

Project Title

Annual Wilsonville Guitar Festival

Applicant Name

Siempre la Guitarra

Contact (Name)

David Tutmark

Title

Artistic & Executive Director

Project Duration: Start Date January 1, 2024

Estimated Completion Date December 31, 2024

Project Budget

Total Project Budget \$ 12,500.00

Applicant Cash Match (a) \$ 1,500.00

In-Kind Resources (b) \$ 6,000.00

Total Applicant Match (a+b) \$ 7,500.00

Grant Request \$ 7,500.00

Provide a project description

The nonprofit Siempre la Guitarra (<https://siemprelaguitarra.com/>) proposes the first of a two-day annual Wilsonville Classical Guitar Festival including public concerts, educational events, and vendor and business displays in the City of Wilsonville as a step towards developing the City of Wilsonville as a regional, state, and/or national recognized center for the classical guitar. Identifying the City of Wilsonville as a center for the classical guitar would benefit the City's hospitality, entertainment, and business communities and help create an identity of the City of Wilsonville as a center of the arts and culture in Oregon and beyond. To the knowledge of Siempre la Guitarra, no other regional nor state-wide city or community has put its name on a classical guitar festival of this kind.

The proposed two-day Wilsonville Classical Guitar Festival would feature a classical guitar concert on each of the two days. These concerts would be performed at the Stein-Boozier Barn in Wilsonville's Memorial Park and would be open to residents of Wilsonville and beyond. Anticipated performers would include international classical guitarist and Wilsonville resident, David Tutmark, Professor of Music at Clackamas Community College ND Director of the Clackamas Community College Guitar Ensemble, internationally recognized local and regional classical guitar performers such as Cameron O'Connor of OSU, Hilary Fields of the Seattle Classical Guitar Society, Dr. Peter Zisa of Collegium Musica, Mario Diaz of PSU, John Mery of Reed and Lewis & Clarke, recognized international male and female performers, and others, some of whom are members of local guitar ensembles from the Clackamas Community College, Collegium Musica, and OSU which would, also, be anticipated performers and educators.

The proposed two-day Wilsonville Classical Guitar Festival would also include guitar educational events including introductory guitar classes open to all ages at a central location in the City of Wilsonville such as the Wilsonville High School, Wilsonville Public Library, Clackamas Community College Wilsonville campus, or the Wilsonville City Community Center and master classes presented by the international performing artists for advanced guitarist in the same locations or music studios or educational facilities within the City of Wilsonville.

Finally, the concerts and educational events of the Wilsonville Classical Guitar Festival would be videotaped and recorded by professional-level video artists and one or more short videos would be produced for use by the participants and the City of Wilsonville to promote future Wilsonville Classical Guitar Festivals and Wilsonville as a center for the promotion of the classical guitar and the arts and culture. This festival will also, include displays and presentations by internationally recognized local guitar builders/luthiers from the Northwest Handmade Musical Instruments, musical stores and organizations, and Wilsonville businesses interested in promoting their services or products.

How will your project promote arts, culture, history, or heritage in Wilsonville?

The proposed two-day Wilsonville Classical Guitar Festival concerts and educational events are organized and structured in a manner intended to meet the goals of the City of Wilsonville Arts and Culture Commission including the promotion of education, diversity, arts, civic engagement, entertainment, and community building. With the rich international history and appeal of the classical guitar, audiences are provided with a range of classical guitar music that has been composed and performed with the cultural influences of countries around the world spanning Europe with a special emphasis on Spain and Italy to Central and South America with special contributions from Argentina, Peru, Dominican Republic, and Cuba to mention just a few. Much of the classical guitar music is, also, composed in North America and Eastern Europe and reflects the art and culture of those world regions, and many classical guitar composers and performers are from the Pacific Northwest and the greater Portland metro area in particular. Because classical guitar music is enjoyed by a wide range of those who appreciate the art and culture of music, the proposed concert is expected to attract a large number of local and Portland Metro-wide guitar enthusiasts who are particularly interested in this genre of music. In addition, because the proposed concert would be free to the public, it would serve as an opportunity not only to promote the City of Wilsonville as a community that supports arts and culture but also as an educational introduction to those who have not already come to appreciate classical guitar music. Currently, classical guitar draws interest from a wide range of members of the community and those who come from or support cultures in their homes or languages.

Many of the best-known classical artists and composers are from Spanish-speaking countries which makes the classical guitar, by definition, a part of an international and worldwide music culture. It would be especially educational to younger people from the City of Wilsonville and surrounding communities who are encouraged to attend the proposed concert and learn of opportunities in Wilsonville and other communities, where they can study and learn guitar playing and composition. Not only would this proposed concert and resulting sound and video recording bring members of the City of Wilsonville together they would also offer the City of Wilsonville opportunities to use the recordings on its website or in other promotional materials to highlight the City's encouragement and support of this musical art form and art and culture in general.

How will your project benefit the Wilsonville Community?

