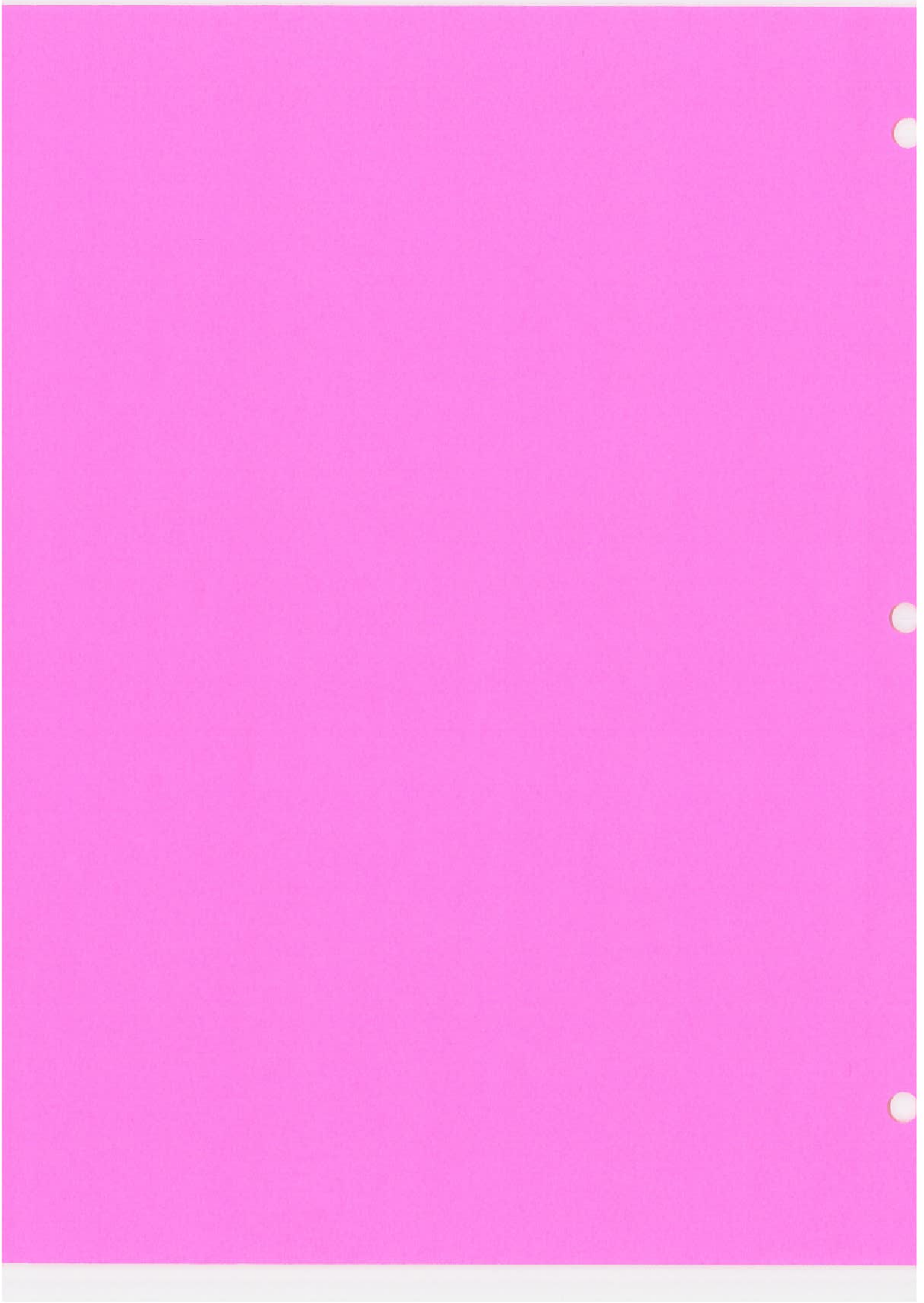
FROM: LifeSource International

1. LifeSource International, non-profit, 501(c)3, Tax ID: 73-1622971
2. Jimmie Conduff, Executive Director
602 S. School Avenue, Fayetteville, AR 72701, (479) 521-4000
jimmie@lifesourceinternational.org
3. Our annual Hands of Compassion Gala is our single largest fund-raising event each year. We rely on the proceeds to fund programs that LifeSource offers for free to our neighbors in Fayetteville and throughout Northwest Arkansas.
4. Event date: April 26th, 2016
5. Fayetteville Town Center, 15 West Mountain St., Fayetteville
6. Since 2001, LifeSource has grown from a small food pantry to a charity serving more than 62,000 people a year throughout Northwest Arkansas. We do this through a holistic array of programs designed to serve not only the physical, but also the emotional and intellectual needs of people who seek our help. Our programs extend a hand up, not simply a hand out.
 - **Food and Clothing Pantry**: Serving 1,400 families each month
 - **Kid's Life After School and Summer Day Camp Programs**: Offering care, tutoring, physical education, and life skills mentoring for more than 150 children every year. These children, from poverty to below poverty households, are offered lessons in reading, math, and computers. During the summer, they enjoy outings to museums, libraries, amusement parks, and swimming pools. These programs offer essential support to working parents who cannot afford quality child care.
 - **Senior Saturdays**: Extending lunches and fellowship twice a month to senior citizens in the community.
 - **Adult Education Classes**: Offering classes in computer skills, English as a Second Language, personal finance, and job preparation.
 - **Professional Counseling**: Offering supportive counseling for the physical and emotional needs that people struggle with while they battle hunger and poverty.
 - **Monthly Community Meals**: Serving dinner to more than 400 individuals and passing out an average of 175 food baskets.
7. We expect to host 500 people from Northwest Arkansas. In addition, we will have approximately 50 volunteer students from the University of Arkansas. Last year we had 525 guests at the gala.
8. Both LifeSource and the gala speak to the generosity of people in Fayetteville and throughout the region. In 2015, our volunteers have thus far given nearly 32,000 hours of their time to help their neighbors in need. Our area is unique in that while it has grown by leaps and bounds during the last decade, we still retain a small-town feel and know many of our neighbors. LifeSource puts on a face on compassion and generosity: yours, mine, the people who live around us, the many

who gather for the Farmer's Market on Saturdays, the corporations such as Walmart and Tyson who give generously to charities such as LifeSource.

9. Marketing Plan: We anticipate broad exposure. Every year, the gala is featured in the social "Our Town" section of the Sunday *Democrat-Gazette*. We send out a media release to all area print, radio, and television outlets, as well as an e-mail blast to our 8,000 newsletter subscribers. We post the event and updates on our web site and on our social media pages. Through the Fayetteville Chamber of Commerce, we send out e-mails to a substantial number of businesses and individuals. In addition, our gala supporters and donors post information on the gala at their places of business and on their social media and web sites. We also send information to *3W* and *CitiScapes* magazines.
10. Marketing plan budgets: Most of our marketing is from donated sources or free ones, such as print, radio, and television public service announcements. In addition, we invite media representatives to the gala. Hence, our marketing costs are small, but their impact is impressive. Our primary cost is in staff time used to write releases, contact media, and ensure our supporters and donors are kept informed and recognized for their contributions. We include information about them and the gala in our newsletter, on our website, and in e-mail blasts. LifeSource operates quite efficiently on a very lean budget.
11. Funding request: We ask for \$11,000 to pay for the following:
 - Fayetteville Town Center Rental Cost: \$3,500
 - KFB Events Catering: \$6,980
 - Incidental fees to Fayetteville Town Center after the event: \$520
12. Describe how this request meets the criteria of uses of A & P funds. The gala most definitely improves the city's hospitality and overall public image by showcasing the many ways our citizens help their neighbors and embrace the real spirit of compassion inherent in giving and volunteering. Compassion is a powerful force in building our community and strengthening our families, which is the LifeSource mission. In 2014, the International Campaign of Compassionate Cities recognized Fayetteville as one of the nation's 26 most compassionate cities. Fayetteville was also honored for the fifth year in a row as an Arkansas Volunteer Community. Mayor Lioneld Jordan named February 2014 as a month of compassion, declaring Fayetteville to be a city of compassion and calling on the community to support programs that instill the ideal of compassion. He has cited LifeSource as one such program, and has spoken at the gala on the subject. LifeSource offers free help to anyone who walks through our doors, and we are committed to treating each person with dignity and care. We rely heavily on volunteers, who in turn reflect the image of Fayetteville as a city with a heart that is open and caring about the needs of others.
13. Will your project/event influence visitors from outside of Fayetteville to visit our community? Indirectly, yes, because our event and our mission embody the strengths of Fayetteville that draw visitors here each year. They add to the character and tone of the city, one that brings people here for events, for dinner, for an evening at the Walton Arts Center, and for the lively ambiance of Dickson Street.

14. Assigning a potential impact to giving and helping others is difficult. But economists and sociologists track the devastating impact of poverty and hunger quite easily. Poverty has long been linked with negative conditions such as substandard housing, homelessness, inadequate nutrition and child care, food insecurity, lack of access to health care, unsafe neighborhoods, and schools that lack adequate resources. Poorer children and teens are at greater risk for low academic achievement, dropping out of school, abuse and neglect, behavioral and emotional problems, and developmental delays. The cost of all these conditions is astronomical in terms of lost potential, health care, and economic output. Economists estimate that child poverty alone costs an estimated \$500 billion a year to the U.S. economy, raises the crime rate, and increases the cost of health care. By offering affordable, quality child care, counseling, adult education classes, food, clothing, and community outreach meals, LifeSource every day reduces the economic impact of poverty in Fayetteville and Northwest Arkansas and adds to the community's economic, social, and spiritual vitality.
15. We offer electronic registration for the gala and communicate with friends and supporters through e-mail or phone calls. We recycle papers that are no longer usable after the event. We limit copy printing for the event and cut down on waste as much as possible. In addition, we reuse or recycle event centerpieces, banners, information plaques, and decorations.
16. If we do not secure funding from the A&P Commission, we will have to pay for the expenses listed above through money raised at the gala, thereby cutting the funds we will have for our several programs that assist people in need.
17. We rely heavily on volunteers for the event and for most LifeSource Programs. At the gala, we will have 50 students volunteer three hours of their time. If they were to be employed at \$8 an hour, that would translate into \$1,200. In addition, the auction items are donated, and typically generate between \$12,000 to \$20,000.
18. Upon completion of the gala, LifeSource will submit a detailed budget to the Commission, listing all revenues and expenses. In addition, upon request, we will gladly submit a copy of our yearly budget.



**Request for Funding from the Fayetteville A&P Commission
for the 2016 Northwest Arkansas Juggling Festival**

1. Organization Information

Organization: Northwest Arkansas Juggling Festival

Event: Northwest Arkansas Juggling Festival

Tax Status: AR State registered non-profit

2. Contact Information

Contact Person: Ellen Winters, Event Director. Address: 2464 N. Jimmie Ave., Fayetteville, AR, 72703

Phone #: (479) 387-7068

Email address: ellen@jugglology.com

3. Purpose of event and proposed use of funds generated by organization/event

The Northwest Arkansas Juggling Festival is an annual event that brings performance artists, circus variety acts, professional and hobbyist jugglers from all over the country/world to Fayetteville. The festival provides opportunities for the national circus arts community and the local public to come together to enjoy creative play through games, workshops, social circus, demonstrations and shows. During the week prior to the festival we host a circus arts retreat for up to twenty-five performers and guests to participate in circus arts master classes and scheduled group recreational activities at signature Northwest Arkansas attractions.

The Northwest Arkansas Juggling Festival is one of only a small handful of juggling festivals in the U.S. currently emphasizing circus as performance art, with the dual goals of providing a meeting place for artists from around the country to exchange ideas, and recasting circus in the public's imagination as a serious art form. All funds generated by the organization/event will be used to pay operational costs of the festival, including: venues, advertising, performer fees, and incidentals. Any funds generated over this year's operating costs will be put towards future Northwest Arkansas Juggling Festivals.

4. Period of operations or event date

The 2016 Northwest Arkansas Juggling Festival will take place Friday, April 8 through Sunday, April 10. Guests are encouraged to arrive early for several days of scheduled group activities taking in the local attractions!

5. Location or event sites

Friday, April 8, there will be social juggling and workshops at the Yvonne Richardson Center. On Saturday, April 9, daytime activities will be at the Yvonne Richardson Community Center, including social juggling, demos, workshops, games, and circus-prop vendors. Saturday night we produce a circus arts variety show open to the public. Last year we were unable to book a theater and had our show at the Yvonne Richardson Center. This year, however, we are requesting a budget line to try to secure a theater for an enhanced show experience. Additionally, after our main show on Saturday night there will also be a late-night, open mic style "Renegade" show featuring our local and visiting circus-arts talent. We are talking to

several local bars about hosting this show.

Sunday, April 10, there will be a group hike at Devil's Den and social circus activities throughout the day at The Juggling Space.

6. Brief background of organization and history of event:

The NWA Juggling Festival began as the Tulsa Juggling Festival in 1990 and moved to The Jones Center in Springdale in 2012. In 2013 the current organizers took over and we moved the festival to Fayetteville, where we had record attendance. We believe this festival is a perfect fit for the vibe and atmosphere of Fayetteville. In 2013 we were granted Arkansas state non-profit status.

7. Expected visitor draw (radius/mileage), prior year visitor count (radius/mileage) and how derived. Host hotel(s) and number of rooms reserved

Based on RSVPs to our social media site, ticket sales, and interactions with our guests during last year's event, we know last year that we had roughly 100 out-of-town attendees from outside a 100 mile radius of Fayetteville, from: Iowa, Kansas, Oklahoma, Minnesota, Colorado, Missouri, North Carolina, Louisiana, South Dakota, Texas, Illinois, California, and Utah. In past festivals we have also brought in performers from Sweden and Russia. We are in the process of selecting host hotels, and plan to reserve 20 rooms.

8. Image: Is this organization or event identifiable with an attractive and unique feature of our area?

Each year we feature internationally recognized, award-winning local performers in addition to visiting performers. Fayetteville's own Institute of Jugglology is the 2014 world champion juggling team, after winning the gold medal at the International Jugglers' Association Teams' Stage Championships. Ethan Robison, of Eureka Springs, competed in the Junior's Division of the IJA Championships in 2012, and was ranked 4th in the world. Through the work of these performers and efforts of the NWA Juggling Festival, Fayetteville has established itself within the international juggling community as part of the transformation of American circus from traditional sideshow acts to finely-crafted performance art entertainment.

Local and regional visual artists display juggling-related art in the lobby before the show.

Visitors are guided to locally-owned bars and restaurants via social media and planned group activities to a wide-variety of natural and cultural attractions.

9. Marketing Plan: Advertising, public relations, sales, and whether in-kind donation or purchased. Anticipated media exposure.

Our PR director is board member Brittany Butler, who graduated from the University of Arkansas with a BA in Journalism (emphasis in Advertising/Public Relations).

The 2016 NWA Juggling Festival will be publicized to the national and international circus communities via eJuggle, the official e-publication of the International Juggler's Association (with an international readership, receiving 1,500 -2,500 visits per day). An announcement will appear in eJuggle prior to the event, and an article reviewing the festival will appear after.

The "Northwest Arkansas Juggling Festival" social media site has 298 members from 30 different states and 10 different countries. Each year, visiting performers publicize the event on

their social media pages, as well.

Locally, our event has been featured on Ozarks at Large and KNWA news. We will be sending our press release to these organizations, as well as a media contact list includes 60 outlets ranging from magazines, radio, community calendars, regional press, television, and newspapers. Our event will be posted on all local Chamber of Commerce community calendars. We plan to post flyers on community message boards throughout the NWA area. Festival t-shirts promote our festival throughout the year as they are typically worn at similar events throughout the country.

10. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (all funding sources)

With all the opportunities for free marketing and our relationships with local media outlets, we believe we can continue to build awareness of our event and of Fayetteville's cultural opportunities within the NWA area, the Mid-South region, and the national and international circus communities for little or no cost. Our only marketing-related expense will be printing for flyers.

11. Funding request: State specific amount requested and what funds will be used for

Gym rental:	\$1525.00
Theater rental and theater staff hours (lighting and sound technician)	\$1000.00
Printing costs for advertising flyers, sponsorship flyers, show tickets, feedback	\$200.00
Total amount requested:	\$2725.00

12. Describe how this request meets the criteria of uses of A & P fund

The Northwest Arkansas Juggling Festival fits A&P funding criteria both as a draw to bring visitors to Fayetteville and as an arts-based event available to the local public. Our festival is designed to foster playful and informative interaction between our out-of-town guests and the local community in order to create an ongoing exchange of ideas between the Fayetteville art community and the national circus arts community.

We have experienced an annual attendance of 100 to 200 out-of-town visitors for the past six years in a row. Our festival is almost as much about showcasing the Northwest Arkansas area it is about juggling and circus arts. For the convenience of our guests, we will include information about Northwest Arkansas attractions on our social media site.

13. Will your project/event influence visitors from outside of Fayetteville to visit our community?

Over the years the NWA Juggling Festival has attracted a substantial core group of annual visitors from many different regions of the country. Many festival attendees have given us feedback that they have either vacationed here since attending a festival, or intend to vacation here in the future. The beauty and cultural opportunities available in Northwest Arkansas area make our festival a particularly attractive destination for our guests, and we believe our festival adds to the character of the Northwest Arkansas area, as well.

14. Describe the potential economic impact to a) your organization; b) local tourism related

businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?

a) All revenue from the event will be put toward the operating costs of the 2016 and 2017 NWA Juggling Festivals, including: venue rentals, performer fees, advertising.

b) The NWA Juggling Festival takes pride in prioritizing mutually beneficial sponsorship/promotional relationships with local business owners before attempting to solicit support from corporate chains. Planned activities throughout the week at specific locally owned restaurants and entertainment providers will guarantee that out-of-town visitors support Fayetteville's strong buy-local culture. Our locally-owned business sponsors will be promoted on our social media site and onsite at the festival.

c) We provide a high-value cultural and educational opportunity free and accessible to all members of the community. We hope to spread appreciation and awareness of this emerging artistic movement among the local community and artists.

In the past, some of our visiting performers have dropped in on the Fayetteville Farmer's Market, entertaining locals with impromptu performances.

15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.

We will limit our paper consumption this year by eliminating paper show tickets and programs.

We will use our social media site to encourage carpooling among the different event locations.

Recycling bins will be provided at all event locations.

16. Describe how the event will be altered if A&P funding is not secured.

Failing to secure A&P funding would make it very difficult for us to pay for venue rentals.

Without the high-ceilings, square-footage, and lack of environmental obstacles a gym space affords, most of our programming would not be possible, resulting in a drastic reduction of both local and out-of-town attendees.

17. The Commission encourages a 1 to 1 match for funding. Please indicate how Commission dollars will be matched (this may include money, in-kind donations, staff, labor, etc.)

We are covering performer fees with a combination of NWA Juggling Club fundraising and our own personal funds, although many of our performers choose to donate their time to be in our show. We estimate the value of donated performances in last year's show at around \$2,500. We co-produce a variety of performance opportunities throughout the week to help our featured performers offset their cost of traveling to our festival. Last year we partnered with the Razorback Juggling Club to bring our circus artists to the University of Arkansas. Our organizing team, which includes a professional PR representative, is unpaid. The event is staffed by volunteers, mostly from the NWA Juggling Club and the University of Arkansas.

18. Event Budget attached.

2016 NWA Juggling Festival Event Budget

Expenses

Gym rental	\$1,525.00
Theater rental and theater staff hours (lighting/sound technicians)	\$1,000.00
Performance fees	\$3,500.00
Printing and advertising	\$250.00

Total Expenses: \$6,275.00

Revenue and Support

Fundraising efforts and private donations	TBD
---	-----

Anticipated Donations in Kind

Performance fees	\$2,500.00
Venue fee for Sunday, April 10	\$600.00

Total Donations: \$3,100.00

2015 NWA Juggling Festival Event Budget

Expenses

Gym rental	\$1,525.00
Performer fees	\$3,500.00
Printing (advertising)	\$250.00

Total Expenses: \$5,275.00

Revenue and Support

Fayetteville A&P Funding (towards gym space)	\$1,000.00
Gym admissions and show tickets	\$900.00
T-shirt sales	\$100.00
NWA Juggling Club fundraising	\$400.00
Other donors	\$375.00

Total Revenue: \$2,775.00

Donations In-Kind

Performance fees	\$2,500.00
Venue fee, "The Juggling Space"	\$600.00

Total Donations: \$3,100.00

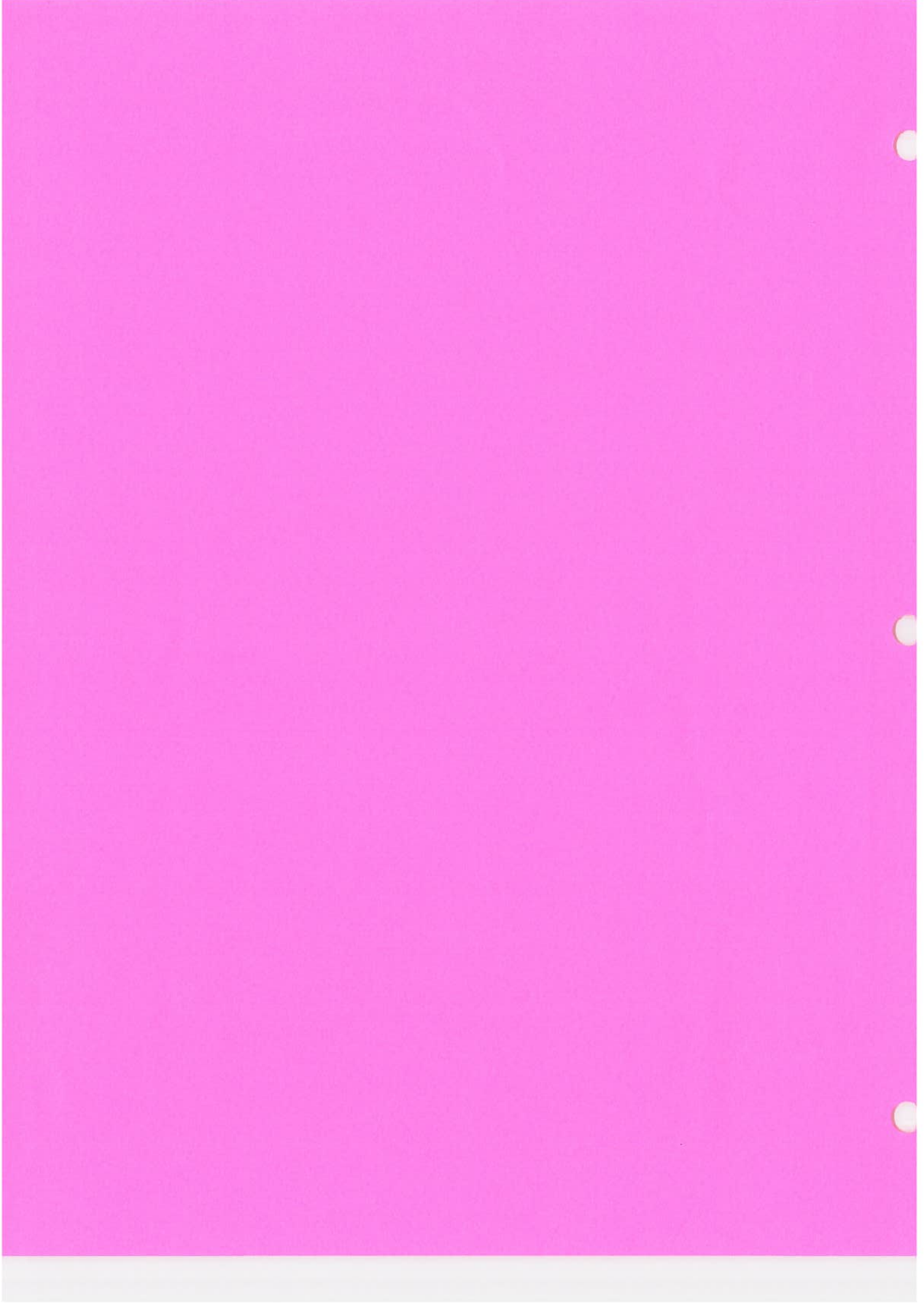
Kym Hughes

From: Ellen Winters <ellenjugglologist@gmail.com>
Sent: Thursday, October 01, 2015 12:59 PM
To: khughes@experiencefayetteville.com
Subject: Fayetteville A&P Commission Funding Application for the Northwest Arkansas Juggling Festival
Attachments: 2016 NWA Juggling Festival Fayetteville A&P Funding Application.pdf

Kym,

I've attached our organization's application for funding from the Fayetteville A&P Commission. Please let me know if there is anything else you need!

