

# **FLUSHFEST**



*West Hillsborough's homemade  
music and film festival*

**FlushFest: West Hillsborough's Homemade Music and Film Festival:**  
*A weekend celebrating local music and classic silent film. A project of  
West Hillsborough based nonprofit After the Rain*

## **Project Summary:**

After the Rain, a West Hillsborough based nonprofit is requesting **\$10,000** to support organization, supplies and musician stipends for **FlushFest, West Hillsborough's homemade music and film festival**. FlushFest is a unique, funky festival that Hillsborough locals and visitors alike have grown to love.

The festival will take place on the weekend of June 21, 2024 and will feature a large variety of local music, writers, film, and food trucks. Around 60 performers will grace FlushFest's stages. Now in its sixth year, FlushFest is expanding to a full weekend of "World Music for a Better World," and is moving to a bigger venue. The Eno River Brewery will host the FlushFest 2024 main stage and food truck rodeo on Saturday June 22, from 11 Am- 10 PM, and there will be several other smaller venues across West Hillsborough during the weekend, including an evening of music and silent film with live piano on Friday, June 21 at Eno House. In addition to great music all weekend, FlushFest will feature kids activities, outdoor games, a toilet themed photobooth, and an afternoon of live art creation, where festival goers can watch the magic of local artists putting musically inspired paintings onto canvas.

The festival strengthens the West Hillsborough community and has

attracted attendees from outside the neighborhood, nearby towns and even from other states. In 2023 volunteers at the donation desk recorded around 500 attendees, some of whom came from Durham, Chapel Hill, Mebane and Raleigh, as well as from as far away as Tennessee, Florida, New York and California. This year volunteers will continue to track out of town guests who make a donation at the festival check in table. Festival attendance is expected to be 1,000, which will bring in an estimated \$45,000 of business to Hillsborough, according to the Americans for the Arts calculator.

We will be partnering with local hotels and short term rentals and we have a link to Hillsborough lodging and dining on [our website](#).

Advertising will include 300+ posters in Hillsborough, Durham, Chapel Hill and surrounding areas, and yard signs in strategic intersections in Hillsborough, A banner at the entrance of town, announcements in the Indy Weekly, VisitHillsboroughNC.com, Evenbright, News of Orange, allevents.in, CBS17 TV, WHUP FM, and WUNC FM. We will list local hotels and short term rentals on our website, Instagram and Facebook page. Additionally, the Alliance for Historic Hillsborough has offered to collaborate on publicity, boosting social media posts and submitting material to local news outlets. The Hillsborough Arts Council will also boost social media posts. The Eno Arts Mill and Orange County Arts Commission will also feature FlushFest in its newsletter.

We are requesting funding to support this unique festival. In 2023, thanks to a Tourism Development Authority Special Projects grant, we were able to offer every one of our more than 60 musicians a thank you stipend. We hope to do the same in 2024, which will help us to attract and retain the incredible musical talent we have been able to offer in the past.

The festival enhances Hillsborough's reputation as a leader in the arts in the Triangle area, and highlights West Hillsborough as a strong part of that movement.

### **Project Description:**

Now in its sixth year, FlushFest has become a West Hillsborough institution. It's a weekend-long festival which celebrates local musicians,

writers and filmmakers. The performers at FlushFest reflect Hillsborough's reputation as a center for world class arts; many of those who will be performing are well renowned on national and world stages.

FlushFest, as its name implies, celebrates toilets. FlushFest is a project of After the Rain, a West Hillsborough based NGO which runs [The Appropriate Sanitation Institute](#) (ASI). ASI shares knowledge about Condominial Sewerage, a sewerage system which is capable of serving urban slums in places where conventional sewerage cannot reach. To keep the festival accessible to all, entrance is by donation. In 2023 FlushFest raised approximately \$6,000 for our international sanitation education projects.

The festival will take place at several West Hillsborough venues. On the evening of Friday, June 21, we will have a silent film with live piano and one or two other musical acts at Eno House Community Center. Eno River Brewing will host the main stage on Saturday, June 22, from 11 AM- 10 PM. Two food trucks will park in the ERB lot. We are also in discussion with the Eno Arts Mill, where we hope to open a second stage, and park two more food trucks in the Mill parking lot, either on Saturday the 22nd or on Sunday the 23rd. We also hope to have an after party at Nash Street Tavern on Saturday the 22nd. Parking is available at Eno River Brewing, the Eno Arts Mill, the Eno Mill Weaver Street lots, First Community Baptist Church, Nash Street public lot, and Redeye. We are also exploring the possibility of using the Hillsborough circulator bus to bring festival goers from the downtown Churton Street parking lot to the festival site. To cut down on vehicular traffic, we will hold a drawing for a donated gift package for all festival attendees who self-report that they walked or biked to the festival.