The annual Wilsonville Classical Guitar Festival will contribute to the Wilsonville Community by creating a regional and statewide image of the city as a center for musical and creatives arts and culture. Residents will have an opportunity to participate in and enjoy the musical expressions and educational opportunities and Wilsonville businesses will have the opportunity to advertise and promote their products and services through the media created and

distributed to promote the festival and the displays and services they provide during the festival. While these are direct benefits to the Wilsonville Community, the broader benefits include the value to members of the community, services, and businesses to live in and conduct business in a city that has a prominent place in the classical guitar world and a ongoing relationship with a growing and developing classical guitar musical community.

The planned educational events will provide opportunities for people of all ages to be introduced or grow in their understanding and appreciation of the classical guitar and its place in the musical world and history. In addition to these general benefits, specific businesses that rely on the musical arts will benefit from the increased attention to Wilsonville as a center for classical guitar. Such organizations or businesses include the hospitality industry, wineries, arts and cultural organizations, businesses, media agencies, etc. Few if any American cities have developed an image as a center for the classical guitar so the potential of the festival to promote Wilsonville as such is enormous.

What are your organization's goals for this project? (Use measurable data if possible.) How will you know that you succeeded in your goals?

The intent of the two-day Wilsonville Classical Guitar Festival performances and educational events is to assist Siempre la Guitarra achieve its goals as stated in Article III of its bylaws that provide, in part, "the corporation shall direct, encourage, promote and stimulate the practice and appreciation of the musical arts among the people of the Pacific Northwest and beyond... to include performing and creative elements related to the classical guitar ... support local efforts which enable members of the community to be involved ... Work cooperatively with all musical and other arts and civic groups to build audiences and participants in the Arts; ... to develop and promote musical Arts in the Schools, and Arts in education in collaboration with other eligible city/county organizations; ... Coordinate community musical arts events, programs and performances; ... to elevate the quality of life for the citizens of the community; ... Sponsor and conduct concerts, competitions, contests, special events and awards for the purpose of promoting and supporting artistic excellence; ... to develop and promote community based cultural tourism." Particularly to achieve this last goal, this project is designed to promote the City of Wilsonville as a center for the classical guitar and the Arts and Culture Commission by the number of participants from the City of Wilsonville and beyond and will be designed to serve people of all ages and abilities as shown by attendances and participation by individuals and businesses and organizations.

If this is an annual event for which you have received Community Cultural Events and Programs Grant funding in the past, what new or expanded attractions or partners have been added? (Please note: annual events must add attractions or partners in order to be eligible for grant funding.)

This is a first-time application.

How are you/your organization suited to produce this project/program? Provide the community resources that will be used if applicable (volunteers, local vendors, local contributions, etc.)

The proposed Wilsonville Classical Guitar Festival will be promoted using Siempre la Guitarra's extensive media resources developed over years of experience it has to promote local concerts of internationally recognized performing artists and its collaborative relationships with the Portland Guitar Society, the Corvallis Guitar Society, the Seattle Classical Guitar Society and the Pacific Northwest classical guitar community to promote the project's two-day annual festival (<https://siemprelaguitarra.com/>). Drawing on its executive, media, and accounting staff, members of its Board of Directors and local volunteers, Siempre la Guitarra's will organize, produce, and record the proposed two-day festival and educational events and collaborate and work closely with the City of Wilsonville Arts and Culture staff and Arts, Culture, and Heritage Commission to achieve the City and Commission's goal of "a sustainable, long-term plan that supports community aspirations for a vibrant cultural scene in Wilsonville" as provided in its Arts, Culture, and Heritage Strategy (ACHS) of November 2020 and, in particular, ACHS's recommendation 2 to "make cultural diversity and ethnic inclusivity a priority" in the City of Wilsonville, this festival will draw on the origin of the classical guitar from Spanish stringed instruments of 5th and 16th centuries that evolved into the European baroque guitar in the 17th and 18th-centuries that makes the modern classical guitar an internationally musical instrument embraced by Latino, European, American, and, even, East Asian cultures.

Project Budget

This budget provides the detail of the project that the grant funds will be applied to. This should include how the funds from this grant will be spent. Expenses must be explicitly defined. Please include in-kind and cash match.

Income Sources	Amount
CCEP Grant	\$7,500.00
Cash donations	\$1,500.00
In-kind contributions	\$3,500.00
Total Project Income	\$12,500.00

Expenses - Must be specifically itemized	Amount
Travel expenses & honorariums to performers, workshop leaders, & organizers	\$5,750.00
Program & sponsor development, admin, & regional and state-wide promotion	\$2,450.00
2 day performance & educational site rent, set up, & management (non-profit rate)	\$3,100.00
Recording and video production	\$1,200.00
Total Project Expense	\$12,500.00

Organization Budget

This budget shows how this project fits into your organization. The project should be shown as a line in this budget.

Income Sources	Amount
Grants and donations	\$3,500.00
Concert Fees	\$1,200.00
CCEP Grant	\$7,500.00
CCEP In-kind contribution	\$3,500.00
CCEP Cash donations	\$1,500.00
Total Organization Income	\$17,200.00

Expenses	Amount
Executive/Artistic Director	\$2,200.00
International Guest Artists	\$1,000.00
Accounting and Fiscal Management	\$850.00
Media and Marketing Direction	\$500.00
Miscellaneous office, equipment repair, bank fees,	\$150.00
CCEP Expenses	\$12,500.00
Total Organization Expense	\$17,200.00