Thank you,
Ellen Winters
Event Director, Northwest Arkansas Juggling Festival
(479) 387-7068



**FAYETTEVILLE ADVERTISING & PROMOTION COMMISSION
2015 FUNDING REQUEST**

for

NORTHWEST ARKANSAS PRIDE 2016

submitted to

KYM HUGHES

Executive Director
Advertising & Promotion Commission
Fayetteville, Arkansas

submitted by

NWA CENTER FOR EQUALITY, INC.

179 N. Church Avenue, Ste. 101
Fayetteville, AR 72701

OCTOBER 2015 FUNDING ROUND

1. NAME OF ORGANIZATION OR EVENT & TAX ID NUMBER

NWA Center for Equality, Inc. | Northwest Arkansas Pride
Tax ID No. 20-4521127

2. CONTACT PERSON WITH COMPLETE ADDRESS AND PHONE NUMBER

Chaz Allen
President, Board of Directors
NWA Center for Equality, Inc.
Email: chaz.allen@nwaequality.org or info@nwaequality.org
Phone: 479.966.9014
Website: nwaequality.org | nwapride.org

MAILING ADDRESS:

PO Box 179
Fayetteville, AR 72702

PHYSICAL ADDRESS:

179 N. Church Ave., Ste. 101
Fayetteville, AR 72701

3. PURPOSE OF THE EVENT AND PROPOSED USE OF FUNDS GENERATED BY EVENT

Northwest Arkansas Pride (NWA Pride) is a multi-day, multi-event festival that celebrates the diversity and promotes the visibility of Arkansas' lesbian, gay, bisexual, transgender, queer and ally (LGBTQA) community, which is produced and presented by the NWA Center for Equality (aka "the Center") in partnership with several community leaders, organizations and businesses.

NWA Center for Equality carries out its mission with no paid staff, operating solely on dedicated volunteer hours and selfless financial and in-kind contributions from individuals, grant programs, businesses and organizations. As a nonprofit service organization, the Center will reinvest profits directly back into the community through a variety of programs, services and activities. Any funds received from the A&P Commission will be used to promote NWA Pride, raise LGBTQ awareness and demonstrate that Northwest Arkansas is a welcoming community, with Fayetteville as the center of inclusion and diversity in the region.

4. PERIOD OF OPERATION OR EVENT DATE

NWA Pride consists of several events over four days, from Thursday, June 16 to Sunday, June 19, 2016.

5. LOCATIONS OR EVENT SITE

While NWA Pride consists of events throughout Northwest Arkansas, the largest and the majority of our events will be held in Fayetteville:

- **Pride Bar Crawl:** Dickson St. and Block Ave. bars/restaurants (200 expected attendance)
- **Pride Crawl After Party:** Downtown Fayetteville club (500 expected attendance)
- **Drag Bingo:** Downtown Fayetteville (250 expected attendance)
- **Pride Parade:** Dickson St. (3,000 expected attendance)
- **Pride Festival:** Old Main Lawn, University of Arkansas (1,000 expected attendance)
- **White Party:** Downtown Fayetteville club (900 expected attendance)

Other, smaller events are planned for other locations throughout Northwest Arkansas (150 expected attendance total).

6. BRIEF BACKGROUND OF ORGANIZATION AND HISTORY OF EVENT

NWA Center for Equality is a 501(c)3 nonprofit organization founded in June 2006. We are a grassroots organization that embraces, promotes, supports and advocates for full equality and acceptance of the lesbian, gay, bisexual, transgender, queer, and ally community of Northwest Arkansas.

NWA Pride, Inc. formed in 2006 to officially plan and operate the annual June pride parade. Since 2010, the Center has annually produced events throughout the month to complement the parade, developing into what became All Out June and June Pride. Fayetteville has been home to marquee weekend events including Arkansas' Drag Bingo, the Pride Bar Crawl, the White Party, and—for the past decade—the NWA Pride Parade and Festival.

In May 2015, NWA Center for Equality, Inc. acquired NWA Pride, Inc., in order to streamline all aspects of the LGBTQA pride events in our area. This was a critical step in making NWA Pride a major annual event for visitors and local residents alike.

7. EXPECTED VISITOR DRAW

Participation in the Center's pride events over the past five years have increased steadily, from about 1300 participants in 2010 to approximately 3,000 in 2014. In 2015, a record 2,300 parade participants and viewers who celebrated on Dickson Street, according to estimates provided by the Mayor's Office and similar reports by the Arkansas Democrat-Gazette. Across all 2015 Pride events, an estimated 4,500 people from Northwest Arkansas and others traveling from Fort Smith, Little Rock, Joplin, Tulsa, Springfield, Kansas City, and Dallas participated in NWA Pride last year. Additional promotion from Walmart drove participation from Walmart associates, including those who work in satellite offices across the country and others participating in the LPGA Tournament.

With strong support from the Fayetteville Advertising & Promotion Commission, we anticipate attendance to grow to 6,000, exceeding last year's record crowds.

The location of the Parade and Festival are advantages for Fayetteville hotels to capture weekend stays beginning Friday, June 17. Studies by Community Marketing consistently show LGBT travelers to be a lucrative market and regional Pride events are priority annual trips. The Center plans to promote group rates and other promotions at local hotels and restaurants.

8. IMAGE

NWA Pride's focus is to celebrate the LGBTQA diversity of the region and its local support. This event is very unique to the individuals it caters to; however, the driving force is the equality of human rights, which is openly inclusive to all citizens. The Center's headquarters and community space are in Fayetteville, and because of Fayetteville's culturally progressive and artistic attitude, the majority of our functions are held in the city. These traits, combined with the positive narrative of passing the *Uniform Civil Rights Ordinance*, distinguish Fayetteville from other Northwest Arkansas communities and continue to secure Fayetteville as the ideal home for Northwest Arkansas Pride.

9. MARKETING PLAN

In 2016, the Center will begin advertising heavily as early as March 2016. Advertising ranges from its website, along with radio, print and social media. The Center's Facebook advertising reach averages 20,000 people during its major events, and that reach can be amplified through paid and target market advertising to reach LGBTQAs across Arkansas, Oklahoma, and Missouri. Our digital NWA Pride Guide is a highly successful tool used to promote area businesses and the event through our website. Anticipated audience exposure is as follows:

• Radio Advertisements	10,000
• Print Advertisements & Press	10,000
• Email Distribution Lists	2,000
• Social Media	40,000+
• Website hits	3,500+ per month

10. MARKETING BUDGETS

Marketing Budget 2016

• Creative/Design Services	\$ 3,000.00
• Flyers/Posters/Banners	\$ 1,500.00
• Lamp Post Flags (Dickson St./Block Ave.)*	\$ 1,500.00
• T-shirts	\$ 1,000.00
• Digital Advertising	\$ 1,000.00
• Traditional Media Advertising	\$ 2,000.00
Total	\$10,000.00

*Pending approval of City/A&P. Would accept in-kind support from A&P to print flags.

Marketing Budget 2015

	Budget	Expenditures
• Creative/Design Services	\$ 500.00	\$ 2,000.00 (in-kind)
• Flyers/Posters/Banners	\$ 700.00	\$ 800.00
• T-shirts	\$ 2,500.00	\$ -
• Digital Advertising	\$ 150.00	\$ 150.00
• Traditional Media Advertising	\$ 200.00	\$ -
Total	\$ 4,050.00	\$ 2,950.00

11. FUNDING REQUEST

We are requesting \$10,000.00. The purpose for the request is to supplement our resources with the cost of advertising and marketing in order to generate tourism to Fayetteville for the month of June. Our biggest need is for creative/design services and printed materials, followed by advertising costs. While we received a significant amount of donated design work, we know that that particular individual will not be able to provide those services again in 2016. Additionally, we have no board or staff members with the time and expertise required to produce quality materials suitable for a large, multi-day community festival. Without creative services, we will not be able to produce appropriate print materials, our digital Pride guide or advertisements.

12. CRITERIA OF USES OF A&P FUNDS

By providing funding for this event, the Fayetteville Advertising and Promotion Commission are supporting equality and LGBTQ diversity of the individuals in Fayetteville and in Northwest Arkansas. This creates an attractive atmosphere for LGBTQ individuals and other events, reinforcing the growing public perception that Fayetteville stands out in the region, and in Arkansas by being a great place to live, entertain, and do business. This multi-day event has a direct financial impact on our local businesses, restaurants, and hotels.

Additionally, Fayetteville is the host to many cultural events; it is a setting where artists and musicians are cultivated, and the home of writers, architects, free thinkers, entrepreneurs and families. The City of Fayetteville and Northwest Arkansas are progressively, culturally, educationally and economically miles ahead of other parts of our state. The events we are hosting not only further our mission, but they enhance the outstanding qualities of our region and could inspire individuals to move to Fayetteville, ultimately stimulating the local economy long-term.

13. ATTRACTING OUTSIDE VISITORS

YES, NWA Pride will attract visitors from outside Fayetteville.

IF YES, WHAT IS YOUR ESTIMATE OF

- | | |
|---|--------------|
| A) Visitors to Fayetteville: | 2,000 People |
| B) Visitors to Washington County: | 2,000 People |
| C) Visitors outside a 100-mi. radius of Fayetteville: | 400 People |

14. DESCRIBE THE POTENTIAL ECONOMIC IMPACT TO:

A) YOUR ORGANIZATION

NWA Pride gives back to the community by celebrating LGBTQ pride through providing free and low cost events for a wide range of individuals. Through this exposure, the Center is able to grow program participation and investments to reach more individuals and provide key services to the growing LGBTQ population in Fayetteville and across the region. NWA Pride remains one of the leading sources for volunteers, donors and subscribers to the Center's community-focused communication. Though direct income generated during NWA Pride is limited, the event is essential to the sustainable growth of the NWA Center for Equality, and any profits raised are reinvested into Center programs, services and activities.

B) TOURISM RELATED BUSINESSES

NWA Pride is held during a challenging time for local businesses, due to a reduced student population, vacationing families, and a decline in university activity. Foot traffic from locals, Northwest Arkansas residents and visitors from across the region will financially benefit area businesses, restaurants and hotels. Greater regional awareness of the city as an inclusive community also supports Fayetteville's broader tourism goals.

C) THE COMMUNITY IN GENERAL

The primary community goal is to celebrate diversity, mark LGBTQ milestones and encourage LGBTQ residents to be proud of themselves and of their community. Other direct community benefits include: direct financial benefit to merchants and entertainers providing services for official Pride events; increased sales tax revenue from event participants; increased awareness of Fayetteville as a tourist destination; and continuation of a positive narrative about Fayetteville being a great place for everyone to live, work and play.

D) HOW DO YOU TRACK THIS IMPACT?

Ticketed events are tracked through admissions and sales and free events through tracking giveaway inventory or by counting attendees. The long-term impact and success of events is measured through engagement with individuals, primarily measured through database analytics, volunteer participation and donor activity. The Center is eager to collaborate with the City, Chamber of Commerce or other groups to measure and assess the direct economic and reputational impact of these events.

15. SUSTAINABILITY EFFORTS

Printed materials for NWA Pride will be limited and a majority of advertising will be digital. Printed materials will direct people to our website, which will host event information and our complete Pride guide. This online-only guide will contain all events, descriptions, sponsor information and advertisements. We intend to work with the University of Arkansas' Facilities Management department to ensure recycling efforts are carried out during our festival on Old Main Lawn.

16. DESCRIBE HOW THE EVENT WILL BE ALTERED IF A&P FUNDING IS NOT SECURED

If A&P funding is not available to us, we will continue to seek sponsorships and donations in order to allow us to promote NWA Pride as much as possible. Without funding, our potential reach to Northwest Arkansas and surrounding markets is severely limited, and we will need to reduce marketing efforts or alter planned events as necessary, in order not to exceed our budget.

17. INDICATE HOW THE COMMISSION DOLLARS WILL BE MATCHED

Commission dollars will be matched through both direct and in-kind sponsorships, ticket sales, ad sales and hundreds of donated volunteer hours. Past sponsors and partners include, but are not limited to, Walmart, the Arkansas Alumni Association, Eventures Party Rentals, PepsiCo, Alcoa, and local businesses, bars and restaurants.

18. FINANCIAL DISCLOSURE

NWA Pride 2016 Budget

Anticipated Income

Ticket & Event Sales	\$18,500.00
Sponsorships	<u>\$15,000.00</u>
Total Income	\$33,500.00

Anticipated Expenses

Marketing	\$10,000.00
Catering	\$ 2,500.00
Equipment Rentals & Facility Fees	\$12,000.00
Entertainment	\$ 6,500.00
Parade Supplies/Awards	<u>\$ 2,500.00</u>
Total Expenses	\$33,500.00

Organization annual budget available upon request.

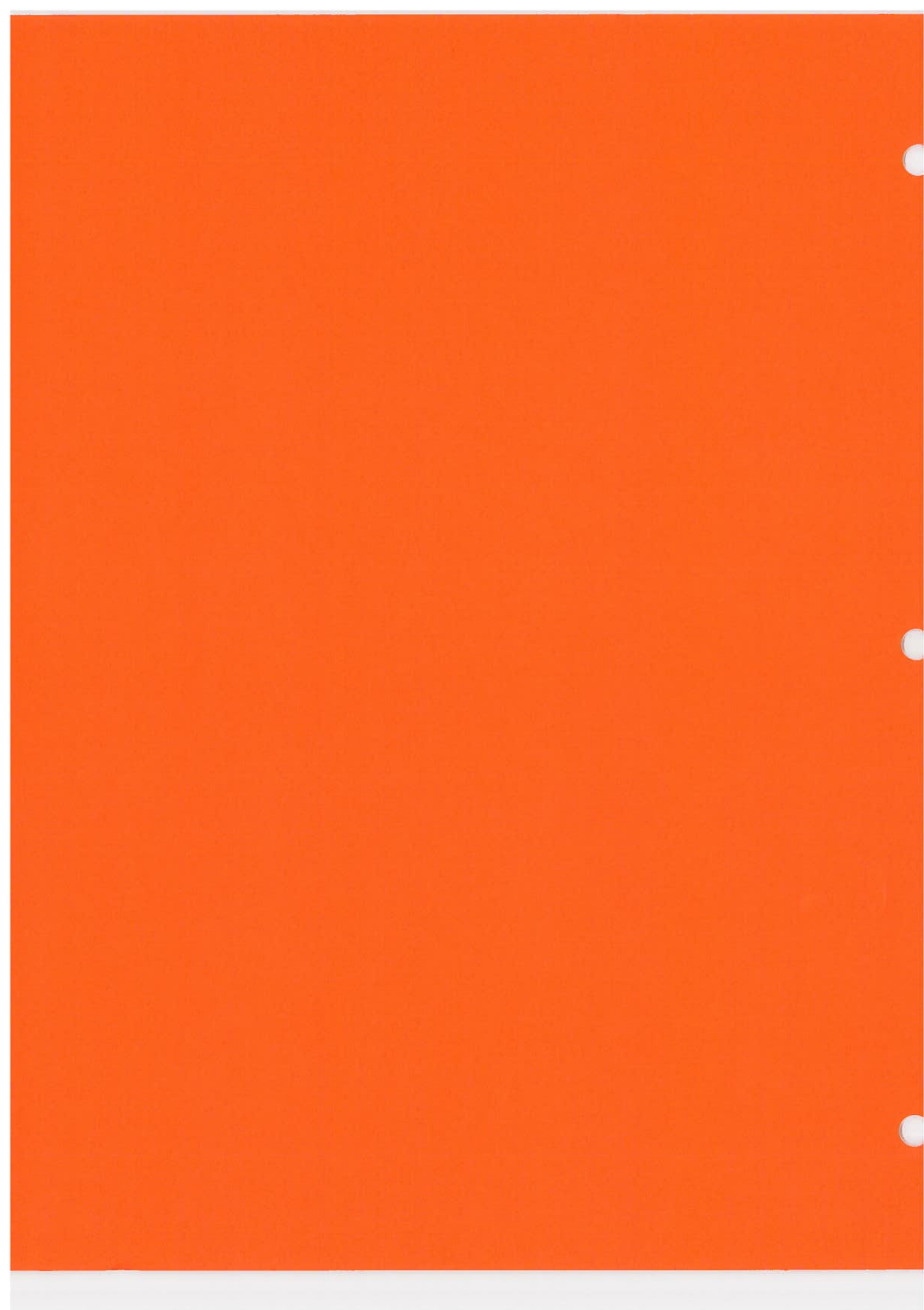
Kym Hughes

From: Chaz Allen <chaz.s.allen@gmail.com>
Sent: Thursday, October 01, 2015 4:55 PM
To: khughes@experiencefayetteville.com
Subject: A&P Funding Application
Attachments: NWAPride_FallAPGrantApplication.pdf

Dear Ms. Hughes,

Please find attached a Fayetteville A&P Commission funding application request from the NWA Center for Equality for Northwest Arkansas Pride 2016. Please let me know if you have any questions.

Thank you,
Chaz Allen



1. Organization/Event Information

Organization: NWA Creative Arts Network
Event: Creative Exchange Conference
Tax Status: Nonprofit 501c3
EIN 71-0801074



2. Contact Information

Contact Person: Lauren Embree, Executive Director
Address: 1 West Mountain, Suite 103, Fayetteville, AR 72701
Phone #: 479-595-9986
Email address: lauren@nwacan.org
Website: www.nwacan.org

3. Purpose of event and proposed use of funds generated by organization/event

The Creative Exchange Conference is the first of its kind in Arkansas. As a multi-disciplinary arts conference, the event will focus on professional development within the creative industry in Arkansas and the region. Geared toward creative entrepreneurs, the conference will feature workshops covering topics like marketing, accounting, arts advocacy, and funding; along with panel discussions, keynote speakers, and public performances. This inaugural conference is not a fundraiser, and therefore is not expected to generate a lot of funds; however any money raised outside of event costs will benefit programs produced by our nonprofit, NWA Creative Arts Network.

4. Period of operation or event date

The Creative Exchange Conference will take place Thursday, August 4th – Saturday, August 6th 2016.

5. Location or event site

The Creative Exchange Conference will be centrally focused at several venues on the downtown Fayetteville Square, with the Fayetteville Town Center hosting major events such as keynote speakers and public performances. Other venues hosting workshops include Fayetteville Underground, Matt Miller Studio, and Executive Square. Other locations around Northwest Arkansas are also being considered for certain conference activities, including NWA Community College.

6. Brief background of organization and history of event

NWA Creative Arts Network has an extensive history. The organization was established in Fayetteville in 1997, and was known as First Night Fayetteville. For 10 years, the organization exclusively produced the community New Year's Eve celebration First Night. In 2011, the organization was re-branded as Last Night Fayetteville, and continued to exclusively produce a community New Year's Eve celebration through 2015. Early in 2015, the board of directors voted to expand the mission of the organization beyond the annual New Year's Eve production. Now known as NWA Creative Arts Network, our mission is to strengthen our community by connecting artists with economic opportunities through production, promotion, and education.

NWA Creative Arts Network continues to produce Last Night Fayetteville, which hires more than 100 performance artists every year and contributes more than \$140,000 in economic impact to the city of Fayetteville. In addition, the organization produces the monthly variety show Last Saturday, and hosts the monthly networking event Creative Cocktails. In summer of 2015, NWA Creative Arts Network launched their educational program, Artists Helping Artists, a series of workshops aimed at helping those in our creative economy successfully navigate the business of art by connecting with professional working artists. The Creative Exchange Conference is an expansion of that program. A truly collaborative effort, the Creative Exchange Conference is being planned by numerous community leaders, including representatives from New Design School, Fayetteville Public Access Television, Seedling Film Association, Fayetteville Underground, Arkansas Arts Council, and several local artists.

7. Expected visitor draw (radius/mileage) Prior year visitor count (radius/mileage) and how derived. Host hotel(s) and number of rooms reserved.

As this is an inaugural event, prior year visitor count does not exist. However, we expect to draw visitors from all across Arkansas as well as within the 500 mile radius region of eastern Oklahoma, southern Missouri, north Texas and south Kansas. We are expecting a total of 500 participants, of which we expect at least 250 will be from outside Fayetteville. Given that the majority of our programming will take place on the downtown square, The Chancellor hotel will be our host hotel, and we expect 30-50 rooms will be booked in connection with the Creative Exchange Conference.

8. Image: Is this organization or event identifiable with an attractive and unique feature of our area?

The arts are alive in Fayetteville! Our city leads the region in the creation of original art, from our vibrant music scene to our vast craft manufacturing community. Other cities may buy art, but Fayetteville *creates* it. In order to grow and maintain our creative community, it's vital we provide necessary resources and a network of support unique to creative businesses. Through our Artists Helping Artists program and the new Creative Exchange Conference, NWA Creative Arts Network is the only organization in Fayetteville specifically working to provide for these much needed resources for our creative community. When creatives thrive, the city thrives!