Our festival directors, Grace Beeler and Peter Estep have produced and organized the festival six times on a volunteer basis (five FlushFests, and one Halloween special). All the bands have donated their time, and we have been lucky enough to have had some wonderful volunteers to donate equipment, set up and break down the festival, do sound mixing, kids activities, work at the front desk and more. In 2024 we will compensate the organizers and musicians for some of the hard work that it takes to run a festival.

We have also been very lucky to receive donations from local businesses of gift cards and merchandise to use as thank you gifts for donations,

including, Yep Roc records, Art by David Bermel, Art by Judy Ackly Brown, Volume Records and Beer, The Parlour on King, The Purple Crow, Paws at the Corner, Jewelry by Diane Decker, The Wandering Llama, Acupuncturist Heather Bree, The Colonial Inn, Whit's Custard and Cedar Walk Wellness Center. We anticipate having support from these businesses again, and more in 2024.

In 2023, we received financial support from Redeye Records, PHE, Soccer.com, Michael and Gail Corrado, Heather Bree Acupuncture, and real estate agent Cindy McIntyre. We anticipate support from these businesses and more in 2024.

Some highlights of the musical acts that performed in 2022/2023, and are likely to return to perform in 2024 are:

Brazilian Sambasoul sensation **Wesley Noog**. From Rio de Janeiro to Durham, Noog is considered the "King of Sambasoul." He has released six original albums, and his 2008 album "Mameluco Afro Brasileiro" had more than a million downloads.

**Footnotes Tap Ensemble** brings varied and highly-acclaimed repertoire including classic, historical choreography as well as commissioned works including pieces from Gene Medler, Director of the highly acclaimed North Carolina Youth Tap Ensemble.

**Stan Lewis**, guitarist, vocalist and photographer from Chapel Hill, North Carolina. Lewis was a founding member of the rock and rock band **Southern Culture On The Skids**, which Rolling Stone calls "a hell raising rock and roll party."

Brazilian Choro with **Rebecca Kleinmann**. Latin Grammy Nominated pianist and composer, Jovino Santos Neto said, "Rebecca plays flute with the passion of a flamenco dancer." Rebecca's international career has taken her to perform on stages in Argentina, Brazil, Africa, Europe and Australia.

Singer songwriter **Mike June**, who the The Austin Chronicle considers "a storyteller of the revolution."

**Godi Godar**, Congolese Marimba player and environmental activist who, with his NGO Go Conscious Earth, has managed to save one million acres of rainforest in the Democratic Republic of Congo.

In addition to music, the festival hosts local writers to read, screens locally made films, and shows several classic silent films with live piano accompaniment.

Detailed Proposed Project Budget FlushFest: West Hillsborough's Homemade Music and Film Festival					
a. Item	b. Amount Requested (for each item)		c. Other Funding Sources & In-Kind Donations		d. Total Budget (add columns b-d)
			Amount	Source	
1. After the Rain staff - festival organization/setup/teardown	\$ 3000			In kind donations	\$3000
Festival volunteers (planning, setup, festival days, cleanup)			\$15,500	In kind donations	\$15,500
2. Musical acts, readings, films			\$9,000	In kind donations	\$9,000
3. Musician/sound crew stipends	\$3500				\$3500
4. Dinner for musicians			\$250	PHE	\$250
Two sets of sound equipment loan/delivery			\$1500	In kind loan	\$1500
4. Supplies for lawn games, kids activities and photo booth.	\$ 250		\$250	Eno River Dental	\$500
5. T-shirts, keychains and other thank you gifts for donations			\$500	Soccer.com, Redeye Records, festival donations.	\$500

6. Advertising	\$1750		\$250	Cindy McIntyre, festival donations	2000
7. Insurance	500				\$500
9. Shade canopies	\$500				\$500
10. Porta Potties	\$500				\$500
<b>TOTALS</b> (sum of each column)	\$ 10,000		\$27,250		\$37,250

\*\* PLEASE PROVIDE ADDITIONAL SHEETS IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET \*\*

**Total Project Funding Requested \$ 10,000**

Percentage of Matching Funds Provided  
(by either 'In-Kind Donations' or 'Other Sources'): % 73

Dollar amount of Matching Funds Provided  
(by either 'In-Kind Donations' or 'Other Sources'): \$37,250