9. Marketing Plan: Advertising, public relations, sales and whether in-kind donation or purchased. Anticipated media exposure

Over the last several years producing cultural programming in Fayetteville, we've built a vast network of media support that will help us advertise the Creative Exchange Conference. Our largest advertising effort will be our 30 second video PSA that will air on Cox cable throughout Northwest Arkansas. We'll partner with print publications such as Citiscapes, The Idle Class, NWA Entertainment Magazine, and Currentland, among others, to advertise the conference. We anticipate features on radio stations like KUAF and 104.9 the X, as well as television interviews with local news stations. As a non-profit organization, we're the recipient of a Google Ad grant that provides \$10,000 a month in online advertising services. In addition, we're also planning an extensive social media campaign. The vast majority of our advertising will be donated in kind.

10. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources)

Our strong partnerships with media organizations across many platforms ensure our marketing budget can be kept at a minimum without sacrificing results. Nearly all of our advertising is donated as in kind, with more than \$32,000 of donated advertising expected for the Creative Exchange Conference. The majority of our \$3,000 marketing budget will be allocated to material design, including professionally produced advertisements for televised, print & online media. As this is an inaugural event, we don't have previous year figures to report.

11. Funding request: State specific amount requested and what funds will be used for

Funding Requests: \$6,000 total

- \$4,000 – for use of the Fayetteville Town Center for 2 days: Friday, August 5th and Saturday, August 6th 2016
- \$1,000 – marketing support to produce a professional video PSA
- \$1,000 – marketing support to produce printed materials including postcards, posters & banners

12. Describe how this request meets the criteria of uses of A & P fund

As a non-profit organization dedicated to supporting arts and artists in Fayetteville, recognized by the Arkansas Arts Council, all support for the Creative Exchange Conference from the A&P Commission directly fulfills the mission of funding arts.

Our request for \$4,000 for use of the Fayetteville Town Center will host the majority of our conference, connecting our creative community to a vast network of resources. **Use of the space will directly fulfill the Commission's mission of funding the arts.**

Our request for \$2,000 in marketing support will cover the cost of printing and advertising materials, including banners, fliers & posters, as well as the cost of producing an engaging PSA to air on regional cable. This support will allow us to reach a wider audience throughout our region. We strive to bring national attention to Fayetteville, the downtown square, and our creative economy by promoting the Creative Exchange Conference as the first ever of its kind in Arkansas. **This support will allow us to reach beyond Fayetteville & draw out of town visitors who will book our hotel rooms, support our art & eat at our restaurants during their conference experience.**

13. Will your project/event influence visitors from outside of Fayetteville to visit our community?

Yes ☒ No ☐. If yes, what is your estimate of

- | | |
|--|-----|
| • Number of visitors to Fayetteville | 250 |
| • Number of visitors to Washington County | 200 |
| • Number of visitors outside a 100 mile radius of Fayetteville | 100 |

14. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?

a) The Creative Exchange Conference is a collaborative effort among several local organizations, and is not intended to be a fundraiser for any one organization. We will pursue grants and sponsorship to cover the costs of producing the conference, as it is our intention that attendance to the conference be free or as close to free as possible. We recognize that high ticket fees will create a barrier between our effort and our audience, and we are looking to minimize that impact as much as possible. The greater potential for economic impact exists within the effect of the conference on the overall creative community in Fayetteville.

b) Bringing an estimated 500 guests to the downtown square will provide increased HMR taxes. According to the *Arts and Economic Prosperity IV* study of Northwest Arkansas conducted by *American's for the Arts*, the **overall potential economic impact of the Creative Exchange Conference is estimated to be approximately \$10,000 to tourism related businesses, including restaurants, transportation and lodging.**

c) Based on data from the *Arts and Economic Prosperity IV* study, **programs presented by NWA Creative Arts Network have an estimated economic impact of \$174,000 in Fayetteville, and over \$16,000 generated in local and state taxes.** The true economic impact of the Creative Exchange Conference lies with our own creative economy – the more resources and support we can provide our creative community, the larger and stronger our creative economy grows!

To measure economic impact of our event, we collect data from our ticketing website, Eventbrite.com, as well as reports from local business owners. The *Arts and Economic Prosperity IV* study includes an online calculator to track economic impact on our community, based on overall population, organizational expenses, and audience served.

15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.

NWA Creative Arts Network is strongly committed to environmental sustainability. In an effort to reduce paper waste, we are working on developing an app that will eliminate the need for print programs at the conference. By centralizing conference events on the downtown Fayetteville square, we are creating a walkable event, negating the need for additional car travel. Our location also allows direct access from public transportation.

16. Describe how event will be altered if A & P funding is not secured.

The majority of the funding we are seeking from the A&P Commission is for the use of our main venue, the Fayetteville Town Center. If we are unable to secure our main venue, we will consider hosting the Creative Exchange Conference in Bentonville in partnership with Crystal Bridges and the Amazeum.

17. Matching Funds

Matching funds for this request will be obtained through contributed support from sponsorships, grants, and in kind donations.

18. Revenue and expenses

Our event budget is attached:

Creative Exchange Conference - 2016 Budget**Revenue and Support****Contributions**

Local Business Solicitations	\$5,000.00
A&P Grant	\$6,000.00
Arkansas Arts Council Grant	\$10,000.00
Total Contributions	\$21,000.00

Sales

Admission Tickets	\$5,000.00
Concessions/Merch	\$1,000.00
Total Cash Revenue and Support	\$27,000.00

Program Expenses

Speaker/Presenter Fees	\$12,000.00
Advertising (website, television, online, etc)	\$1,500.00
Printing (Posters, Programs, Banners, Copies, etc)	\$1,500.00

Production Costs

Equipment Rental	\$1,200.00
Misc Production Needs	\$300.00
Production/Security Crew	\$1,000.00
Venue (Fayetteville Town Center)	\$4,000.00
Venue (others)	\$1,000.00
Merch/Concessions	\$350.00
Misc supplies	\$500.00

Total Cash Program Expenses **\$23,350.00**

Administrative Expenses

Event Insurance	\$1,200.00
Conference Director Fee	\$2,000.00
Credit card/banking fees	\$250.00
Other fees/licenses	\$200.00

Total Administrative Expenses **\$3,650.00**

Total Expenses **\$27,000.00**

Net Revenue **\$0.00**

Kym Hughes

From: Lauren Embree <lauren@nwacan.org>
Sent: Wednesday, September 30, 2015 5:02 PM
To: khughes@experiencefayetteville.com
Subject: A&P Grant Application
Attachments: A&P grant request.pdf

Good evening Kym

Attached is the NWA Creative Arts Network's grant request for a new event we are planning for 2016: the Creative Exchange Conference!

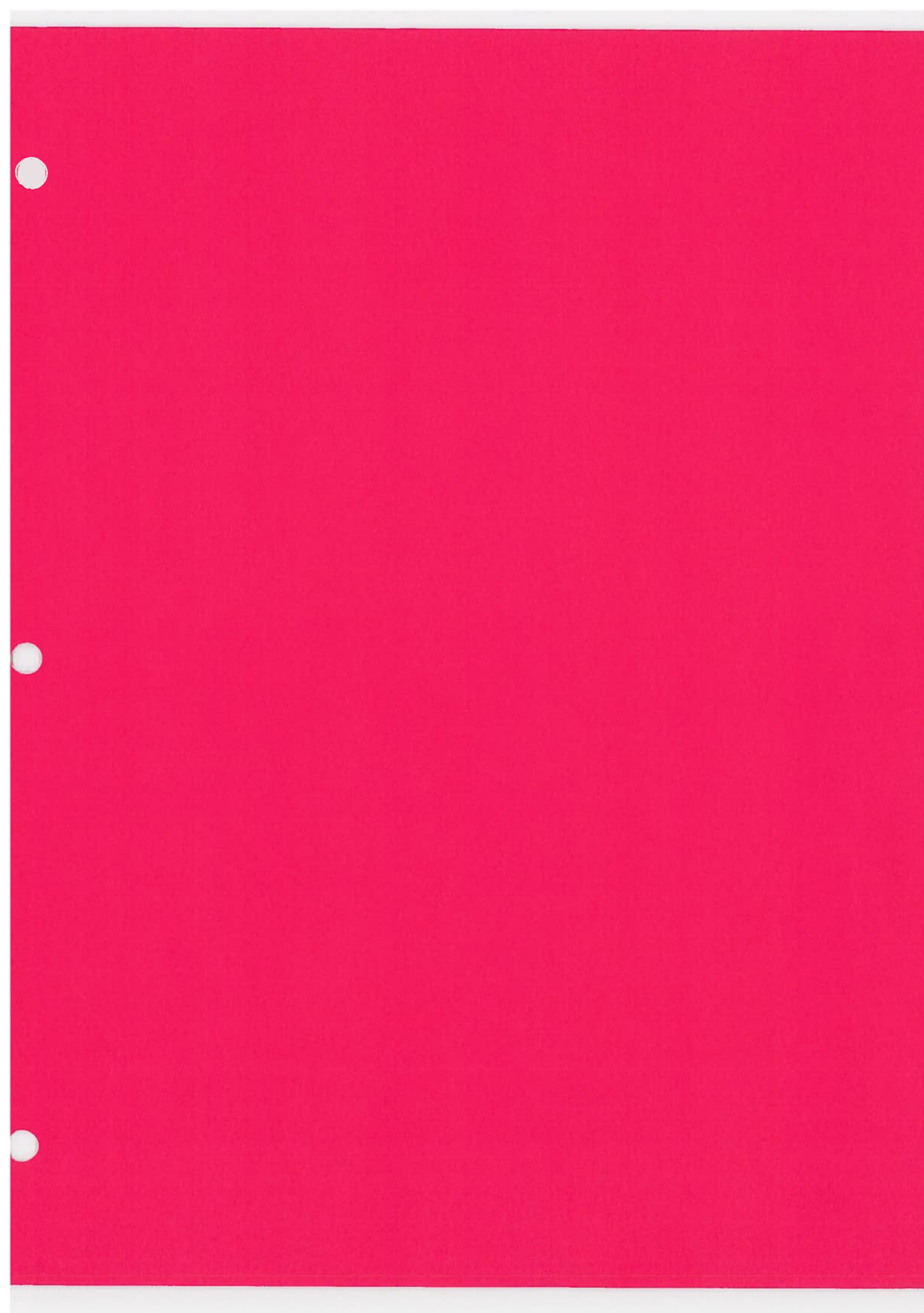
Thank you for the opportunity to apply for A&P support. I look forward to meeting with the commission in the coming weeks to discuss our proposal.

With gratitude,

Lauren Embree
Executive Director
NWA Creative Arts Network
www.NWACAN.org



A 501c3 non-profit organization connecting artists with economic opportunities through production, promotion and education



FUNDING REQUEST A& P COMMISSION DATE: October 1, 2015

1. Name of organization/event, tax status and tax identification number.

Ozark Slow Food Northwest Arkansas 2016 Local Food Guide
Ozark Slow Food (a 501c3 chapter of Slow Food USA)-founded in 2007
EIN issued by IRS specifically for this chapter: 26-1884584

2. Contact person with complete address, phone number and e-mail address

Teresa Maurer
Ozark Slow Food Co-Chair
18235 Wildlife Rd
Fayetteville AR 72701
479-799-7985
ozarkslowfood@gmail.com

3. Purpose of event and proposed use of funds generated by organization/event

Write, edit, design, print and distribute up to 10,000 copies of a 2016 NWA Local Food Guide free of charge throughout Northwest Arkansas. The Guide contains these major categories of Listings: Farms, Farmers Markets, Pre-Order Markets, Grocers, Community Supported Agriculture (CSAs), Restaurants, and other businesses who promote, buy and use local food. Market listings include whether markets accept SNAP, Senior Vouchers, WIC, etc and the guide lists local organizations working on food and hunger issues, as well as resources for buying and preparing local foods.

4. Period of operation or event date:

*Content and Design (including A&P logo, if funded): November 2015-March 2016
First Printing Completed: April 2016
Distribution: April 2016-October 2016 (this includes distribution at Dig-In Food and Farming Festival which attracts hundreds of people)*

5. Location or event site:

Free copies of the Guide will be available at visitor and information centers, markets, chambers of commerce, businesses and other outlets in the 4 county area (Washington, Benton, Carroll and Madison).

6. Brief background of organization and history of event

The first NWA Local Food Guide was 8 pages long (2011) black and white machine copied, with about 300 copies distributed. The second edition (2012) was 16 pages long and 1000 copies, the third edition (2013) was 52 pages long and 5,000 copies and the 2014 edition is 72 pages long (5,000 copies printed and distributed). The 2015 edition was 88 pages long full color (10,000 copies). The continued growth in pages and requests for copies indicates strong interest and support from the public, the distribution points and the listed businesses.

7. Expected visitor draw (radius/mileage) Prior year visitor count (radius/mileage) and how derived. Host hotel(s) and number of rooms reserved.

The Guide has been a very popular item at visitor centers, markets and other distribution points around the region with frequent requests for re-stocking. Our 2015 issue supply will be exhausted in late October. The Guide will be featured at the 2015 Tour Des Farms, a public event organized by Ozark Natural Foods and expected to attract 300 participants.

8. Image: Is this organization or event identifiable with an attractive and unique feature of our area?

Regional markets, farmers and food-related businesses in our area have all reported strong customer interest in local food and in the NWA Local Food Guide in particular. We feel the Guide adds perception of "food destination" to our area and we feel it complements the content of other guides.

9. Marketing Plan: Advertising, public relations, sales and whether in-kind donation or purchased. Anticipated media exposure.

We have 20 well-established distribution points for the guide in Fayetteville and the 4 county area. We have 10 individual volunteers and partner organizations who make sure the guides get distributed and replenished upon request. Ozark Slow Food representatives have also publicized the Guide through press releases, social media, on the radio and at public meetings related to local food.

10. Marketing plan budgets: advertising, public relations, sales; include prior year budget and expenditures (All funding sources)

Project Budget Notes: *BACKGROUND NOTE: The guide team members assembled for this project have specialized skills and experience* (see last page) and will make it possible to produce the printed guide on a very tight timeline. This includes: extensive editing and writing experience related to farming and food, organizing skills, experience with 2012-2015 guides, magazine and publication design experience, and communication skills needed to efficiently gather, revise and add entries from diverse regional resources. The project will be taken on by guide team members as a special project—team members receive NO other compensation for the guide work.*

The 2015 budget (prior year project) budgeted consulting stipends to 3 team members at a reasonable (discounted) value of \$25/hour for skills applied to the project.

Consulting Stipends: To cover tasks: contacting those listed, collect updates and new listings, write, design edit and produce a print and web-ready new edition of 2015 NWA Local Food Guide:280 hours @ \$25.....\$7,000

Printing Cost for 88 page guide.....\$10,581

Total Cost of Past Project.....\$17,581

2015 Revenues (prior year): Ozark Slow Food raised \$13,000 cash from sponsors and one fund-raiser event. A&P grant funds provided \$5000 for printing costs.

2015 Marketing Budget: All marketing was done through volunteers. No cash was spent on marketing but all guides will have been distributed by October 31.

Proposed 2016 (new) Total Guide Budget: \$18,000

Guide work stipends (same as 2015): \$7,000

Printing cost (estimated).....\$11,000

Total 2016 Project Cost: \$18,000

11. Funding request: State specific amount requested and what funds will be used for
Specific Funding Request: Ozark Slow Food Requests \$5,000 from Fayetteville A&P Commission to partially reimburse printing costs of the 2016 NWA Local Food Guide.

12. Describe how this request meets the criteria of uses of A & P funds:
The guide enhances the perception of Fayetteville and NW Arkansas as a desirable place to enjoy and invest in local food at restaurants, groceries, farmers' markets and other local businesses. Those dollars in turn circulate within the community several times.

13. Will your project/event influence visitors from outside of Fayetteville to visit our community?

Yes ☒ No ☐.

The estimates below are conservative, assuming that 50% of the people picking up the 2016 printed guide will visit at least one listed business or market event in the area.

If yes, what is your estimate of

Number of visitors to Fayetteville: 5000

Number of visitors to Washington County (including Fayetteville): 6000

(1000 additional to businesses, markets in other communities in the county)

Number of visitors outside a 100 mile radius of Fayetteville--not sure because we distribute copies only within 100 miles (4 county area).

14. Describe the potential economic impact to a) your organization; b) local tourism related businesses, including restaurants and lodging; c) the community in general. What methods do you plan to use to track the overall economic impact to each?

The A&P funding would give a jump start to Ozark Slow Food for raising matching funds for the rest of the 2016 edition expenses. This is the largest project and largest expenditure for Ozark Slow Food, followed by \$4,000 for micro-grants (separate project) to local farmers and food businesses. We've described the great interest from the local community in the guide in other sections. The guide also provides a community service by informing low income residents about more options to use their benefits (SNAP, WIC, Senior). Another good indicator of our impact is willingness of those businesses currently listed to help with sponsorships and/or be listed in future guides.

15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.

We plan to seek funding and expertise to extend the electronic reach of the NWA Local Food Guide, thereby saving paper and fuel used to distribute the guide. We also plan to get bids from printers on more sustainably produced paper and ink. Plus, buying and supporting local food reduces the number of food miles on each bite of food we enjoy.

16. Describe how event will be altered if A & P funding is not secured.

We may print fewer guides, and seek donated labor for some of the production steps.

17. The Commission encourages a 1 to 1 match for funding. Please indicate how the Commission dollars will be matched. (This may include money, in-kind donations, staff, labor, etc.).

Ozark Slow Food and the production team has a goal of raising \$13,000 from other sponsors and from in-kind for 2016.

18. Provide full financial disclosure of all revenues and expenses of the special event. Full financial disclosure of the requesting organization's regular annual budget will be made available upon request.

If funded, Ozark Slow Food agrees to provide full disclosure of all revenues and expenses for the special project. We have Quicken accounting on all income and expenses and we have to file 501c3 organization federal reports each year, as well as report back to larger donors.

***2016 Project Team (all want to continue):**

Guide team and roles (people and roles who have committed time to the project to date):

- Susan Drouilhet: Convener, team accountability, writer and editor and collator of new and updated entries, backup for Teresa on funds management, copy-editing.
- Teresa Maurer: Funds and sponsorships management, Ozark Slow Food fiscal liaison, writer, copy editing, distribution and publicity, reporting
- Julie McQuade Heyes: Designer for print and searchable PDF versions of Guide, liaison with printer, and developer of website.

Kym Hughes

From: Ozark Slow Food <ozarkslowfood@gmail.com>
Sent: Thursday, October 01, 2015 5:07 PM
To: Kym Hughes
Subject: 2016 A&P Funding Request Ozark Slow Food
Attachments: 2015 FUNDING REQUEST A and P Commission NWA Local Food Guide.pdf

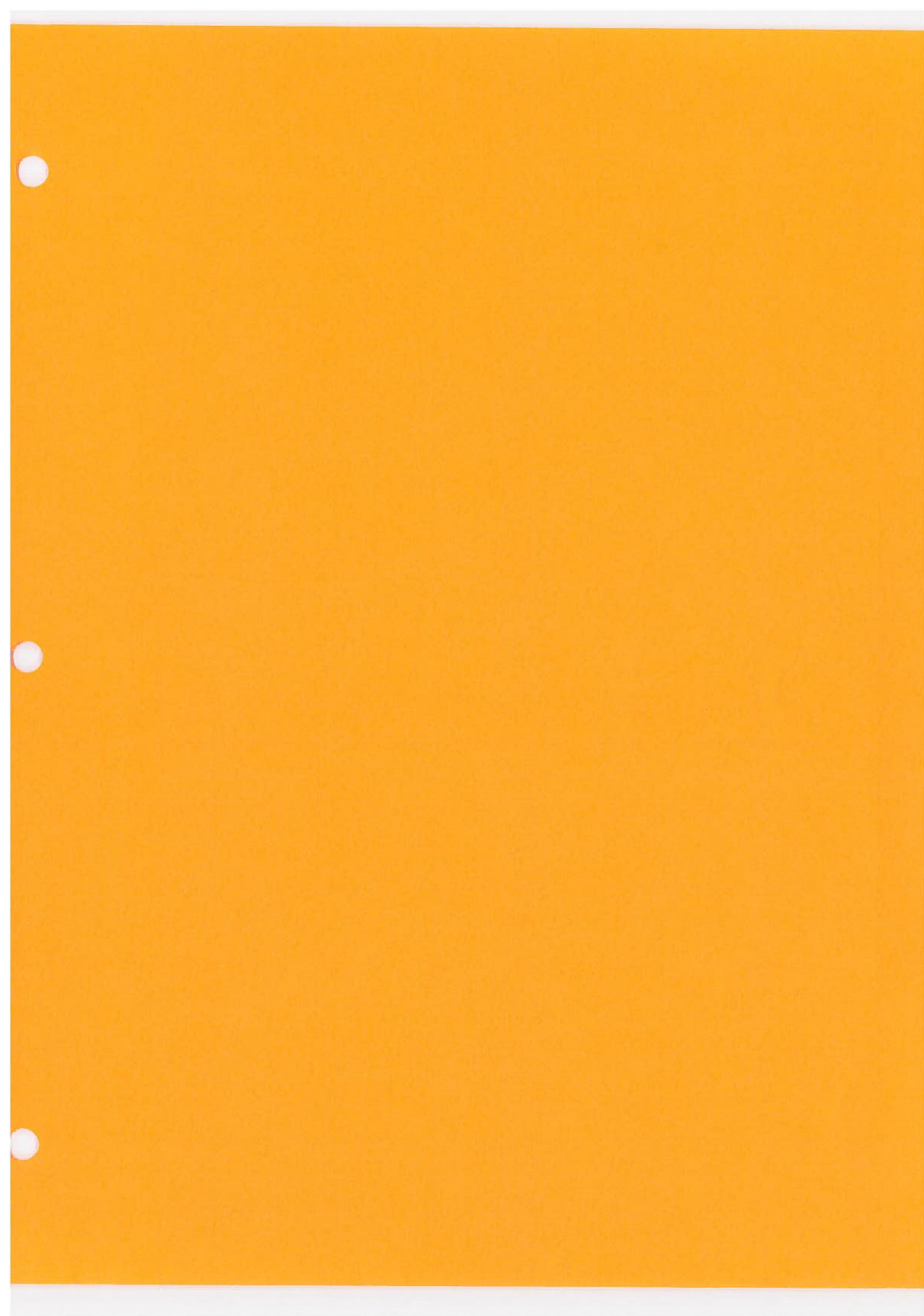
Dear Kym:

Attached please find a request for 2016 A&P funding.

Let me know if you have any problems opening or reading the file.

Thank you!

Teresa Maurer
Ozark Slow Food
479-799-7985





Symphony of Northwest Arkansas

1. Name of Organization: SoNA / Symphony of Northwest Arkansas
Tax Status: Non-profit 501 (c)(3) organization
Tax I.D. #: 23-7439184

2. Contact person: Matthew Herren, Executive Director
Mailing address: P.O. Box 1243, Fayetteville, 72702
Physical address: 217 E. Dickson Street, Suite 106, Fayetteville, AR 72701
Telephone: O. 479-521-4166 C. 479-283-0705
Email: matthew@sonamusic.org
Website: www.sonamusic.org

3. Purpose of event and proposed use of funds generated by organization/event:
SoNA's annual concert season of classical and pops repertoire at Walton Arts Center. We respectfully seek funding from the Fayetteville A & P Commission to support marketing and promotional efforts for 2015-16.

The 2015-16 SoNA season includes six concerts at Walton Arts Center, each encompassing approximately 4 days of rehearsals plus concert(s). Participants include:

- Music Director, Paul Haas, nationally acclaimed conductor and composer, based in New York City
 - SoNA's professional orchestra, comprised of 70 musicians from an 8-state area and Europe;
 - The SoNA Singers, comprised of 130 singers from a 100-mile radius;
 - The John Brown University Cathedral Choir, comprised of 60 singers;
 - Guest soloists, including internationally acclaimed artists:
 - Tami Petty, American soprano, based in New York City
 - Genine LaTrice Perez, American jazz singer, based in Little Rock
 - A capacity crowd at each concert of 1,160 attendees from throughout Arkansas, regional touch-states and beyond.
4. Marketing and promotional efforts will span a 9-month period, from July 2015 through April 2016, and the Fayetteville A & P Commission will be recognized as a Season Partner throughout this time.

Fayetteville A & P Commission will receive the following recognition and benefits:

- Recognition as a "Season Partner" on season marketing materials and in social media;
- Verbal recognition from the stage at all performances throughout season;
- Recognition on SoNA's website with link to "ExperienceFayetteville.com";
- Quarter-page full color ad in all concert programs throughout season, reaching 6,500 patrons;
- Two complimentary season tickets to the 2015-16 SoNA season upon request.

This grant, if awarded, will be applied to general operating costs including, but not limited to, state-wide and regional MARKETING & PROMOTIONAL efforts, such as:

- Print advertising (newspaper and magazine)
- Direct mail (postcards and brochures)
- Rack cards (for CVB's, hotels, libraries, cafes, and other high traffic locations)
- Radio
- Signage
- Banners (placement pending)
- Website and online marketing
- E-blasts (to multiple targets)
- Social media
- Regional / national PR outreach
- Concert programs
- Hotel gift baskets for visiting artists and guests (these include Fayetteville promo materials)

4. (contd.) Period of operation or event date:

SoNA concert dates are Nov. 7, 2015; Dec. 5 & 6, 2015;
Feb. 6, 2016; Mar. 19, 2016; and April 30, 2016.

5. Location or event site:

Walton Arts Center, Fayetteville.

Marketing will include statewide and regional advertising, as well as social media and word-of-mouth to extend far beyond that radius, via patrons, artists and family members who travel to Fayetteville from outside our region.

6. Brief background of organization and history of event:

SoNA (Symphony of Northwest Arkansas) opened to a full house and rave reviews in March 2011 and just completed its third full season of consistently sold-out classical and pops concerts at its home in Fayetteville, the Walton Arts Center. Music Director Paul Haas, a graduate of Yale University and The Juilliard School, has been noted by The New York Times as "... a conductor surely on the brink of a noteworthy career." The orchestra is comprised of top musicians from eight states and Europe, and the SoNA Singers brings together over 130 singers from the Northwest Arkansas.

SoNA is the new name for North Arkansas Symphony (NASO), which was founded in 1954. From 2008-2010, NASO underwent a complete transformation, including rebranding. SoNA is an example of a successful organizational turnaround and has recently garnered attention from the League of American Orchestras.

7. Expected visitor draw (radius/mileage). Prior year visitor count and how derived. Host hotel(s) and number of rooms:

We anticipate generating 8,603 visits from out of town musicians, guest artists and patrons traveling from England, New York, Texas, Oklahoma, Kansas, Missouri, Louisiana, Georgia, Tennessee, and Arkansas (outside Fayetteville). SoNA's Saturday concerts promote more weekend travel. Musicians attend approximately 4 days of rehearsals for each concert. Last season, over 8,000 visits took place, including those by orchestra members, soloists, conductor, singers, and audience. This figure is based on the number of days/person, with total persons calculated by hotel, payroll, and ticketing records. Hotels at which our artists and patrons stay include but are not limited to The Inn at Carnal Hall, Dickson Street Inn, Chancellor Hotel and Mount Sequoyah. So far, over 150 rooms are on hold for the upcoming season.

8. Image: Is this organization or event identifiable with an attractive and unique feature of our area? Northwest Arkansas is increasingly recognized around the country as a cultural center, with exceptional fine arts, education, and entertainment. A professional symphony orchestra comprised of local, regional, national, and international musicians is a reflection of the diversity and quality that Fayetteville is known for. SoNA was included in the opening festivities of Crystal Bridges Museum of American Art and is a resident company of Walton Arts Center. Our current season includes collaborations with TheatreSquared, Crystal Bridges Museum, and Trike Theatre. Such projects are exemplary of the cultural community here.
9. Marketing Plan and anticipated media exposure:
SoNA's promotional materials and marketing efforts target audiences from throughout Arkansas and the tri-state region, and extend further through cross promotional relationships with other out-of-state symphony orchestras such as Tulsa Symphony, Oklahoma City Philharmonic and Springfield (MO) Symphony, and Southeast Kansas Symphony. The plan is diversified and includes but is not limited to print advertising, radio, direct mail, rack cards/flyers, signage/banners, e-blasts, social media and other online promotion, website, community event outreach (Farmer's Markets, etc.), and cross-promotional relationships with organizations as mentioned in Number 8.
10. Marketing plan budget:
SoNA's marketing budget plans for expenditures of up to \$62,000 in hard costs that (if funded) we will spend to attract visitors to Fayetteville. SoNA is able to leverage those hard costs for added in-kind contributions through negotiated media and other relevant partnerships. The value of hard costs and added exposure totals over \$100,000. Last year SoNA spent ~\$70,000 on marketing, partially supported by The A&P Grant and SoNA operating funds and supplemented by media partnerships. If awarded full request, SoNA will pursue TV and enhanced print advertising, as well as expanded social media presence, promoting both events and the importance of community support. Our last audience survey shows that print advertising and direct mail are the most effective media for our patrons.
11. Funding request (amount and what funds will be used for): \$20,000 for Season Partnership for 2015-16 season. Becoming a "Season Partner" gives the Fayetteville A & P Commission visibility throughout the entire season, rather than just at one event. Funds will be used to invest in advertising costs of \$62,000 for marketing and promotions including print advertising, radio, direct mail, rack cards/flyers, signage/banners, e-blasts, social media and other online promotion, website, community event outreach and cross-promotional relationships with relevant area organizations.
12. Describe how this request meets the criteria of uses of A&P funds:
SoNA's reputation has grown and has brought Fayetteville attention in the national musical community. We employ residents who put money back into the Fayetteville economy on a regular basis. Visits from out of town musicians and audience bring consumers to the Farmer's Market, restaurants, grocery stores, shops, and galleries. They also increase revenue to the city in the form of parking fees, and increased pedestrian traffic in the downtown business district.
13. Will your project/event influence visitors from outside of Fayetteville to visit our community?
Yes X No . If yes, what is your estimate of?
- Number of visitors to Fayetteville 8,603
 - Number of visitors to Washington County 2,172
 - Number of visitors outside a 100 miles radius of Fayetteville 850
14. Describe the potential economic impact to your organization, local tourism related businesses, including restaurants and lodging and the community in general.

The potential economic impact is significant and is conservatively estimated at \$1,067,211. For patrons, musicians, choral groups and guest artists traveling to Fayetteville throughout the season for concerts (and rehearsals where applicable), we have used \$58 in calculations for those outside Fayetteville but within a 100-mile radius. For those traveling from outside a 100-mile radius, we used \$250 (as recommended by the Fayetteville Chamber of Commerce and Walton Arts Center). In addition, as recommended, because revenue is being circulated again within the community, we apply a conservative multiplier of 1.5 to this total, resulting in an estimated economic impact of \$1,067,211.

SoNA concerts take place on Saturday evenings and one Sunday afternoon, encouraging weekend travel and generating hotel, restaurant and other local business revenue. SoNA musicians travel from an 8-state area to rehearse over approximately 4 days for each performance, which significantly increases hotel, restaurant and other local business revenue. Our music director comes from New York and our Concertmaster comes from Manchester, England. Our music director will travel to Fayetteville seven to eight times this season and stay an average of ten days at a time. Fayetteville and Northwest Arkansas are receiving increased attention from orchestra members who travel here to perform with us, in addition to the attention generated by the patrons who travel to Fayetteville for concerts. Throughout the season, we book musicians for special events (weddings, parties, receptions, etc.) and the majority of those events are held in Fayetteville. Annual fundraising events are held in Fayetteville, both at private homes and at St. Paul's Church, which draws visitors to downtown.

15. Please describe your efforts to include environmentally acceptable and sustainable practices in your event.

We adhere to simple practices to save money, energy and resources, like turning lights off when not in use and adjusting thermostats. We rely heavily on electronic communication and print on both sides of paper whenever possible. We recycle paper, including our past dated ads and concert programs. Programs are collected for recycling by ushers at the end of every concert. Programs shells are printed only two times each season, with inserts for each concert. We are constantly seeking new ways to be more environmentally friendly and avoid waste.

16. Describe how event will be altered if A & P funding is not secured.

Ticket sales provide approximately 30% of SoNA's annual operating expenses, a figure that is industry standard. Funding from individuals, corporations, foundations and government agencies is critical to our existence. Since 2011, our growth has been slow and fiscally responsible. Without sufficient funding, SoNA will not be able to purchase the advertising needed to promote our programs, thus decreasing the amount of visitors to Fayetteville. A diminished marketing budget puts concert attendance, and, therefore, SoNA's ticket revenue, in question.

17. The Commission encourages a 1 to 1 match for funding. Please indicate how the Commission dollars will be matched. (This may include money, in-kind donations, staff, labor, etc.). As mentioned in Number 10, SoNA is fortunate to receive in-kind donations from several media partners which amount to two placements for the price of one, worth \$16,000 this year. In addition, our partnership with Walton Arts Center provides promotion and box office support, valued conservatively at \$15,000 this year. Our team of volunteers circulates print collateral throughout Fayetteville and the region, which is worth at least \$1,000 in comparable labor costs.

18. Provide full financial disclosure of all revenues and expenses. Financial disclosure is required of the requesting organization's regular annual budget will be made available upon request.

SoNA's FY 16 Budget Overview is attached.

3:30 PM

09/16/15

Accrual Basis

Symphony Orchestra of Northwest Arkansas
Profit & Loss Budget Overview
July 1 through September 16, 2015

	Jul 1 - Sep 16, 15
Ordinary Income/Expense	
Income	
Contributed Revenue	574,166.00
Earned Revenue	277,100.00
Fundraising Events	39,000.00
Interest	600.00
Total Income	890,866.00
Gross Profit	890,866.00
Expense	
Administrative Expenses	145,395.00
Artistic	672,000.00
Development & Fundraising	41,500.00
Total Expense	858,895.00
Net Ordinary Income	31,971.00
Net Income	31,971.00

SoNA

Symphony of Northwest Arkansas

Welcome to our 2015-16 Season

Tickets On Sale Now!



Bringing Great Music to Life!

ion Partners:



Support for the Symphony of Northwest Arkansas is provided, in part, by the Arkansas Arts Council, an agency of the Department of Arkansas Heritage, and the National Endowment for the Arts.

Arkansas Arts Council

SoNA

2015-16 Season at Walton Arts Center

Bringing Great Music to Life!

Masterworks I

Looking Back, Looking Forward

November 7, 2015 – 7:30 PM

Brahms, Variations on a theme by Haydn

Fauré, Elegie for cello and orchestra

Kari Caldwell, SoNA Principal Cello

Dvořák, Symphony No. 9, *From the New World*

A Very SoNA Christmas

December 5, 2015 – 7:30 PM

A collection of favorite sacred and secular music celebrating the magic and beauty of Christmas. Featuring The SoNA Singers, and special guest soloists.

SoNA and Walton Arts Center present

The Snowman: A Family Concert

December 6, 2015 – 2:00 PM

Your favorite holiday treat returns to Walton Arts Center for a second year! Experience a very special screening of the award-winning film "The Snowman" as SoNA musicians bring to life the extraordinary score for an afternoon that is sure to enchant your little ones.

Valentines Pops: The American Songbook

February 6, 2016 – 7:30 PM

America's beloved popular musical output from the first half of the last century, with a generous helping of songs about love. Featuring guest jazz vocalist, Genine LaTrice Perez.

Masterworks II

Strings in the Spotlight

March 19, 2016 – 7:30 PM

Elgar, Serenade for Strings

Ibert, Concerto for flute and orchestra

Virginia Broffitt-Kunzer, SoNA Principal Flute

Haydn, Symphony No. 104, *London*

Masterworks III

Glory and Grandeur

April 30, 2016 – 7:30 PM

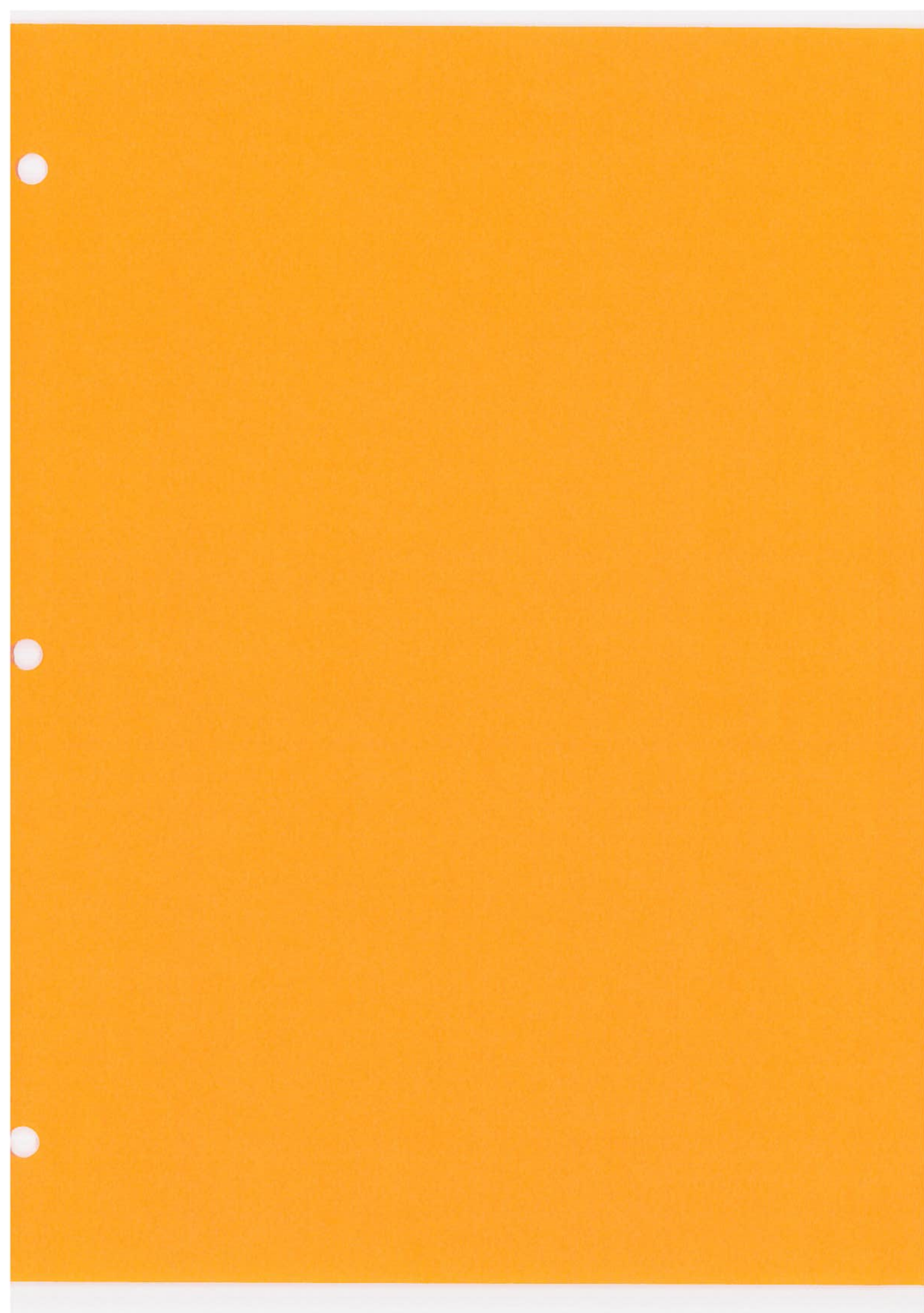
Poulenc, Gloria – featuring Tami Petty, soprano, The SoNA Singers and The John Brown University Cathedral Choir

\$50

70, \$225

concerts

ickets



Application for A&P Funding for 2016

1. Organization Name and Tax Status

The Art Experience, Inc.

Tax Status: Non-Profit 501(c)(3)

Tax ID no: 272355665

2. Contact Information

Abigail Letsinger

225 E Conner St

Fayetteville, AR 72701

815-988-5508

abigail.letsinger@gmail.com

3. Purpose of event and use of funds generated by organization/event

The Art Experience, Inc. is applying for marketing funds to promote classes, groups and workshops. We are hoping to obtain funding for our Puppets in the Park event and our Pathfinders program, a free art therapy program for teenage girls. We are hoping to expand this program for teenage boys, as well. Our organization exists to provide therapeutic art based services, and the annual Puppets in the Park event is accessible to all members of the community. Over half of our services are offered for free or on a sliding scale basis.

Puppets in the Park provides the community with a truly unique way to access the performance arts, at no cost. This event is one of a kind and is the only all-day puppet festival in Arkansas. We offer an outdoor theatrical experience that provides exposure to theater, puppet making activities, and storytelling workshops (fun, culturally educational activities that they may not otherwise be exposed to.) It is our hope that this will begin a lifelong interest in the arts that will transform festival attendees into patrons of other community arts events. Puppets in the Park employs professional performers. Puppets in the Park is not a revenue generating event; we offer it as a community enhancement service to generate interest in the arts, as well as to raise awareness of The Art Experience, Inc. and the non-profit work we do for our community. Any funds generated by Puppets in the Park will go towards funding our free Pathfinders art therapy group for teenaged girls, as well as helping us to create a Pathfinders group for teenage boys. This year we are focusing on garnering the majority of our sponsorships from local business, and turning this into even more of a community centered and sponsored event.

4. Period of operation or event date: Fiscal year beginning **January 1-December 31 2016. Puppets in the Park will be held in October of 2016.** (This date may be altered to avoid scheduling conflicts with other events, but will be held on a Saturday in the first three weeks of October.)

5. Location: The Art Experience, Inc. (see location above). Puppets in the Park will be held at Wilson Park, Fayetteville.

6. History of Organization: The Art Experience was founded in 1992 by Jo Ann and Hank Kaminsky as a center of art education and art therapy. The mission has shifted towards offering therapeutic art classes, support groups, and puppetry classes for children and adults. The Art Experience, Inc. acquired non-profit status in 2010 in order to provide free or low cost services to better serve the entire Fayetteville community and is the only arts organization offering free art therapy services. We have provided free

art therapy to veterans, hospice patients, at risk youth, and for drug abuse prevention. One example of this is our Pathfinders group, an art therapy group for teenaged girls, which we offer at no cost. We hope to be adding a similar group for teenaged boys in the near future. We also teach the art of puppetry to children and adults and lead a variety of creativity and personal insight groups and classes.

History of Event: Puppets in the Park has been held annually since 2007. From 2007-2009, the event was produced entirely by volunteers. All promotion was done through word of mouth, free announcements, and by posting flyers. All performances were donated. Attendance was around 100-150.

2010-2011: We partnered the event with the *Artists of Northwest Arkansas: Art in the Park* event in 2010. Commercial and private sponsorships generated funds to pay performers and purchase supplies for activities. An Arkansas Arts Council grant allowed workshops to include community members. The A&P provided \$1000 promotional funds. Attendance grew to 300 attendees. **2012-2013** generated increased community support, we used approximately 50 volunteers, acquired additional sponsorships and in-kind donations. A&P generously granted increased promotional funds to \$2500. Attendance was down to around 250 due to an unlikely snow event in 2012 and rain in 2013. We still had a great turnout at Washington Elementary despite the bad weather. **Our 2015 event** is scheduled for October 10th. We received favorable media coverage from television and newspaper media outlets for all of the events. Our festival has steadily grown over the years and our collaboration with ANA: Art in the Park and Fayetteville Parks and Recreation is a key component.

7. Visitor Draw

In the past we have received visitors from a 200 mile radius of Fayetteville, including Northwest Arkansas, Missouri, Kansas City, and Tulsa. In 2013, Puppets in the Park received approximately 240 visitors. In 2014, we averaged around 500. Volunteers conducted counts several times during the day. This year, a group of approximately 150 schoolchildren (and many of their parents!) will be joining us from Rogers, in addition to our local draw. Out of town visitors have reported staying the weekend. Our event is making a place for art in Fayetteville and connecting our regional community to the arts.

8. Image/Identifiable with attractive/unique feature of the area?

Our event is identifiable with the historic Wilson Park in the heart of Fayetteville. The beautiful landscaping and the unique sculptures provide the perfect backdrop for our arts-based festival.

Our puppet pageant features giant puppets that have become icons of the Fayetteville New Year's Eve parade. They were even mentioned in the Huffington Post's recent article, "The 12 Cutest Small Towns in America." This year, the puppets will make a much-anticipated appearance at the annual Light Up the Ozarks inaugural lighting and parade. The Art Experience, Inc. giant puppets, made by South African artist Roger Titley were featured at the Wal-Mart Shareholders meeting in June 2014 and are quickly becoming one of the many unique and attractive features of Fayetteville.

9. Marketing Plan

Online Advertising- Our primary online promotion tools include community event calendars, Facebook, Twitter, and The Art Experience Website, which has been recently rebuilt to more accurately represent our mission. We hope our new eye-catching and user-friendly website will better showcase what we hope to accomplish through our work.

Paid Advertising-NWA Times, Arkansas Democrat Gazette, The Free Weekly, and The Fayetteville Flyer,

Peek-a-Boo, Macaroni Kid. Event announcements on Clear Channel during peak driving times.

Free Advertising- KUAF, What's UP issue of NWA Times and Community Access Television.

Community Events/Festivals- We will host activity booths at community events hosted by non-profits such as Fayetteville Farmers Market, First Thursday, Tri-Cycle Farms Pesto Fest, Botanical Gardens Firefly Fling, AppleSeeds, Mid-town Music Showcase, Block Street Block Party, Bike-In Movies, and more!

Educational Outreach-The Art Experience offers puppet presentations to high school art classes and elementary students. We also produce flyers to be distributed to all Fayetteville Public School elementary students in their take-home folders. We work with the University of Arkansas Drama department to recruit volunteers and pageant players.

Workshops/Classes-We applied for and received the Arkansas Arts Council: Arts in Education mini-grant to fund artist led workshops to create giant puppets and props for the Puppet Pageant.

Sponsors: Our sponsors collaboratively promote our event.

Volunteer Action Center-Our event is posted on the VAC volunteer recruitment website.

Press Releases: We invite media photographers and reporters to attend our puppet making workshops that often lead to published photos and articles about our event and activities.

Out of Area Performers- We encourage our out of state performers to publicize our event to their arts and performing communities. For 2015, we have performers traveling from as far away as New Orleans! This year we are featuring Calliope Puppets, a puppet troupe based in New Orleans, Louisiana. This talented writes shows, designs and builds puppets in a wide variety of techniques, and performs with live voice. They are known internationally for their unique and educational performances.

Invite Politicians: We invite our local and state political representatives to attend our event and witness the unique and exciting events happening in Fayetteville. On of our most recent events was even shared by our Mayor to his Facebook page.

10. Marketing Plan Budgets

Annual Art Experience Promotional Budget: Total \$12,720

Website: \$2,400 (NationBuilder)

Continuous presence in free family-centered publications: \$300/month: \$3600

Printing Costs Flyers/Posters for annual services: \$1200

KUAF Underwriting- 200 messages: \$5800

Rent & Conservation of Giant Puppets \$800

Puppets in the Park Promotional Budget: Total: \$4,175

Advertising Print & Radio \$1400

Shirts/Mugs/Promo Materials \$1500

All printed materials \$600

Non-profit event booth materials \$450

Banners/signs and rental space on Dickson

St. \$225

11. Funding Request: \$16,895. \$4,175 will be used to promote Puppets in the Park, and \$12,720 for The Art Experience, Inc. fiscal year 2016 promotional budget.

12. Describe how this request meets the criteria of uses of A & P funds: We are eligible for consideration under the mandate to support the arts and to support public festivals and events. We provide art based events, classes, workshops, and groups.

13. Will your projects/event influence visitors from outside of Fayetteville to visit our community. If yes, what is your estimate of number of visitors? Yes: Puppets in the Park is the only puppet festival in the state. It attracts visitors from Kansas City, Tulsa, Little Rock, Bentonville, Siloam Springs, Fort Smith, Eureka Springs, and Rogers in addition to other small regional communities. In 2014, we began implementing demographic surveys that have allowed us to fine tune our marketing plan. Previous festival records have relied on anecdotal evidence.

14. Economic Impact: A) Organization: This is our largest event of the year and we rely on it to generate engagement for the next 6-8 months. This event is a major recruiting tool for our services and for volunteers, which are essential to our operation. We track interest sheet sign-ups with later participation rates with the Art Experience, Inc. We survey all new participants to determine by which method they found us. **B) Tourism Businesses-** These are impacted by out of town attendees and performers. We survey participants and performers. In addition, we survey our business partners, who attend the event, for their receipt totals. We then use this data to find an average expenditure and multiply by the number of out-of town visitors and a percentage of local visitors, as they will be more likely to dine out and visit local merchants after attending an all-day event.

C) Community in General) The impact on the community is expansive and diverse. A 2002 Princeton University study cites that community arts events lead to increased citizen engagement and promote local pride. The presence of Community Arts organizations fosters creative, healthy communities that are attractive to out of town visitors and potential businesses. Arts festival attendees are more likely to purchase locally made goods. (Guetzkow.2002. How the Arts Impact Communities) Puppets in the Park contributes to the over-all positive image of Fayetteville and resident pride, which contributes to the overall health and economic prosperity of Fayetteville.

15) Efforts to include environmentally acceptable and sustainable practices

Recycling bins will be available at the event and will be properly handled after the event. We use recycled materials for art projects whenever possible and many of the puppets are constructed from recycled or upcycled materials. Our puppet pageant incorporates themes of healthy communities and preserving our natural resources. The Art Experience, Inc. is deeply committed to environmentally sustainable practices.

16. Describe how event will be altered if A&P funding is not secured

Puppets in the Park would have very little publicity other than free sources and flyers. This will significantly diminish attendance at Puppets in the Park and subsequent engagement with the Art Experience, Inc. We would have to transfer sponsor funds to promotional costs, and cut as many as half of the performances. It is our goal to increase our budget for compensation for performers to market levels and to attract new talent. Our request for funding is crucial. This request for overall promotional funding is the first building block of our strategic plan to become financially self-sustaining through class fees, grants, individual donations and a new fundraising festival event that is currently under development.

17. 1 to 1 Funding Match

We are eligible to renew our matching Expansion Arts Grant of \$15,000 from the Arkansas Arts Council.

We have received \$2150 in sponsorships for Puppets in the Park 2014 and project that to grow to \$3000 for PIP 2015. In-kind contributions are estimated to be \$1000. We secure about 20-50 volunteers for the 8 hour festival and many preparation hours leading to the festival.

Also we are in the process of applying for several grants, including the Florence Tyson Foundation, Tyson, and a \$10,000 grant through Wal-Mart's Northwest Arkansas Giving Program we expect to renew our \$1000 mental health alliance grant, our \$2000 grant from the Nadine Baum Foundation. We got word just this week that we received a grant for \$2000 from Cox to put toward our Pathfinders group.

18. See Attached financial disclosures.

Puppets in the Park 2015 Operating Budget

Annual Art Experience Promotional Budget: Total \$12,720

Website: \$2,400 (NationBuilder)

Continuous presence in free family-centered publications: \$300/month: \$3600

Printing Costs Flyers/Posters for annual services: \$1200

KUAF Underwriting- 200 messages: \$5800

Rent & Conservation of Giant Puppets \$800

Puppets in the Park Promotional Budget: Total: \$4,175

Advertising Print & Radio \$1400

Shirts/Mugs/Promo Materials \$1500

All printed materials \$600

Non-profit event booth materials \$450

Banners/signs and rental space on
Dickson St. \$225





A&P Funding Request

1. The Natural State of Health, LLC, TIN 45-4368983

2. Jana Brady, L.Ac., Dipl.O.M.

840 N. Pollard, Fayetteville, AR 72701

479-301-2307 or 479-601-5589

steelcreekherbs@yahoo.com

3. The Natural State of Health offers the opportunity for the public to meet natural health practitioners from around Northwest Arkansas, primarily Fayetteville. It gives the public an opportunity to learn about natural health options they may not know about. Besides chatting one-on-one with local healthcare providers, attendees can also take free classes on a wide variety of topics including cooking for health and natural remedies you can make at home. There is also the chance to experience some of the healing arts, such as free auricular acupuncture, massage, Bowenwork, myofascial taping, qi gong, and yoga.

We want this event to remain free to the public. All the funding comes from our vendors and sponsors, as well as \$1000 from the A&P in 2015 and any additional funding comes from Steel Creek Acupuncture. All funds received from the A&P for the 2016 event will be used for advertising to Northwest Arkansas. In years past, our advertising has mostly been targeted at Fayetteville residents and it is time to reach out to surrounding communities and grow this popular event.

4. May 7th, 2016, 9 a.m.-2 p.m.

5. Right now we have the Ozark Room in the Town Center reserved, however we are talking to the Botanical Gardens and TriCycle Farms about moving the event so that we have more money to advertise throughout the region. It has been handy to have the foot traffic of the Farmer's Market right outside, but I think with the extra money we will have for advertising, it looks like a change of venue may help us grow into a regional event instead of just a local event.

6. Good Will Massage, Steel Creek Acupuncture, and Greenhouse Grille came together to put this event on for the first time in 2014. We had over 30 vendors, several speakers and activities

as well as health care prize packages, music, and free gift totes. Vendors could sell products and gift certificates and keep 100% of what they made.

In 2015, we had just under 30 vendors and focused on having more hands-on and interactive activities/classes for the public to participate in. Some of the classes and activities had dozens of participants and we plan to encourage more practitioners to offer such activities along with their booth in 2016. We also had a silent auction for health care packages and the money raised was split between Apple Seeds, Inc. and Feed Fayetteville (\$150 each).

7. With increased advertising and two years under our belt, we expect 300-500 people from within a 150 mile radius for 2016.. This year we had attendees from as far away as Mountain Home, Ft. Smith, Tahlequah, OK, and Joplin, MO. Based on the number of people who bid on health care packages and the rate at which we passed out the gift totes, we estimate we had around 300 attendees this year.. I don't know of any hotel revenue was generated as a result of this event.

8. Fayetteville is a progressive town that is open to and supportive of natural/alternative health. This is a great way for health care practitioners to reach out to the community and make them aware of their services. We would like for people from all over Northwest Arkansas to have the chance to learn about and participate in all the different healthcare services and products being offered in our area.

9. We will be advertising on KUAF, Fayetteville Flyer, The Free Weekly and this year plan to add the Arkansas Democrat Gazette, as well as smaller community papers in the region and mainstream radio advertising. We will also have flyers up throughout Northwest Arkansas, listings on online calendars, a facebook page, and have the banner over Block St. secured for the two weeks prior to the event. We will be passing out gift totes with all the sponsors logos on them.

10. 2016 Marketing

Free Weekly- \$600

NWA Democrat Gazette-\$800-\$1000

Fayetteville Flyer- \$400

KUAF- \$750

Cumulus Broadcasting-\$1500-\$2000

Banner over Block- \$650

Posters/handbills- \$200

Gift totes-\$300

Facebook ads-\$200

website-\$110

Nutshell (ONF publication)- \$400

Wholefoods publication/other local regional publications- \$?

Last year's full budget is listed in #18.

11. We are requesting \$2500 to help expand advertising beyond Fayetteville to draw in more people from Benton County and Washington County and turn this into a regional event.

12. Funding from the A&P will be used to advertise an event that is unique to Fayetteville and bring in more people from the region who will spend their money either on products and services provided by local natural health care practitioners and businesses.

13. Our event has already proven to draw in people from the tri-state area, but with a little more outreach to communities such as Bentonville, Rogers, Bella Vista, Springdale, Ft. Smith and Siloam Springs, we have the opportunity to expand this event every year. We estimate for 2016 that we could bring in around 300 visitors from outside of Fayetteville with about half of those from outside Washington county. Beyond a 100 mile radius, probably 5-10 visitors will attend the event.

14. The economic impact for us would be to further our advertising. We are not in it for a profit, but instead to continually grow the event and reach more people throughout the area. The attendees will likely spend money at the farmer's market, restaurants and shopping while in town for the event. The idea is that over time, the attendees will continue to spend money in our community as they use the services and products offered by our vendors. We will help keep people well through their lifetime. Continued desire to participate both by vendors and attendees (both old and new) will show us if we are growing the natural health community in NWA.

15. People who work in the natural health field, as well as those who care for themselves using natural/alternative medicine are typically more environmentally conscientious. The products offered by vendors are typically not-toxic to the environment and the grab bag we give out contains dozens of products that are environmentally friendly in hopes that people will continue to purchase these products after trying them.

16. Without additional funding, we will not be able to promote the event outside of Fayetteville which means we will not be able to grow into a regional event and become self-sustaining.

17. Vendor and Sponsor fees will match the A&P funding.

18. 2015 expenses:

Ozark Room- \$2200

Sign for Block - \$650

Fayetteville Flyer advertising-in kind for sponsorship

KUAF- \$290

Facebook ads: \$200

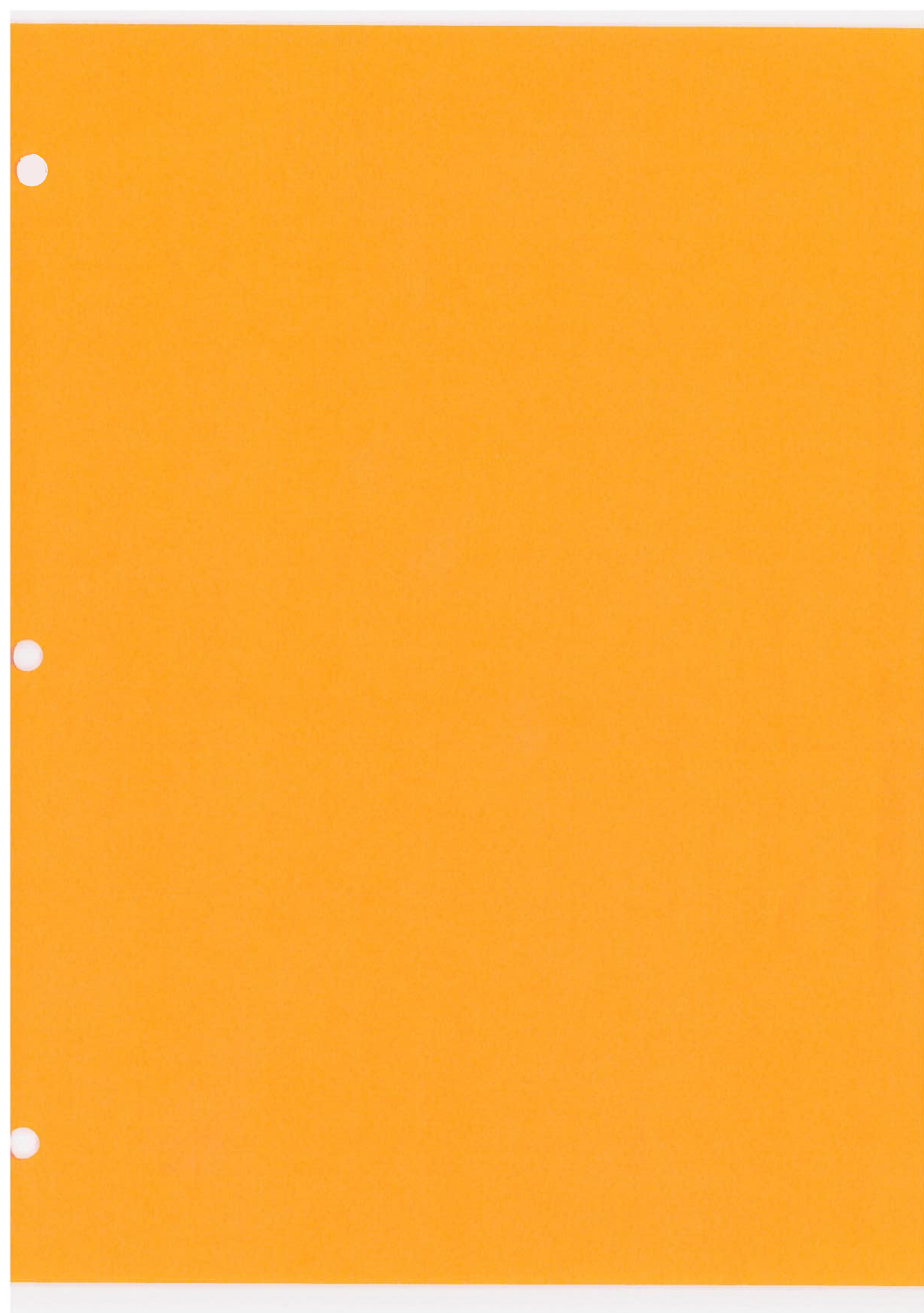
Free Weekly: \$600

A&J Digital: \$150

Cavecloth: \$300
Decorations: \$ 50
Website: \$110
Total: \$4550

2015 revenue:

Sponsorships: \$2700 (+\$400 in-kind)
Vendor booths: \$820
A&P Funding: \$1000
\$4500



Funding Request - Fayetteville Advertising & Promotion Commission

September 28, 2015

1. **EVENT:** The Ozark Blues Society of Northwest Arkansas' 14th annual music festival – “Ozark Brews and Heritage Music Festival” formerly named “Blues in the Natural State Music Festival”. The Ozark Blues Society is a 501 (c) (3) public charity. Our Tax ID Number is 74-3027771

2. **PRODUCER:**

- Ozark Blues Society of Northwest Arkansas, Inc. P.O. Box 2004, Bentonville Arkansas 72712.
- Contact:
 - Bill Baird, President
 - Phone: 479-372-0266
 - Email: bbaird07@sbcglobal.net

3. **PURPOSE:** The Ozark Blues Society of Northwest Arkansas is looking to expand the diversity and grow the annual music festival, now named “Ozark Brews & Heritage Music Festival”, in 2016. Based on the many successes achieved at our 2012, 2013, 2014 and 2015 festivals, our goals for the 2016 festival are:

1. Produce and present a one-day blues festival which would include a free taste of the festival to the people of Fayetteville by kicking the festival off at Fayetteville's Farmers Market with a free “Blues Session”.
2. We are pursuing local “Micro Breweries” to showcase their products at the festival.
3. Continue to increase and grow attendance. The name change is a result of the Ozark Blues Society's attempt to draw a more diverse audience as well as provide music that will draw a wider range of age groups.
4. Continue to increase participation with local hotels, restaurants and businesses

We are looking to continue to build on the foundation we've developed in recent years by offering festival patrons a great lineup of acts (the best local, regional and national headliners), choice performance venues, music education workshops and special pricing and/or discounts at local hotels, restaurants and businesses.

From an attendance standpoint, we are looking to bring a minimum of 800 to Fayetteville from throughout the tri-state area (Arkansas, Oklahoma, and Missouri) and beyond by producing what is becoming Northwest Arkansas' premier Blues Music Festival.

4. **TIME:** April 2, 2016.

5. **LOCATION:** The Ozark Blues Society is once again looking to stage the event at George's Majestic Lounge with a focus on matinee and late night performance appealing to various demographics. With this focus we expect to: 1) increase attendance, 2) increase the number of

sponsors and sponsorship levels and 3) increase fostering of the development of partnerships with local businesses.

6. **BACKGROUND:** The Ozark Blues Society was formed in May 2001 and incorporated as the Ozark Blues Society of Northwest Arkansas, Inc., a non-profit organization on January 15, 2002. The Society was approved as a 501 (c) (3) public charity on May 5, 2002.

The purpose of the Ozark Blues Society is to foster the development in the community of an appreciation of all types of blues music by promoting and producing meetings, lectures, seminars, concerts, musical productions and entertainment involving the blues; to promote public knowledge of local, national and international blues music; and to promote historical research into blues music in order to perpetuate the memory, spirit and music of blues artists who have not received just popular recognition.

The 2016 Festival will be the 14th annual event produced by the Ozark Blues Society since 2003. Since 2012, we have been steadily increasing the size and scope of the festival. Increased festival promotional and marketing efforts in the last two years had a positive impact on attendance figures and hotel room sales.

7. **DRAW:** Primarily from an area consisting of a 100-mile radius from Fayetteville. It is anticipated that with proper promotion, the festival would draw blues music fans from these and other areas. Our goal for 2016 is to draw at least 800 festival patrons that will include more diverse patrons and more generations of patrons than previous festivals.

In addition to Northwest Arkansas and the surrounding Tri-State area, we do know the 2015 "Blues in the Natural State Music Festival" drew people from New York, New Jersey, Illinois, Wisconsin, Nebraska, Texas and Kansas as well as from many locations within Arkansas.

Based on the recent and fast growth of other local festivals (Bike, Blues & BBQ and the Roots Festival), we feel the event properly promoted and funded could have growth potential to eventually 2,500 or more to Fayetteville for future "Ozark Brews and Heritage Music Festivals."

Patrons will come to Fayetteville to attend the 2016 "Ozark Brews & Heritage Music Festival" because they will be attracted by what we are offering... a great lineup of local, regional and national blues acts, the area's premier music venues, good value, and the fun and unique experience that only the Fayetteville Entertainment District and Town Square areas can offer. We expect many attendees to be repeat customers.

Patrons attending our festival will also be able to take advantage of special restaurant and lodging discounts as well as visit the other many attractions in the area. Festival patrons will help to fill hotel rooms, eat at our local restaurants and pubs as well as spend money at other businesses in the area. For instance, one detail regarding the number of hotel rooms booked (that we know about), is that we more than doubled the number of rooms over 2013 levels with a total of 72 rooms booked in 2014 versus 31 booked for the 2013 Festival. In 2015 we confirmed booking 69 rooms.

Other examples of similar successful area festivals are The Eureka Springs Blues Weekend, Fort Smith's River Front Blues Festival, the Hot Springs' Blues Festival, the Greater Ozarks Blues Festival in Springfield, MO and the King Biscuit Blues Festival in Helena, AR. These Blues festivals have been successful and growing in scope annually.

8. IMAGE: Blues music in Northwest Arkansas has an established and growing fan base. The Ozark Blues Society of Northwest Arkansas has been active in promoting local, regional and national blues acts performing in the area for more than 14 years. For the past 14 years, the Ozark Blues Society has been active in selecting and sponsoring local blues acts to compete in the International Blues Challenge (IBC) held in Memphis. Ray Bonneville, the winner of our 2011 local blues challenge in the solo/duo category, took first place in that division at the IBC in early 2012. Lucious Spiller, our 2013 local blues challenge winner, came in 2nd place at the IBC in early 2014.

The Ozark Blues Society is actively building relationships with other non-profit organizations (Walton Arts Center, local Downtown organizations, local libraries and schools) to promote Blues music (an original American art form), and provide educational opportunities through society sponsored workshops, school presentations and other special performance programming.

9. MARKETING PLAN: Blanketing targeted cities within the radius and expanded areas (Little Rock, Springfield, MO and Hot Springs) with radio, print and highway electronic billboard advertising, posters, brochures as well as on the Internet and through Social Media networks.

In order to extend our reach, we plan to once again place targeted ads in national blues publications that will help get the word out to blues fans in other regions of the country.

10. MARKETING PLAN BUDGETS: We plan to promote the event with all the proceeds received from A & P Commission used exclusively for advertising.

11. FUNDING REQUEST: Requesting \$10,000. A & P Commission funds would be used to help pay for advertising and promotion in the Tri-State area, design, printing and postage expenses.

12. A & P COMMISSION USE CRITERIA: A Blues specific festival with a large public draw would have a positive impact on Fayetteville businesses and expand the city's tax revenue base during the Festival weekend.

13. INFLUENCE FROM OUTSIDE FAYETTEVILLE: It's difficult to assign a number on expected draw from specific counties or even outside the 100 mile radius of Fayetteville, but we do expect to attract at least 800 people for the festival in 2016. We anticipate that many who come in 2016 will be repeat customers. As we learned from our 2013, 2014 and 2015 experience, the festival will draw people to Fayetteville for the weekend from greater distances.

14. ECONOMIC IMPACT:

- **Local Businesses:** The one day festival will draw people to Fayetteville for the weekend. There will be increased crowds at participating venues as well as other clubs on and around Dickson Street and the Square. The special deals brokered with eating establishments and local hotels will help sales at those businesses. There will also be more advertising revenue for the local media outlets (Free Weekly, Democrat-Gazette, and highway billboards and radio stations) because of the increased level of promotion and marketing.
- **Tracking:** We will monitor admission, merchandise sales and all expenses related to the festival. We will also get feedback from festival patrons, sponsors and businesses participating in the festival (music venues, restaurants and hotels) in order to continually improve the experience of the festival patrons.
- **Local Blues Musicians:** Local musicians participating in the festival would benefit directly with employment for the event.
- **Ozark Blues Society:** Proceeds from festival will provide seed money for the “Ozark Brews and Heritage Music Festival” in 2017. Proceeds will also be used for our Blues in the Schools program.

15. **ENVIRONMENT AND SUSTAINABILITY:** No environmental impact is expected. All event venues will take place at established venues indoors.

16. **IMPACT OF NO FUNDING:** Unless additional sponsors are found to help, in all probability, we would have to cut back to a smaller scale event with fewer regional and/or national artists and performances offered.

17. **COMMISSION 1 to 1 Match:** Not applicable

18. **FINANCIAL DISCLOSURE:** “Ozark Brews and Heritage Music Festival” 2016 budget attached.

Ozark Brews and Heritage Music Festival Budget 2016

Revenue

Sales	10,000
A & P Funds	5,000
Sponsors	10,000

<i>Total Revenue</i>	<i>25,000</i>
-----------------------------	----------------------

Expenses

Headliner	10,000
Additional Acts	2,000
Advertising	15,000
Hotel Rooms & Food	1,000
Backline Rental	750
Insurance	600
Printing	200
Sound Tech	250
Postage	200

<i>Total Expenses</i>	<i>30,000</i>
------------------------------	----------------------

<i>Net Profit/Loss</i>	<i>(5,000)</i>
-------------------------------	-----------------------

Kym Hughes

From: Cheryl R. Canfield <canfiel@uark.edu>
Sent: Monday, September 28, 2015 9:46 AM
To: khughes@experiencefayetteville.com
Cc: Bill Baird (bbaird07@sbcglobal.net)
Subject: Funding Request-Ozark Brews and Heritage Music Festival
Attachments: AandPPProposal.docx; OzarkBrewsFestival2016.xlsx

Attached is the Ozark Blues Society's funding request for the "*Ozark Brews and Heritage Music Festival*".

Please contact with any questions:

Bill Baird, President
479/372-0266
Bbaird07@sbcglobal.net

Thank you for your consideration!



Renaissance Faire of the Ozarks



PO Box 8994, Fayetteville, AR 72703

renaissancefaireoftheozarks.org

Fayetteville Advertising and Promotion Grant Funding Proposal

Name of Organization:

The Renaissance Faire of the Ozarks

Tax Status: Good Standing

Tax Identification Number: 46-2199632

Contact Information:

Margaret Rivera, General Manager

PO Box 8994, Fayetteville, AR 72703

501-590-9386

renaissancefaireoftheozark@gmail.com

Purpose of Event:

The purpose of the Renaissance Faire of the Ozarks is to provide a venue for all forms of the arts, including but not limited to visual and performing arts and historical reenactments. In addition, RFO will provide many educational and entertainment opportunities for people of all ages in the local and regional communities.

RFO holds one faire in the spring of each year. We choose a charity to sponsor. The charities are allowed to set up a booth to advertise their charity. RFFO donates a portion of the ticket sells to the charity. The past charities have been Horses for Healing, the Order of the Purple Veterans Group, and the Rogers Public Library.

RFO's mission statement, Education through Imagination, is very close to our heart. We want to educate the young and old on how people of the past lived, the political issues of the day, and at the same time make it an enjoyable experience. In 2013, RFO was able to bring Archery Through the Ages to our faire. In 2015, Archery Through the Ages returned and gave us a more extensive education of the English Long Bow. We were also able to bring the Heroic Knights of Old Jousting troupe to the faire. In 2016, we are hoping to be able to have these two fine groups return to RFO. In addition, we hope to have the Royal Gauntlet Birds of Prey group join our educational line up.



Renaissance Faire of the Ozarks



PO Box 8994, Fayetteville, AR 72703

renaissancefaireoftheozarks.org

Event Date: April 16-17, 2016

Event Location: RFO will be held at the Washington County Fair Grounds in Fayetteville, Arkansas

History of RFO:

For the last 9 years, a group of like minded worked to put on a renaissance faire in the Fayetteville area. The faire was called by various names but never got off the ground because of poor management. In 2009, a new management team took over and the faire was a success. However, the new management team could not work with the owner. In January of 2011, the management team decided that they would break from the owner and begin their own faire. Three Crones and a Pirate Productions Company were formed and the Renaissance and Fantasy Faire was established. In October of 2011 the first Renaissance and Fantasy Faire of the Ozarks was held. The faire had grown from just 10 vendors and 4 performing groups to 25 vendors and 10 performing groups. In 2012 we had 30 vendors and 10 performing groups. At that time, it was determined that RFFO would be a separate entity from Three Crones and a Pirate Productions. In 2013, our 10 2012 performers returned once more to entertain our patrons. We continue to have between 20 and 30 vendors each year.

The 2014 faire was a huge success. We had several new vendors and performers. In addition, we had some structures built that enhanced the overall experience of the faire. The Board of Directors of the faire voted to change the name to just the Renaissance Faire of the Ozarks and to make it a more historically based faire than in the past. In 2015, our cast grew to 30 participants. We had 50 merchants and 13 paid entertainment acts. Despite the rain drops throughout the two days of the 2015 faire, we consistently had a line of people at the front gate purchasing tickets.

In 2016, we predict that we will have even more merchants and more entertainment acts. Our Facebook page fan base continues to grow. We receive 5 to 10 new likes each week. Even the Facebook pages of our cast member characters are receiving new likes each week. We continue to have people contacting us concerning being merchants and performers. We recently recruited a Boy Scout Troop in the area to help with parking and trash pickup. The interest in RFO continues to grow. As interest grows, so too does the patron base.



Renaissance Faire of the Ozarks



PO Box 8994, Fayetteville, AR 72703

renaissancefaireoftheozarks.org

Visitor Draw:

With advertisement, RFO has the potential of drawing people from across the US. Tens of thousands of people attend renaissance fairs across the country. An example of how renaissance fairs draw in patrons is The Greater St. Louis Faire in Wentzville, Missouri which draws 2,000-3,000 patrons every weekend. It began has a small fair one weekend faire and in 10 years has grown into a 4 weekend faire and next year will begin holding it for 6 weekends. The RFO Board of Directors believes that the Renaissance Faire of the Ozarks can do the same. Our numbers have consistently grown each year with the A & P Commission funding grant

In 2011, the attendance was approximately 750 patrons. This count was based on the number of adult tickets sold. April of 2012, we had 1,000 adult tickets sold. These numbers do not include children or complimentary tickets that were given out. In 2011 and April 2012, the only advertising that was done included placing fliers in local businesses, a small number of posters, a banner, and internet websites. In 2014, we had over 2,000 patrons attending the faire despite having rain on the second day of the faire (500 patrons came through the gate on that day). The funds we received in 2014 from the A & P Commission helped to advertise the faire. In 2015, the faire had an attendance of 3,000 even though the weather conditions were not favorable. Each year, the faire continues to grow. With the continued support of the A & P Commission, the Board of Directors of RFO feels that we can continue our growth.

Host Hotels:

RFO has contacted the local hotels asking for discounts on rooms for our patrons, vendors, and performers coming in from out of town. In the fall of 2012, we rented 11 rooms for our performers at Motel 6. And 3 rooms were rented from our vendors at Red Roof Inn. We plan to continue using the local hotels for our performers as well as promoting them on our website. In 2015, RFO rented rooms for our entertainers at the Super 8 Motel. We also recommend other hotels in the area for our merchants.

Image:

The cast of RFO is from the Fayetteville Area. Many of the performers and vendors of RFO are from the local communities. RFO has had representatives attend the Block Street Party, the Farmer's Market, and the First Thursdays. We have also participated in the local holiday parades. We plan to continue with this tradition. In 2014, RFO began an education program for the local schools. We held 3 separate contests with each



Renaissance Faire of the Ozarks



PO Box 8994, Fayetteville, AR 72703

renaissancefaireoftheozarks.org

promoting the fine arts. The first contest was for the local art students. They were to create their own marketing poster for the faire. The second contest was a performing arts competition. Local choirs, bands, and drama students were invited to perform a piece at the faire. And the last competition was the heraldry banner contest. Social Studies classes were invited to create their own heraldry banner representing their school. The winners of all the contests received a \$20 gift card and free tickets to the faire. Their works were displayed at the faire. While the participation was not what we were hoping for, we are continuing with the program. Some of our cast are also visiting local schools and doing presentations on the renaissance time period. RFO recently held a presentation at an elementary in the Little Rock area. As you can see, our reputation is beginning to expand out into other communities in Arkansas.

In addition, RFO has also helped with a fundraising event for the Gravette Public Library. The cast of RFO has volunteered their time to act as the cast for the Gravette Renaissance Faire. We will continue to support this fundraising event.

Marketing Plan:

RFO's major marketing and advertising will be TV and radio commercials. In 2015, we used the entire \$2,000 A & P Commission grant on TV advertising. WE were able to advertise 2 weeks prior to the faire on TV 40/29. We even had the TV 40/29's weekend morning show do a live broadcast from the faire site on Sunday morning. We plan on using them again and hope to be able to add other TV Stations and radio stations as well.

Public Relations will include participation in local events such as the Mardi Gras Parade, the Christmas Parade, the Block Street Party, First Thursdays, and the Farmer's Market.

RFFO will invite the local newspapers, magazines, and TV stations to come to the faire and to any event that we are hosting such as our Crossroads Academy of Performing Arts. CAPA is where our cast will learn basic acting skills and practice the story line and how to interact with the patrons.

We have been given permission from the Arkansas Department of Parks and Tourism to place our brochures in the Visitor Centers in Bella Vista and in Fort Smith.

In 2015, the big draw for patrons was the addition of the Heroic Knights of Old jousting troupe. The patron competition provided by Archery Through the Ages continued to be a fan favorite as well. We are planning to add the Royal Gauntlet Birds of Prey in 2016.



Renaissance Faire of the Ozarks



PO Box 8994, Fayetteville, AR 72703

renaissancefaireoftheoarks.org

We plan to continue using the images and reputations of these groups in our advertising and marketing.

Marketing Plan Budget:

50 Large Yard Signs @ \$10 each	\$500
50 medium posters @\$11 each	\$550
6000 5.47" x 4.21" flyers @ 100 for \$24	\$1,440
6000 Brochures @ 500 for \$206	\$2,472
60000 Programs @ 500 for \$206	\$2,472
Web site hosting \$50 monthly	\$600
Miscellaneous Advertising Expenses	\$326
Radio Spots	\$10,000
TV Spots	\$10,000

Total	\$28,360
--------------	-----------------

Funding Request: \$10,000-25,000

A & P Funds Criteria:

RFO's request for funding meets the A & P criteria in that the faire is a living history reenactment that involves the performing and visual arts. The merchandise that our vendors sell is all handmade items. Each vendor is a master in their craft. The crafts include (but not limited to) jewelry making, pottery, leather work, sewing, and wood working. The performing arts include musicians, dancers, and actors. RFO is also a family oriented entertainment venue. Our shows and activities appeal to all ages. We have activities that the children can engage in such a children's realm with games and arts and crafts. RFO is also an educational experience based on historical facts and events of the time period.

Will your event influence visitors from outside of Fayetteville to visit our community? YES

Number of visitors to Fayetteville: **2,000-5,000**

Number of visitors to Washington County: **2,000-5,000**

Number of visitors outside a 100 mile radius of Fayetteville: **500-1,000**



Renaissance Faire of the Ozarks



PO Box 8994, Fayetteville, AR 72703

renaissancefaireoftheozarks.org

Economic Impact:

RFO will be able to grow with the increased advertising that the A & P Funding will pay for. With more patrons attending the faire, local non-profit organizations such as Horses for Healing and the local food banks will also benefit because of the donations that RFO can make to them. RFO choose non-profit community organizations to sponsor each year. The local businesses also benefit from the increased patronage. RFO vendors and performers stay in the local hotels and eat in the local restaurants. The vendors often buy needed supplies at the local stores. As the faire grows, the patrons who travel from out-of-state will also make reservations at the hotels and eat at the restaurants. In 2016, we had approximately 500 patrons attending the faire from outside of Arkansas and the Fayetteville area. The patrons ate at the local restaurants and some rented hotel rooms for overnight stays.

Environmental Practices:

RFO is dedicated to the preservation of the environment. We use as many recycled products as we can when building our stages and other items we use. We have recycling bends for aluminum cans, glass, and plastics situated around the faire grounds for our patrons use. As our event is a historical reenactment, most of our materials are environmentally safe and natural. After the faire, the faire site is thoroughly cleaned with no trash left behind.

Affect if A & P Funding not secured:

If A & P funding is not secured, RFO will have to rely on personal funding, donations, selling advertisement in our program and on the website, and vendor fees for paying for the advertising. This will limit our advertising to passing out fliers to local businesses and free advertising on the internet. We will not be able to do a more wide spread advertising campaign outside of the Fayetteville area.

RFO was recently approached by the owner's of Dog Patch USA. They have requested our help in either establishing a new renaissance faire at their facilities or to move RFO to their location. RFO is actively seeking our own land or land that we can lease where we can build the Village of Crossroads and hold the faire for more than just one weekend. We would love to keep RFO in NWA and in the Fayetteville area. However, without the continued support from the A & P Commission we may have to move the faire.



Renaissance Faire of the Ozarks



PO Box 8994, Fayetteville, AR 72703

renaissancefaireoftheozarks.org

Financial Disclosure:

At this time, RFO has a small amount of funds. While we had a record attendance in 2015, we only made enough to pay our performers and the fee for the use of the Washington County Fair Grounds. We are still working off of personal funding, donations, selling advertisement in our programs and website, and vendor fees. RFO currently has \$1,500 available for use in 2016. We expect this amount to increase as merchants send in their applications and fees.

Kym Hughes

From: Margaret Rivera <renaissancefaireoftheozarks@gmail.com>
Sent: Monday, September 28, 2015 8:30 PM
To: khughes@experiencefayetteville.com
Subject: A & P Commission Grant Application
Attachments: APCommissionOct2015.docx

Kym,

Good evening. I am submitting the Renaissance Faire of the Ozarks grant application. I will also send a hard copy via snail mail.

Please let me know if I need to do anything else.

I look forward to hearing from you and the A & P Commission

Margaret Rivera
RFO General Manager



REMARKABLE LIVE THEATRE EXPERIENCES

Fayetteville Advertising & Promotion Commission Partnership Request

2016 Calendar Year — October 1, 2015

EXECUTIVE SUMMARY

- **TheatreSquared respectfully requests that the Fayetteville A&P Commission provide \$33,500 in sponsorship support.** The proposal includes \$30,000 in marketing support to support and expand regional marketing efforts, promoting 155 performances in downtown Fayetteville throughout 2016; as well as \$3,500 to support rental of the Fayetteville Town Center for the Gala for Education in November 2016.
- **\$2.3 Million Economic Impact:** TheatreSquared's annual impact on the downtown Fayetteville economy (*Americans for the Arts*).
- **TheatreSquared's audience grew nearly 10% to 32,000 patrons** during the 14/15 season, thanks in large part to marketing support from the Fayetteville A&P Commission.
- **TripAdvisor: Fayetteville's Top-Rated Attraction.** With 129 traveler reviews averaging five stars and a 2015 Certificate of Excellence, TheatreSquared is currently TripAdvisor's #1-rated attraction in Fayetteville. Thanks to the A&P Commission's continued support for regional marketing, **nearly 50%** of T2's audiences travel from outside Fayetteville to attend performances.

(1) TheatreSquared (EIN #20-1016258) — Marketing support for 155 Fayetteville performances during the 2016 Calendar Year (\$30,000) and support for renting the Fayetteville Town Center in November 2016 (\$3,500) for the Gala for Education.

(2) Contact: Martin Miller, Executive Director, 445-6333, martin@theatre2.org. PO Box 4188, Fayetteville, AR 72702.

(3) Purpose: to bring tens of thousands of arts consumers to 155 public performances in Fayetteville's Downtown Entertainment District, offered year-round.

(4) Period of Operation: 2016 (Jan-Dec)

(5) Location: TheatreSquared, 505 W. Spring St., Fayetteville, AR 72701

(6) TheatreSquared (T2) is Northwest Arkansas's only year-round professional theatre, offering a unique audience experience in its intimate 175-seat theatre at Walton Arts Center's Nadine Baum Studios. **Since its founding in 2005, TheatreSquared has attracted more than**



TheatreSquared

TripAdvisor Traveler Rating



Based on 129 traveler reviews

TripAdvisor Ranking

#1 of 37 things to do in Fayetteville

Most Recent Traveler Reviews

Sep 15, 2015: "Powerful music and acting—wonderful costumes!"

Sep 14, 2015: "Powerful"

Sep 14, 2015: "Theatre Squared is superb!"

Sep 9, 2015: "An Amazing Production"

Sep 9, 2015: "As always, at the top of your..."

[Read reviews](#) | [Write a review](#)

© 2015 TripAdvisor LLC

100,000 patrons to its locally produced, nationally acclaimed productions in downtown Fayetteville.

(7, 13) TheatreSquared expects that, with marketing support from the Fayetteville A&P Commission, 19,000 patrons will attend its Fayetteville performances during the 2016 calendar year, and 16,000 students will experience educational programs. During the 2014/15 Season, 7,300 patrons attended from outside Fayetteville (an increase of 600 since 2013/14), more than 5,000 attended from outside Washington County, and 1,300 traveled from outside a 100-mile radius of Fayetteville. T2 patrons regularly attend from as far as Little Rock, Dallas, Joplin, Tulsa, St. Louis, and Kansas City.

With six new and unique-to-TheatreSquared productions each season, as well as the five-play Arkansas New Play Festival each spring, patrons who attend once have reason to return again and again to Fayetteville and its businesses—multiple times every year.

(8) In 2011, TheatreSquared was recognized by the American Theatre Wing, founder of the Tony Awards, as one of the nation's ten most promising emerging theatres.

Recognizing TheatreSquared as a significant and unique cultural asset in Northwest Arkansas, theatregoers travel to Fayetteville from throughout the region and beyond, where they can enjoy professional productions of the highest quality year after year.

As a professional company, TheatreSquared employs trained artists from across the country to create its 155 annual performances. Beyond recognition from the American Theatre Wing, T2's reputation continues to grow among artists and arts leaders from all over the country, including theatre centers like Chicago, New York, and Los Angeles.

(9) Publicity and Marketing Campaign

TheatreSquared plans the following regional marketing campaign:

- 100,000 postcards delivered to likely arts patrons.
- 25,000 season brochures, highlighting Fayetteville restaurants and hotels, mailed to likely arts patrons
- More than 100 prominent ads in the region's major local newspapers and monthly magazines, including all NWA Media publications, *Fort Smith Times-Record*, *Lovely County Citizen* of Eureka Springs, and others. *T2's in-kind partners include NWA Democrat-Gazette, CitiScapes, Celebrate and Fayetteville Flyer.*
- Extensive online & social media advertising
 - 140,000 direct emails
 - Recurring placement in Walton Arts Center email blasts
 - Ads and sponsored posts on Google, Facebook, Twitter, and YouTube
 - Ads on regional interest websites
- Outdoor and indoor signage in gathering spots in Bentonville, Rogers, Springdale, Bella Vista, Eureka Springs, Fort Smith, Van Buren and other locales.
- Television advertising via Cox Media and KNWA throughout Northwest Arkansas, southern Missouri and southeast Oklahoma. *Cox Media and KNWA contributes a portion of television advertising as a media sponsorship.*
- In partnership with KUAF Radio, PSAs on multiple rotation during production weeks. *KUAF contributes a portion of radio advertising as a media sponsorship.*
- Brochures and special offers delivered to concierge services at regional hotels.
- Ads and sponsored contest giveaways with the region's major radio stations.
- Private party and corporate events as well as group sales from area organizations.
- Group sales efforts in partnership with the Fayetteville Visitors Bureau and the Arkansas & Missouri Railway

(10) See attached.

(11,12) TheatreSquared respectfully requests \$30,000 in marketing support from the A&P Commission for 2016 and \$3,500 to support direct costs for renting the Fayetteville Town Center for the Gala for Education in November 2016. In 2015, T2 received \$20,000 in marketing support from the Fayetteville A&P Commission, and in previous years has also received support for rental costs for the Fayetteville Town Center. Increased funding will allow TheatreSquared to substantially expand advertising in Sebastian County, Oklahoma and Southeast Missouri. This request meets the specific criterion that HMR funds may be used to fund the arts and serves the broader purpose of growing a long-term, loyal audience of cultural consumers from outside Fayetteville who will travel to the city and contribute to the local economy.

(13) See #7.

(14) **TheatreSquared's annual impact on Fayetteville's local economy is estimated at more than \$2.3 million**, according to standards established by Americans for the Arts. This number has grown quickly (up from \$1.3 million in 2012/13), as the A&P Commission's support has helped T2 grow its audience significantly in recent years.

TheatreSquared patrons enjoy planning a full night out around their theatergoing experience—from preshow dinner to post-show cocktails and dessert. Through its **Restaurant and Hotel Partners Program**, TheatreSquared encourages patrons to dine at local restaurants and stay in Fayetteville hotels while in town for TheatreSquared shows. **A 2015 survey found nearly half of all patrons dined out before the show.**

(15) In all aspects of its operations and production, TheatreSquared seeks to practice and promote sustainability. By creating each new production here in Fayetteville, the theatre avoids the significant environmental impact of transporting large-scale scenery, props, and costumes over long distances. TheatreSquared makes an effort to choose vendors who employ sustainable practices, serving local foods and beverages at its concessions (from partners Little Bread Company and Arsaga's) and purchasing scenic materials from local businesses (from partner City Lumber). Many of TheatreSquared's restaurant and catering partners use ingredients from local sources. T2 has also recently updated its lighting system with new, more energy-efficient instruments.

(16) Without marketing support from the Fayetteville A&P Commission, TheatreSquared's regional marketing campaign, and thus its capacity to bring patrons from outside of Fayetteville, would be drastically reduced.

(17) Funds from the A&P Commission will be matched more than 3:1 by marketing support from the Walton Family Foundation, T2's Annual Fund, and by in-kind media sponsorships. TheatreSquared's in-kind partners include KNWA, Cox, *NWA Democrat-Gazette*, *CitiScapes*, *Celebrate*, the Fayetteville Flyer, KUAF Radio, and MailCo USA.

(18) See attached.

TheatreSquared

2016 A&P Commission Proposal

(17) FISCAL YEAR 2016 OPERATIONS BUDGET

Operating Budget

OPERATING INCOME

CONTRIBUTED	FY16 BUDGET
CORPORATIONS	\$ 75,000
INDIVIDUALS	\$ 300,000
GOVERNMENT	\$ 139,498
FOUNDATIONS	\$ 353,500
SPECIAL EVENTS	\$ 145,000
IN-KIND	\$ 171,000
CONTRIBUTED INCOME TOTAL	\$ 1,183,998

EARNED

TICKET SALES & PRODUCTION FEES	\$ 456,732
OTHER EARNED REVENUE	\$ 66,210
EARNED INCOME TOTAL	\$ 522,942

TOTAL INCOME	\$ 1,706,940
---------------------	---------------------

OPERATING EXPENSE

ARTISTIC	\$ 513,342
PRODUCTION	\$ 332,810
EDUCATION	\$ 116,428
MARKETING & AUDIENCE SERVICES*	\$ 284,680
DEVELOPMENT	\$ 147,350
INSTITUTIONAL SUPPORT	\$ 193,330
OTHER IN-KIND	\$ 105,000
DEPRECIATION EXPENSE	\$ 14,000

TOTAL OPERATING EXPENSE	\$ 1,706,940
--------------------------------	---------------------

RESERVE TRANSFER/(DEFICIT)	\$ -
-----------------------------------	-------------

Capital Budget

CAPITAL INCOME

GRANT FUNDING	\$ 85,000
TOTAL CAPITAL INCOME	\$ 85,000

CAPITAL EXPENSE

CAPITAL PURCHASES & IMPROVEMENTS	\$ 85,000
TOTAL CAPITAL EXPENSE	\$ 85,000

* Includes this request and in-kind marketing support

TheatreSquared
2015 A&P Commission Proposal
FISCAL YEAR 2016 OPERATIONS BUDGET
(10) MARKETING & AUDIENCE SERVICES

EXPENSE

FY16 Budget

MARKETING

Salaries & Benefits

Salaries	\$ 42,000
Benefits	\$ 3,780
Payroll Taxes	\$ 3,200
Workers Compensation Insurance	\$ 1,300
Professional Development & Travel	\$ 1,000

Advertising

Banners, Posters & Signage	\$ 7,000
Radio	\$ 6,000
Video Production	\$ 2,500
Digital	\$ 30,000
Print Ads	\$ 1,500
Print Materials	\$ 23,500
Mailing Services	\$ 18,000
Telephone Sales (Subscription)	\$ 1,000
Photography	\$ 2,000

TOTAL MARKETING \$ **142,780**

AUDIENCE SERVICES

House Manager	\$ 10,000
Front-of-House & Ticketing Materials	\$ 10,000
Walton Arts Center Software Fees	\$ 6,000
Parking	\$ 900
Concessions	\$ 7,000

TOTAL AUDIENCE SERVICES \$ **33,900**

In-Kind Marketing

Broadcast	\$8,600
Mailing Services	\$10,000
Print	\$40,400
Web	\$9,000
Television	\$40,000

TOTAL IN-KIND \$ **108,000**

TOTAL EXPENSE

\$ 284,680

INCOME

Fayetteville A&P Commission (<i>This Request</i>)	\$30,000
Walton Family Foundation	\$100,000
Arkansas Arts Council GOS Grant	\$15,000
Earned Income (ticket sales)	\$31,680
KUAF (In Kind)	\$8,600
NWA Media (In Kind)	\$25,400
Mailco USA (In Kind)	\$10,000
Fayetteville Flyer (In Kind)	\$9,000
CitiScapes (In Kind)	\$15,000
KNWA (In Kind)	\$20,000
Cox Communications (In Kind)	\$20,000

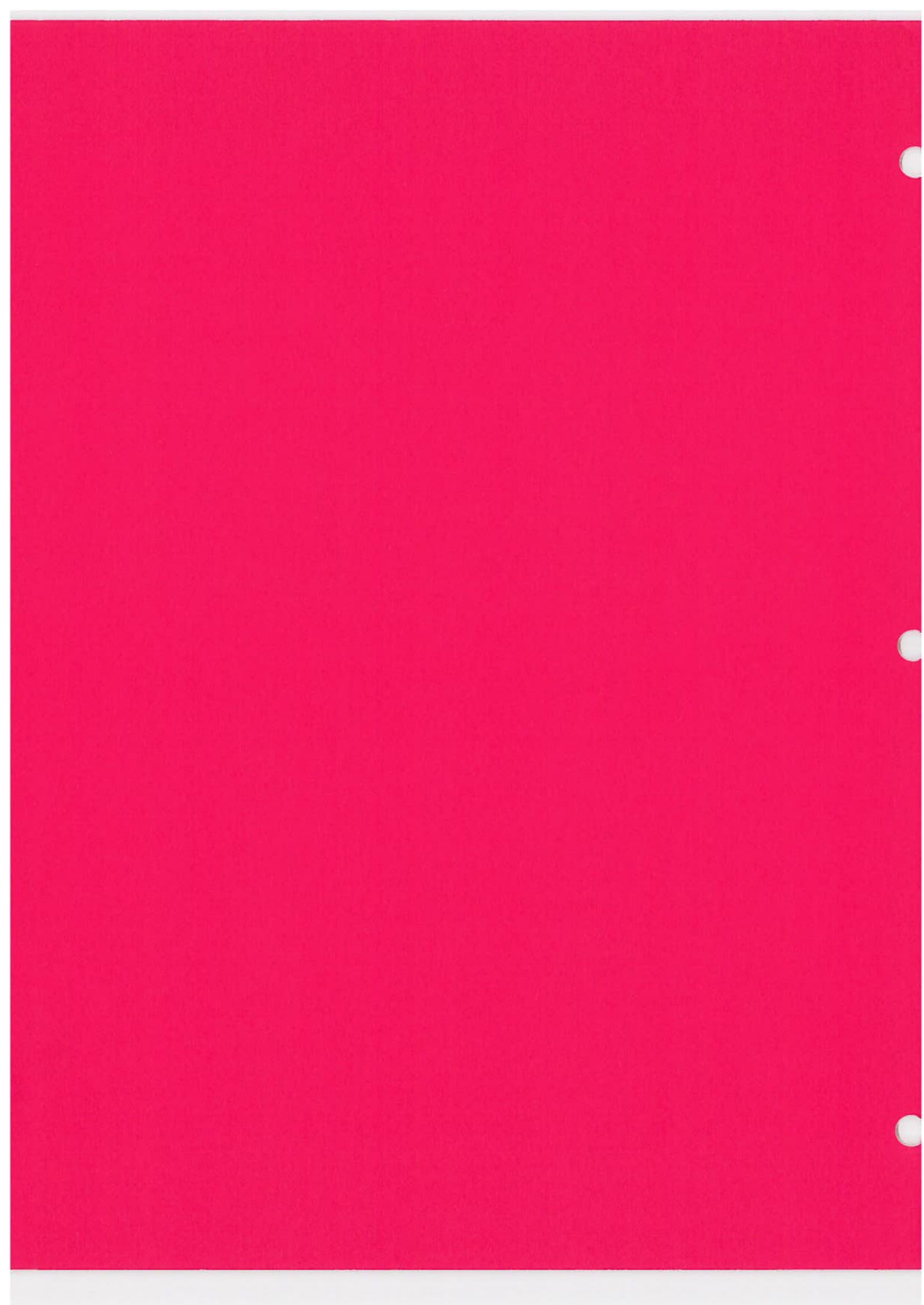
TOTAL INCOME

\$ 284,680

TheatreSquared
 2016 A&P Commission Proposal
(10) FY15 Profit & Loss Comparison

Operating Budget

OPERATING INCOME	FY15 PROJ.
CONTRIBUTED	
CORPORATIONS	\$ 44,630
INDIVIDUALS	\$ 243,759
GOVERNMENT	\$ 105,257
FOUNDATIONS	\$ 417,556
SPECIAL EVENTS	\$ 110,622
IN-KIND	\$ 99,037
CONTRIBUTED INCOME TOTAL	\$ 1,020,860
EARNED	
TICKET SALES & PRODUCTION FEES	\$ 348,699
OTHER EARNED REVENUE	\$ 54,501
EARNED INCOME TOTAL	\$ 403,200
TOTAL OPERATING INCOME	\$ 1,424,060
OPERATING EXPENSE	
ARTISTIC	\$ 417,324
PRODUCTION	\$ 325,519
THEATRE OCCUPANCY	\$ -
EDUCATION & OUTREACH	\$ 115,262
MARKETING & AUDIENCE SERVICES	\$ 138,358
DEVELOPMENT	\$ 67,025
INSTITUTIONAL SUPPORT	\$ 183,878
IN-KIND	\$ 99,037
DEPRECIATION EXPENSE	\$ 22,107
TOTAL OPERATING EXPENSE	\$ 1,368,509
<i>Transfer to Capital Reserves</i>	\$ 55,550
Capital Budget	
CAPITAL INCOME	FY15 PROJ.
GRANT FUNDING	\$ 85,000
TOTAL CAPITAL INCOME	\$ 85,000
CAPITAL EXPENSE	
CAPITAL PURCHASES	\$ 83,000
LEASEHOLD IMPROVEMENTS	\$ 2,000
TOTAL CAPITAL EXPENSE	\$ 85,000



1. Tina Oppenheimer, Community Artist
2. 1 North School Avenue #1108
Fayetteville, AR 72701
(479) 979-5421
ozarkcards@gmail.com
3. This proposal is for a painted mural. This location, on a wall along the street at the 120-unit Hillcrest Towers Senior Center, serves as a primary entrance for visitors into the downtown and Dickson Street areas, as well as the pedestrian passageway between Dickson Street and the Fayetteville Public Library.
4. Weather permitting.
5. Mural to be painted on the east-facing side of the dividing wall and a small portion of the 120-unit Hillcrest Towers Senior Center and main office for the Fayetteville Housing Authority.
6. Tina Oppenheimer Public Art Resume:

Storm Drain Mural "One Fish, Two Fish" Clinton Presidential Library and Museum, Little Rock - May 2015

Utility Box, "Planet Fayetteville" College Avenue and Lafayette Street, Fayetteville - May 2015

Utility Box, "Dogwood Mandala" Locust Avenue and Dickson Street, Fayetteville - October 2014

Storm Drain Mural, "Drains To Creek" School Avenue & Mountain Street, Fayetteville - May 2014

Utility Box, "Party" Dickson and West Streets, Fayetteville - June 2014

Storm Drain Mural, "Heart of Dickson" Dickson & West Streets, Fayetteville - May 2015

Free Weekly Box, "Birds and Worms Eye Views" East Avenue and Center Street, Fayetteville - March 2014
7. n/a
8. Description:
"Sun-Up in Fayetteville" Depicts the sunrise with the Ozarks Mountains for backdrop as viewed from its location to the south (as seen from above roof level.) The rays of the sun evoke elements of the city's geography of streets and avenues, buildings and parks with squares, rectangles, optical patterns representing the tempo, texture and rhythms of city life. The mountain setting is softly echoed by the subtle color change in the curves on either side of the sun, as the town melds harmoniously into its mountain environment. The design thus responds to the theme of the potential School Avenue Artscape ecologically-themed public art project.
9. n/a
10. n/a

11. \$5,800: 260 hours @ \$20/Hr. + \$600 for paint and supplies.

12. In its location as entry point to downtown and Dickson Street, and being situated on the pedestrian corridor to the public library, this mural will greet visitors with the hospitable warmth of Fayetteville and signal our city's interest in, and nurturing of, art and nature – an attractive welcome for tourists and locals alike, and a hopeful inspiration to people of all ages to explore their own creativity.

13. Yes

14. n/a

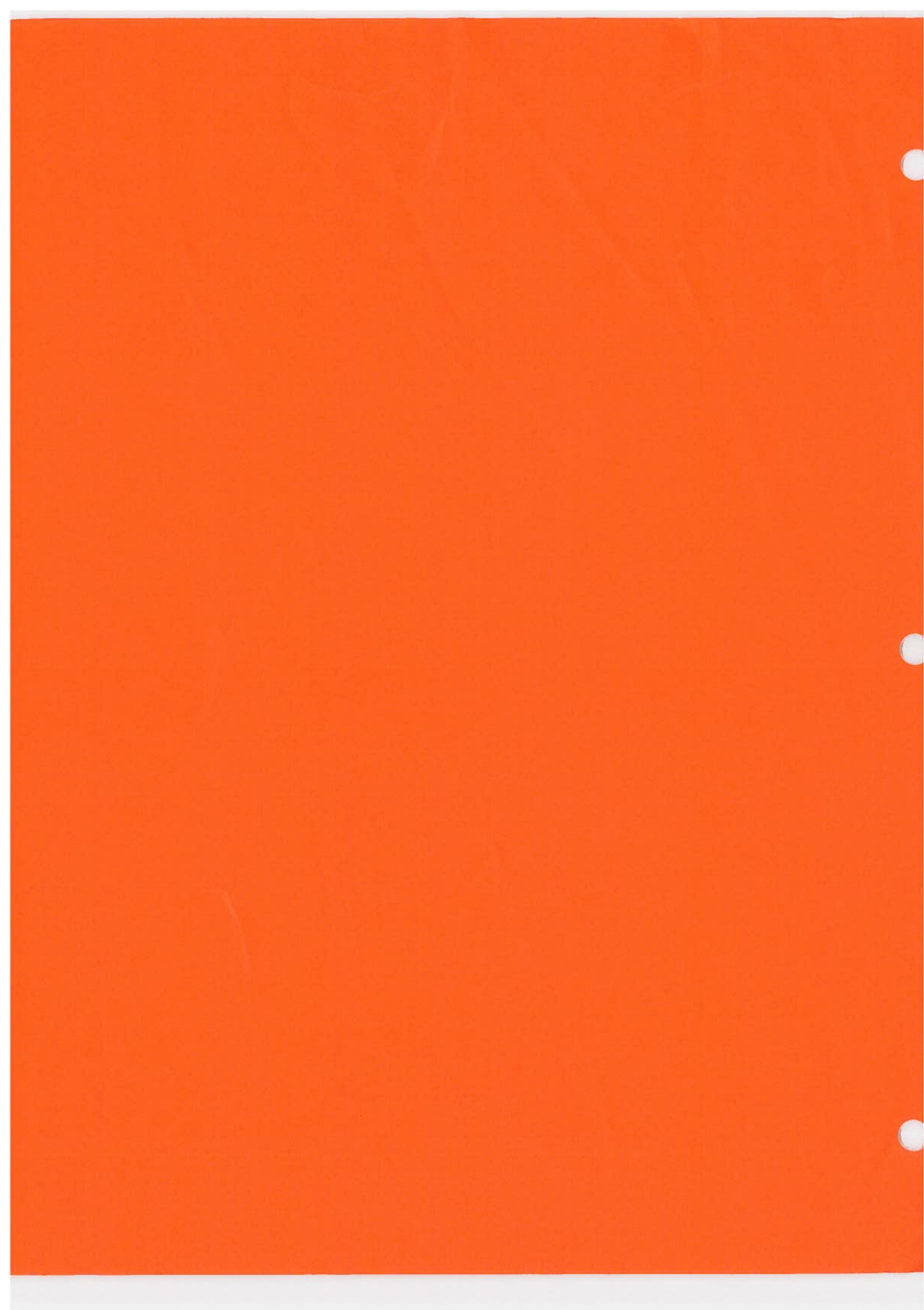
15. n/a

16. Mural will not be painted without funding.

17. N/a

18. n/a







Walton Arts Center
life is sweet

October 1, 2015

Kym Hughes
Fayetteville Advertising and Promotion Commission
P.O. Box 4157
Fayetteville, AR 72702

Dear Kym:

Thanks to the Fayetteville Advertising & Promotion Commission for the opportunity to apply for funding to support the seventh annual *Artosphere: Arkansas' Arts and Nature Festival*. Enclosed please find Walton Arts Center's request for support in the amount of \$20,000, required budgets and attachments.

The Fayetteville Advertising and Promotion Commission's past support was critical to the success of the *Artosphere Festival*. Please know we are truly grateful and hope the Commission will once again agree to support this important project.

Sincerely,

Erin Turner Hogue
Director of Foundation Relations

Enclosures

P.O. Box 3547
Fayetteville, AR 72702

phone // 479.443.9216
fax // 479.443.6461

info@waltonartscenter.org
www.waltonartscenter.org



Request to Fayetteville A&P for Support of Walton Arts Center's



1. Requesting Organization and Event: Walton Arts Center - **Artosphere: Arkansas' Arts and Nature Festival**. WAC is a not-for-profit 501(c)3 organization. Tax ID# 71-0647212

2. Contact Person: Erin T. Hogue, Director of Foundation Relations, Walton Arts Center P.O. Box 3547, Fayetteville, AR 72702 479-571-2764 ehogue@waltonartscenter.org

3. Purpose of Event: **Artosphere: Arkansas' Arts and Nature Festival** brings sustainability to the forefront of our community and invites audiences to experience art both inside and outside the walls of Walton Arts Center. Featuring performing and visual arts, education, community outreach and sustainability elements, *Artosphere* provides access to high-quality artistic experiences for students, families and community members, most at low or no cost.

The 2016 *Artosphere Festival* will take place during the month of May which is also National Bike Month. Bikes will be a popular theme throughout the Festival, emphasizing sustainable modes of transportation and the bicycle's inherent connection to nature and social change. *Artosphere Festival* artists and programs will encourage participants to reimagine their sense of place in an altering biosphere; think about how we interact with nature and our relationships with the creatures that inhabit our landscape; and ponder how nature influences the world we imagine and create.

Some of the proposed 2016 Festival activities in Fayetteville include the *Trail Mix Concert Tour* where patrons will walk and enjoy nature while listening to bands performing along the Frisco Trail on stages powered by solar, pedal or other renewable resources; and the Austin Bike Zoo that will invite our community into a fantasy world of 80 feet long rattlesnakes and 17 feet tall butterflies, where anything is possible with only the power of your own two feet and a lot of imagination. *See the attached list of anticipated festival activities.*



Families listen to AFO musicians during the Trail Mix Concert along the Frisco Trail in Fayetteville.

Requested funding will help defray expenses tied to Festival events taking place in Fayetteville. Expenses include artist fees, artist travel and lodging, marketing and production costs.

4. Period of Operation: **May 5 – 27, 2016**

5. Location: Proposed *Artosphere* venues in Fayetteville include:

- > Walton Arts Center: Baum Walker Hall, Starr Theater, Joy Pratt Markham Gallery

- > Nadine Baum Studios and Walton Arts Center outdoor spaces
- > Fayetteville Square
- > Block Street, Fayetteville
- > Fayetteville Restaurants
- > Frisco Trail, Fayetteville
- > St. Paul's Episcopal Church, Fayetteville
- > Lake Fayetteville

6. Organization Background and History of Event:

The *Artosphere Festival* brings a diverse array of high quality artists and cultural experiences for little or no cost to Northwest Arkansas. With the important message of celebrating nature and raising awareness about sustainability, the festival resonates with our organizational goals of contributing to the region's quality of life and presenting enhanced arts opportunities that will attract and retain community members and audiences. The Festival strengthens Walton Arts Center's role as a leading arts provider, influential community partner and capitalizes on the increase in cultural tourism, drawing visitors to Fayetteville for Festival activities. In 2015, the sixth annual *Artosphere Festival* attracted more than 37,000 community members, through 65 events in 24 locations throughout Northwest Arkansas including the Fayetteville town square, Lake Fayetteville, St. Paul's Episcopal Church and numerous Dickson Street restaurants. More than 86% of the events were offered free of charge. (See attached summary of the 2015 Festival.)

7. **Expected Visitor Draw:** Based on data collected through tickets purchases using WAC's ticketing software Tessitura, Artosphere 2016 performances and activities are estimated to reach 40,000 audience members, the bulk of which reside in a 150 mile radius including Northwest and Central Arkansas, southern Missouri and Eastern Oklahoma. While in residence, Artosphere Festival Orchestra members will stay at the Chancellor Hotel in Fayetteville, occupying 60 hotel rooms during the Festival dates (11 total nights per room). In addition, the 82 orchestra members will receive \$40 each per day to spend on meals during their residency in Fayetteville, totaling more than \$36,000.

8. **Image:** *Artosphere* is one of several efforts WAC has undertaken designed to raise awareness of the Arts Center, Fayetteville and Northwest Arkansas with regional and national audiences. A strong visual identity and strong marketing plan has proven critical to the Festival's success and led to a very strong entry into the regional arts festival market. The quality, diversity of artists, low cost and important theme of sustainability continues to resonate with patrons, supporters and other arts and non-profit organizations on a local, regional and national level. *Artosphere*, along with other outstanding WAC programs, will continue to position us to attract and retain audiences as well as capture new patrons from the increasing number of cultural tourists travelling to Crystal Bridges Museum of American Art.

9. **Marketing Plan:** The *Artosphere Festival* marketing campaign will drive both tourism and Northwest Arkansas resident attendance at Festival events in Fayetteville, continuing to raise the scope of the project to a national level. The Festival will be promoted using on-line and digital strategies (including a dedicated project website and social media), search engine optimization, local event calendars and media websites. A Festival program will be designed, produced and distributed along with flyers and posters. Select radio, newspaper, magazine and outdoor marketing channels, both in-kind and purchased, will be used.

Press efforts to promote the festival will be sought in Northwest Arkansas, Little Rock, Fort Smith, Tulsa, Joplin and Springfield. In addition, a dedicated national press strategy will be employed to seek coverage in travel, arts, leisure and sustainable publications and media outlets.

10. Marketing Plan Budget: See the attached 2016 Marketing Budget, 2016 Project Budget and 2015 Project Profit and Loss Statement.

11. Funding Request: Walton Arts Center respectfully requests \$20,000 to support *Artosphere: Arkansas' Arts and Nature Festival* events taking place in Fayetteville. Funds will be used to defray Fayetteville specific event expenses such as artist fees, artist travel and lodging, marketing and production costs.

12. Use of A&P Funds: The request to support Walton Arts Center meets Fayetteville Advertising & Promotion Commission's criterion that HMR revenue *can be used to fund the arts*.



The Fruits perform Spheres on Tyson Plaza to a crowd of more than 2,000.

13. Attracting outside Visitors: Yes, *Artosphere* will influence visitors from outside Fayetteville to visit our community.

Estimated number of visitors to Fayetteville: 15,000-20,000

Estimated number of visitors to Washington County: 10,000-15,000

Estimated number of visitors outside a 100 radius of Fayetteville: 2,000-3,000

14. Potential Economic Impact

a) The potential long term economic impact of *Artosphere* to WAC is great. The development and growth of the Festival over the years has attracted not only patrons, but also national funders and sponsors interested in investing in quality arts experiences in Northwest Arkansas.

Tracking impact: We will track the economic impact by monitoring and comparing *Artosphere* ticket sales, number and amount donated by sponsors, donors and funders to previous years and project goals.

b) The potential economic impact of *Artosphere* on local tourism-related business is great, both for *Artosphere* 2016 and for future Festivals. Scheduled Festival performances and events will attract more than 40,000 patrons to the area with many staying to dine in restaurants, shop in retail stores, pay to park and attend other arts and community events and attractions. Participating artists will also dine, shop, and stay in Fayetteville.

c) A major goal of *Artosphere* is to draw Mid-south and national visitors while promoting and elevating the attractiveness and appeal of Fayetteville and Northwest Arkansas.

Tracking Impact of b) and c): The economic impact will be tracked by using the Americans for the Arts: *Arts & Economic Prosperity IV* Calculator. This tool helps non-profit arts organizations estimate their economic impact on the local economy. The analyses are based on research findings from the 182 communities and regions that were part of Arts & Economic Prosperity IV, Americans for the Arts' national economic impact study of nonprofit arts and culture organizations and their audiences. With projected project expenses of \$951,000 in 2016, the estimated economic impact is \$85,246 in local government revenue.

15. Sustainability Efforts: Walton Arts Center will use the Festival to communicate our sustainable practices and provide learning opportunities to draw connections between art, nature and sustainability in our day-to-day lives. Examples include having concessions with a variety of local, organic and fair trade products, Trail Mix Concerts using solar and pedal-powered stages, and encouraging reusable water bottles backstage and at off-site events with hydration stations for bottle refilling. Sustainability will be at the forefront of the festival as artists inspired by nature invite patrons to reflect upon their surroundings.

16. Describe how the event will be altered if A&P funding is not secured: If A&P Funding is not secured we will continue to seek funding that will allow us to present the proposed Artosphere project activities. If necessary, we will decrease the number of proposed activities in Fayetteville in order to not exceed budget.

17. The Commission encourages a 1 to 1 match for funding. Please indicate how the Commission dollars will be matched. Walton Arts Center is fortunate to have support from a broad variety of benefactors, including corporate sponsors, foundations, government funds, local businesses, in-kind media partners and many generous individuals. Funding from the Fayetteville A&P Commission will be matched with fundraising secured in support of this festival as well as with funds generated by ticket sales to public performances.

18. Financial Disclosure: WAC's 2015-2016 Annual Organizational Budget - attached



artosphere
ARKANSAS' ARTS + NATURE FESTIVAL
PRESENTED BY WALTON ARTS CENTER

Artosphere: Arkansas' Arts and Nature Festival is a major regional arts initiative conceived to *celebrate artists who are influenced by nature and help inspire us to live more sustainable lives*. Featuring performing and visual arts, education, community outreach and sustainability elements, Artosphere provides access to high-quality artistic experiences for students, families and community members. More than 50 activities will be presented in multiple locations throughout Northwest Arkansas, most at low or no cost.

The 2016 Artosphere Festival will celebrate the opening of the Razorback Regional Greenway, a 36-mile trail linking dozens of community destinations between Bentonville to Fayetteville. The bicycle will be a popular theme during the Festival with programming emphasizing sustainable modes of transportation and the bicycle's inherent connection to nature and social change. Artosphere Festival artists and programs will encourage participants to reimagine their sense of place in an altering biosphere; to think about how we interact with nature and our relationships with the creatures that inhabit the landscape; and how nature influences the world we imagine and create.

**Proposed 2016 *Artosphere Festival* Events, Activities and Artists
Presented by Walton Arts Center**

Circa's Carnival of the Animals May 11- 13

The wondrous world of the animal kingdom will come to life when the Circa Carnival comes to town! Acrobats will tumble, fly, leap and spin their way through an exhilarating performance connecting new-circus with nature. Three school performances will be offered as part of the Walton Arts Center's Colgate Classroom Series in addition to one public performance in Baum Walker Hall.

SPIN – May 12 & 13

In the newly renovated Starr Theater, SPIN will reveal a web of stories that travel from 19th century women's emancipation to 21st century consumer culture. SPIN is inspired by the incredible true tale of Annie Londonderry, the first woman to ride around the world on a bicycle in 1895. One part documentary and another part musical activism, SPIN celebrates the bicycle as muse, musical instrument and agent of social change.

Polyglot Theatre presents *Ants* TBD

Ants, an interactive performance from Australia, will be presented throughout Northwest Arkansas in venues such as the Amazeum, the Northwest Arkansas mall and Walton Arts Center. Each performance will utilize giant Ants to bring children together in a gentle and unusual landscaping project. Faced with hundreds of giant bread crumbs, the children will be irresistibly drawn in and must figure out what the Ants want them to do. Gradually, a world of meaning unfolds, illustrating the human desire for order by transforming any public space with wavering lines and patterns. *Ants* is an enchanting investigation into the nature of work and children's relationship with their environment.

Artosphere Festival Orchestra: May 21st and 24

Comprised of eighty of the finest musicians from around the world and conducted by Maestro Corrado Rovaris, the Artosphere Festival Orchestra returns to Fayetteville for a 12-day residency. The musicians will rehearse, perform and visit schools, parks and gathering places in the community. In addition to pop-up concerts, two public performances will take place in Baum Walker Hall during the Festival.

Chapel Music Series: May 23 and 25

Selected members of the Artosphere Festival Orchestra will present a series of chamber music concerts throughout Northwest Arkansas such as St. Paul's Episcopal Church in Fayetteville, Thorncrown Chapel in Eureka Springs, and the Mildred B. Cooper Memorial Chapel in Bella Vista.

Artosphere Festival Orchestra: Live from Crystal Bridges: May 27

A favorite for all, the Artosphere Festival Orchestra will perform in the Great Hall at Crystal Bridges Museum of American Art. This concert will conclude the 2016 Artosphere Festival. Past performances have been aired on NPR's Performance Today, which has a weekly listener base of over one million, bringing large recognition to the Artosphere Festival and Northwest Arkansas.

Paula Fuga – TBD

Paula Fuga is a musician on a mission. She plays music for a culture, spreading the thoughtful and evocative voice of the Hawaiian people across the world. As a cultural ambassador, Paula uses her talent as an instrument to help bring about positive social change within her islands and beyond. In addition to a chapel series concert and residency in local schools, Paula will join other local and international artists as part of the Trail Mix Concert Tour.

National Bike Month Partnerships & Events

May is National Bike Month and bikes will be a popular theme during the Festival. Walton Arts Center is working with numerous Northwest Arkansas partners to promote sustainable modes of transportation and the bicycle's connection to nature.

The Festival will highlight ways our audiences can incorporate the bike into the workplace, in schools and in the community.

- City of Fayetteville's First Thursday: May 5
- Fayetteville Farmer's Market: Throughout May
- Bike to School Week: May 9-13
- Block Street Block Party: TBD
- Bike to Work Week: May 16-20
- Bicycle Architecture Tour: TBD
- Bicycle Valet will be offered during Artosphere Festival performances
- Lake Fayetteville Ladies Duathlon: May 22

Northwest Arkansas Partnerships

Walton Arts Center will once again partner with other arts and cultural organizations such as Crystal Bridges Museum of American Art on a number of events and programs coinciding with the 2016 Artosphere Festival. In addition, we will work closely with communities and local businesses throughout Northwest Arkansas to encourage and promote sustainability. An array of additional concerts, interactive performances for schools, visual arts exhibits, and films are still being developed.

Trail Mix Concert Tour: May 14

With the recent completion of the Razorback Regional Greenway, the popular Trail Mix Concert tour will be expanded. Walton Arts Center will partner with the four major Northwest Arkansas cities for Trail Mix Day. This event will coincide with the Square to Square Bike Ride from the Fayetteville square to the Bentonville square as well as a family festival in Springdale. All Trail Mix activities will invite participants to walk, hike or bike any portion of the Razorback Greenway, enjoy nature, listen to bands performing along the way, and interact with site-specific artwork and even a bike parade. Stages will be powered by solar, pedal or other renewable resources. In conjunction with local and international artists that will perform on the trail, Polyglot Theatre's *Ants* and the Austin Bike Zoo will also perform along the trails and in each city.

The Austin Bike Zoo: May 14 and 15

The Austin Bike Zoo's unique human powered vehicles and bicycle-based performances combine the beauty and strength of human movement with the artistry and theater of puppets. As part of Trail Mix, the Austin Bike Zoo will ride along the Razorback Greenway trail system inviting patrons into a fantasy world of 80 feet long rattlesnakes and 17 feet tall butterflies, inspiring audiences to further understand the relationship between humans and the mechanical world around them. In addition, a bike parade for youth is tentatively scheduled to take place in Fayetteville.

The Okee Dokee Brothers: May 15 & 16

The Okee Dokee Brothers will inspire children and families to go outside, get creative and explore the Natural State. Two school performances will be offered as part of the Colgate Classroom Series, one public performance in Baum Walker Hall and an outdoor performance during Trail Mix. This multi-media performance will incorporate films from the Okee Dokee Brothers' month-long journey along the Appalachian Trail and invite audiences to join them on a unique journey full of camping, old-time mountain music and miles of hiking.

Egg – May 18-21

A magical story of friendship unfolds from a nest of twigs, feathers and a shell. Told through physical theater, illusion and music, *Egg* is a funny non-verbal exploration of the theme of leaving the nest performed by In Cahoots Theatre Company from Belfast, Ireland. Two school performances will be offered as part of the Colgate Classroom Series in addition to one public performance in the newly renovated Starr Theater.

Dover Quartet – May 18th

One of the most in-demand ensembles in the work, the Dover Quartet will return to the Artosphere Festival and will perform throughout Northwest Arkansas. In addition, they will serve as the Artosphere Festival Orchestra's founding principal strings and resident quartet.

Food & Music Night – Tiny Concert Tour: May 20, 23 & 26

The Artosphere Festival Orchestra will once again perform pop-up concerts in local restaurants, coffee shops, pubs and other gathering places throughout Northwest Arkansas. Since they began in 2012, these concerts continue to receive positive responses from visitors allowing Walton Arts Center to expand the number of concerts and locations offered each year.



Artosphere 2016 Budget

Income	Amount
<i>Committed</i>	
The Walton Family Foundation, Inc.	\$ 400,000
Walmart Foundation	\$ 100,000
Individual Donors	\$ 15,000
National Endowment for the Arts	\$ 5,000
Tyson Foods, Inc.	\$ 5,000
Greenwood Gearhart, Inc.	\$ 3,000
<i>Projected</i>	
Fayetteville A&P Commission	\$ 20,000
Corporate Partners & Individual Donors	\$ 62,000
Grantors	\$ 10,000
Ticket Sales, Concessions & Merchandise	\$ 35,772
Applicant Cash	\$ 295,228
	\$ 951,000
Expenses	
Artist/Faculty Fees	\$ 410,500
Hospitality/Travel/Lodging	\$ 75,800
Production	\$ 122,000
Local Crew	\$ 17,200
Festival Marketing & Advertising	\$ 57,800
3rd Party Services	\$ 116,000
Print, Copies, Supplies	\$ 5,000
Concessions/Merchandise for Resale	\$ 700
Staff training, Travel, Meetings	\$ 1,000
Administration (18% Direct Expenses)	\$ 145,000
	\$ 951,000
Income less Expense	\$ -



Marketing Budget

Line Item	Amount
Festival website and on-line/social media strategy	\$4,750
Development of creative materials in partnership with Doxa Total	
Design and other design partners	\$4,750
National press campaign	\$9,800
Radio	\$5,000
Print Advertising	\$14,500
Invitations, Posters, Banners, Brochures, etc.	\$19,000
Total	<u>\$57,800</u>



2015 Income & Expenditures

Income	Actual
Greenwood Gearhart, Inc.	\$15,000
The Walton Family Foundation, Inc.	\$400,000
Walmart Foundation	\$100,000
National Endowment for the Arts	\$5,500
Bentonville Convention & Visitors Bureau	\$5,000
Arkansas Arts Council Mini Grant	\$1,000
Fayetteville Advertising & Promotion Commission	\$10,000
NEFA	\$3,000
Walmart Distribution Centers (#6008 and #8098)	\$1,300
Individual Donors	\$85,609
Ticket Sales, Concessions, Merchandise	\$45,415
Applicant Cash	\$271,204
	<hr/>
	\$943,028
 Expenses	
Artist/Faculty Fees	\$330,309
Hospitality/Travel/Lodging	\$71,382
Production	\$15,833
Local Crew	\$8,122
Festival Marketing	\$57,301
3rd Party Services	\$199,838
Print, Copies, Supplies	\$8,821
Concessions/Merchandise	\$0
Staff training, travel, meetings	\$318
Personnel	\$105,000
Fringe 22%	\$23,100
Administration	\$123,004
	<hr/>
	\$943,028
 Income less Expense	 \$0



Walton Arts Center
life is sweet

Organizational Operating Budget For Fiscal Year 2016

		Combined	WAC	AMP
		FY 2016 Budget	FY 2016 Budget	FY 2016 Budget
Revenues				
Earned:				
Ticket Sales	\$	8,588,100	\$ 3,995,700	\$ 4,592,400
Learning & Engagement Sales	\$	116,300	\$ 116,300	\$ -
Ticket Fees	\$	1,589,100	\$ 521,700	\$ 1,067,400
Leases	\$	564,900	\$ 564,900	\$ -
Client Usages	\$	214,300	\$ 100,700	\$ 113,600
Concessions & Merchandise	\$	1,229,100	\$ 205,000	\$ 1,024,100
Other Earned	\$	349,100	\$ 341,100	\$ 8,000
Total Earned Revenue	\$	12,650,900	\$ 5,845,400	\$ 6,805,500
Contributed:				
Grants	\$	2,356,300	\$ 2,256,300	\$ 100,000
Individual Giving	\$	897,000	\$ 690,000	\$ 207,000
Corporate Support	\$	1,385,500	\$ 810,500	\$ 575,000
Fundraising	\$	113,000	\$ 113,000	\$ -
Special Events	\$	149,200	\$ 149,200	\$ -
Endowment Transfers	\$	457,000	\$ 457,000	\$ -
In-Kind	\$	295,500	\$ 203,500	\$ 92,000
Total Contributed Revenue	\$	5,653,500	\$ 4,679,500	\$ 974,000
Total Revenue	\$	18,304,400	\$ 10,524,900	\$ 7,779,500
Expenses				
Direct - Artist Fees	\$	6,654,600	\$ 3,617,800	\$ 3,036,800
Direct - Production	\$	3,245,100	\$ 1,674,900	\$ 1,570,200
Indirect - Personnel	\$	5,073,100	\$ 4,052,400	\$ 1,020,700
Indirect - Other	\$	2,391,000	\$ 1,377,000	\$ 1,014,000
In-Kind	\$	345,500	\$ 253,500	\$ 92,000
Total Expenses	\$	17,709,300	\$ 10,975,600	\$ 6,733,700
OPERATING MARGIN	\$	595,100	\$ (450,700)	\$ 1,045,800
Other				
Depreciation	\$	1,007,800	\$ 937,000	\$ 70,800
Interest Expense	\$	108,600	\$ 104,600	\$ 4,000
Taxes	\$	(324,600)	\$ (372,600)	\$ 48,000
Total Other	\$	791,800	\$ 669,000	\$ 122,800
Change in Net Assets	\$	(196,700)	\$ (1,119,700)	\$ 923,000

Walton Arts Center proudly presented the sixth annual Artosphere: Arkansas' Arts and Nature Festival (June 16-27) featuring family events, dance, visual arts and music performed throughout Northwest Arkansas, drawing large crowds of both longtime patrons and new visitors. 65 performances and events were presented to more than 37,170 community members free or at little cost during the two week festival. More than 86% of the Artosphere Festival activities and performances were offered free to the public. Paid attendance accounted for 14% (5,161) of the total Festival attendance (37,173).

Artosphere 2015 by the Numbers	
Attendance	37,173
Venues and Locations	24
Events/Performances/Activities	65
Free Events	48
Festival Cost	\$943,028

The **visual arts** this year were a main highlight of the Artosphere Festival and included:

- *Under the Stars*, a mixed-media installation on Frisco Trail in Fayetteville by the Irish street artist, Maser.
- An interactive installation by Terrapin Theater of Australia, *I Think I Can* placed a model railway layout in the Joy Pratt Markham Gallery in the Walton Arts Center. This exhibition united model trains, intricate puppetry, live video and audience participation to create an innovative public artwork inviting participants to become temporary residents of a fictional city, Artoville, in the form of tiny puppets.
- *Remembered and Rendered: A Ceramic Garden* was an outdoor installation by Fayetteville artist Katie Sleyman in collaboration with Walton Arts Center's resident company Community Creative Center. This porcelain wildflower garden provided an opportunity for reflection and appreciation of the natural world around us.



Adults and children interact with Maser's street art, *Under the Stars* as part of the Trail Mix Concert in Fayetteville.



Under the baton of acclaimed Music Director, Corrado Rovaris, the orchestra closed out the 2015 Festival with a performance in Baum Walker Hall.

The Artosphere Festival Orchestra returned once again under the leadership of Maestro Corrado Rovaris, presenting:

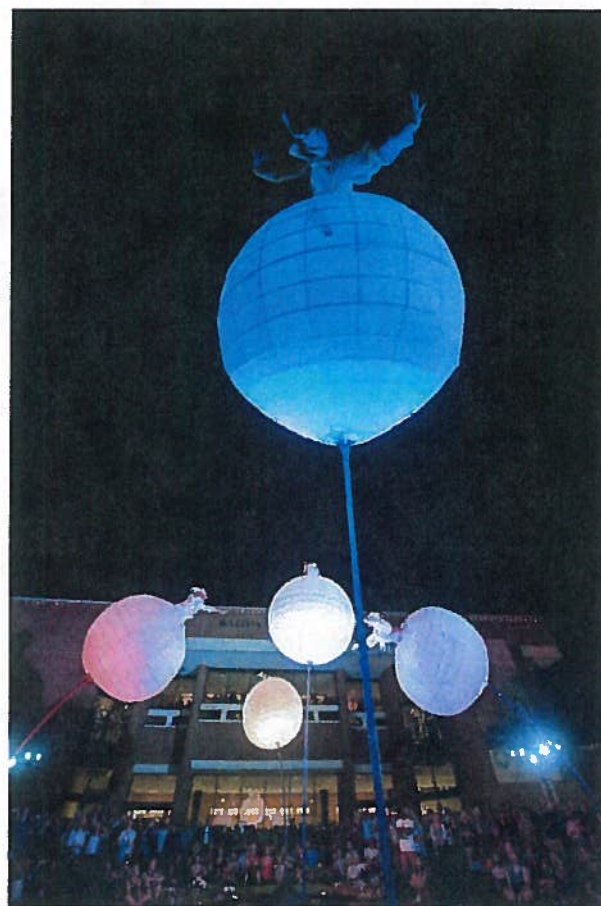
- *Live from Crystal Bridges: Transfigured Night* was so popular that it sold out months before the performance. It was broadcast live on KUAF, reaching a wider audience.
- AFO performances have aired 26 times on Performance Today, radio show on National Public Radio with a weekly listener base of 1.3 million.
- The AFO also performed at various locations throughout Fayetteville and Bentonville as part of the Food & Music Nights, Trail Mix Concert Tours and the Chapel Music Series. These free concerts were fun for all ages.
- AFO also performed two concerts at Walton Arts Center!

Family-fun performances this year included:

- *The Fruits: Spheres and Swoon* from Australia.
- Capturing the essence of Artosphere, the festival's signature Trail Mix events offered an opportunity for families to explore our local trail systems and enjoy one-of-a-kind outdoor musical experiences along the way.
- Alonzo King LINES Ballet from San Francisco, who performed to the soundscapes of Berne Kraus and Richard Blackford and offered interactive workshops throughout Northwest Arkansas.
- Our Learning and Engagement team also led talks and tours of the various visual arts installations to both children and adults, further expanding the reach of Walton Arts Center's educational programs.



Families listen to *Rani Arbo & daisy mayhem* during the Trail Mix Concert along the Crystal Bridges Trails in Bentonville.



***The Fruits* perform *Spheres* on Tyson Plaza to a crowd of more than 2,000.**

The total Festival reach this year included both artists and patrons from around the globe. In addition to visitors from Washington and Benton Counties, patrons also came from Alpena, Barling, Batesville, Berryville, Caneyhill, Clarksville, Deer, Dennard, Eureka Springs, Fort Smith, Gilbert, Greenwood, Hackett, Harrison, Hindsville, Holiday Island, Hot Springs, Huntsville, Kingston, Knoxville, Little Rock, Maumelle, Oark, Ozark, Ozone, Peel, Pettigrew, Pollard, Rudy, Russellville, Scranton, Sherwood, Sparkman, Van Buren, Wesley, Western Grove and Winslow.

Out of the country visitors hailed from: Canada, Colombia, France, Italy, Japan, Luxembourg, Romania, Russia and South Korea and Australia.

Other states also represented: Alaska, Arizona, California, Connecticut, Colorado, Delaware, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Louisiana, Massachusetts, Michigan, Minnesota, Missouri, New Jersey, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Washington, Wisconsin, and the District of Columbia.

Demographics*

65 events, performances and activities took place at 24 different venues throughout Northwest Arkansas during the 2015 Artosphere Festival. More than 86% (32,072) of tickets were offered free or at discounted prices.

* This information is collected from patrons who *purchased* tickets to Festival events.
We are unable to track geographic and other patron information on non-ticketed/free events.

Artosphere Project and Marketing

Artosphere 2015 Festival Program (see attached)

Artosphere Festival 2015 Funders & Sponsors: <http://waltonartscenter.org/artosphere-corporate-sponsorship-foundation-support/>

Links to Artosphere in Action!

Artosphere Homepage <http://waltonartscenter.org/artosphere/>

Artosphere 2015 – Trail Mix Fayetteville <http://waltonartscenter.org/trail-mix-artosphere-festival-2015/>

Artosphere Festival Orchestra <http://www.artospherefestivalorchestra.org/>

Mozart in the Museum <http://kuaf.com/post/kuaf-sunday-symphony-june-21-2015-artosphere-plays-mozart-museum#stream/0>

Kym Hughes

From: Erin Hogue <ehogue@waltonartscenter.org>
Sent: Thursday, October 01, 2015 2:56 PM
To: Kym Hughes
Cc: Michael Hartman
Subject: FY16 WAC Artosphere Grant Application
Attachments: Submitted FY16 Fay AP Artosphere Grant.pdf

Kym,
I hope things are going well! Thank you for the opportunity to submit a request to the Fayetteville Advertising & Promotion Commission in support of the seventh annual *Artosphere: Arkansas' Arts and Nature Festival* to take place in May 2016. Attached, please find a copy of the completed, signed application and the required attachments mailed today. Please let me know if you have any further questions or concerns.

Thanks again for all your support! I look forward to seeing you again soon.

Sincerely,
Erin

Erin Turner Hogue
Director of Foundation Relations
Walton Arts Center
479-571-2764 (work)
479-443-6461 (fax)
479-200-5104 (cell)
ehogue@waltonartscenter.org



Walton Arts Center

