

Project Title

Marketing Assistance for Expanded Arts & Music Festival

Applicant Name

Charbonneau Arts Association

Contact (Name)

Cathi McLain

Title

Festival Organizing Chair and Board Member

Project Duration

Start Date June 1, 2024

Estimated Completion Date

December 31, 2024

Project Budget

Total Project Budget \$ 16,050.00

Applicant Cash Match (a) \$ 7,150.00

In-Kind Resources (b) \$ 2,750.00

Total Applicant Match (a+b) \$ 9,900.00

Grant Request \$ 3,500.00

Provide a project description

We are asking for support for an advertising campaign to promote attendance at our expanded Arts and Music Festivals. The 40th Annual Charbonneau Festival of the Arts is scheduled for October 11-13, 2024. In 2022, a free Jazz@Charbonneau music festival was added to the weekend's events, which included the Opening Night Gala Reception, Student Art Gallery, Fine Art Gallery, Artisan Vendor Show, and Silent Auction. That music event led to the creation of the Music Stage@Charbonneau, with several concerts during the year, and ticket sales that covered the cost of the musicians and allowed for the establishment of a Performing Arts Grant Fund for Wilsonville and Canby High Schools, the two high schools we support.

Jazz@Charbonneau returned to the arts festival in 2023, with world-class musicians but lower-than-expected attendance. After analyzing the various components of the festival, the CAA Board decided that the jazz festival would have more impact if separated from the arts festival and held during the summer when the outdoor covered Pavilion at Charbonneau is available, and the music can stand on its own. The re-imagined Wilsonville Jazz Festival at Charbonneau is scheduled for August 11, 2024. Rather than absorbing the costs of the musicians, as we did in 2022 and 2023, we will sell a ticket for the entire day's and evening's musical line-up so that we can cover the costs and hopefully have a better chance to raise funds to support our Performing Arts Grant Program.

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

In the absence of the Wilsonville Festival of Arts in the Park, the Charbonneau festival has filled the gap for arts exhibition programs. The addition of the music stage and a separate jazz festival add an extra cultural dimension that fills a community need.

How will your project benefit the Wilsonville Community?

The Charbonneau Festival of the Arts is a free event that is open to the community of Wilsonville and beyond. The festival is run by volunteers, all but a few of whom are Wilsonville residents. The Artisan-Vendor Show offers local artisans and artists a venue for sale of their wares, and the Fine Art Gallery offers community members a chance to view and purchase fine art by area artists. The Student Art Gallery showcases the impressive work of their high school's art students. Our financial support of Wilsonville High School art classes is by extension, a benefit to the Wilsonville Community. The addition of the summer Wilsonville Jazz Festival at Charbonneau brings world-class musicians to Wilsonville at an affordable cost in a beautiful setting.

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

Our goals for the project are to mount a successful music festival that matches the success of the festival of the arts and helps to generate sufficient revenue from ticket sales to allow us to provide financial support to performing arts programs at the high schools.

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.)

The Music Stage and Jazz@Charbonneau have added a new dimension to Charbonneau Arts Association's role in the Wilsonville community. All concerts are open to the public and are widely promoted by the musicians and Charbonneau Arts. With the name change to Wilsonville Jazz Festival at Charbonneau, we hope to fully embrace our membership in the community and gain acceptance as an important part of Wilsonville.

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.)

We are an all-volunteer organization with a 10-member board of directors. The Festival Organizing Committee chair is a member of the board. The committee meets monthly and includes artists, former teachers, event planners, teachers from the two high schools we support, and a member of the Charbonneau Country Club staff. We have a cadre of volunteers with the expertise needed to manage our organization and the festival, including finances and budgets; a talented web administrator who donates her time and many of her costs; several event planners; and many artists and artisans. Two of our board members are tasked with securing sponsors, which helps support festival expenses and allows for more donations to the high school arts programs.

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
IN-KIND - Free Concert Facilities Rental by Charbonneau Country Club	\$1,500.00
IN-KIND - Free Concert Event Volunteer Hours	\$1,250.00
Ticket Sales & Sponsorships	\$9,800.00
Wilsonville CCEP Grant for Advertising Campaign	\$3,500.00
Total Project Income	\$16,050.00

Expenses - Must be specifically itemized	Amount
Musicians' Fees	\$6,150.00
Sound System Rental	\$500.00
Pamplin Media Group Advertising Campaign	\$2,000.00
Wilsonville Activity Guide Ad, Radio Spots, Calendar Ad	\$1,500.00
IN-KIND - Free Concert Facilities Rental by Charbonneau Country Club	\$1,500.00
IN-KIND - Free Concert Event Volunteer Hours	\$1,250.00
Program Printing, Signage	\$500.00
Net Proceeds to Performing Arts Grant Program (if we receive grant)	\$2,650.00
Total Project Expense	\$16,050.00

Organization Budget

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

CAA Profit and Loss Budget Overview January through December 2024

**DRAFT:
11/16/23**

**Jan - Dec
'24**

Income		
1-1 — ART FESTIVAL Income		
4505 — GRANT requested (Clackamas County) 2024		3,500
4200 — Festival Sponsor (general)		4,600
4210 — Artisan Show Sponsor		0
4250 — Fine Art Festival Registrations		3,000
4290 — Artisans Resgistrations Income		3,000
4251 — Silent Auction		4,000
4252 — Art & Misc Sales		4,000
4253 — Opening Night Tickets Sales		2,000
4260 — In Kind Contributions		3,400
4270 — Income from Festival Games		0
1-1 — TOTAL ART FESTIVAL Income		27,500
1-2 — ART FESTIVAL Expenses		
5264 — Display Systems		3,500
5263 — Musicians & Entertainment		300
5261 — Misc Signage		500
5260 — Misc Supplies		250
5259 — Paid Programming Help		0
5258 — Website Expenses		1,000
5256 — Greater Giving Subscription		1,000
5250 — Zapplication Subscription		1,100
5255 — Food & Beverage Expenses		500
5200 — Festival Advertising Expenses		2,600
5285 - Artisan Festival Marketing costs		1,000

5201 — Printing & Other Materials	2,500
5251 — Silent Auction Expenses	1,000
5252 — Artists Sales Proceeds (30%)	2,800
5253 — Opening Night Expenses	1,000
5270 — Festival Games Expenses	0
5282 — Artisan Festival Other Expenses	600
1-2 — TOTAL ART FESTIVAL Expenses	19,650
NET ART FESTIVAL PROCEEDS	7,850
3-1 — JAZZ FESTIVAL	
4550 — GRANT requested (Wilsonville) 2024	3,500
4310 — Jazz Festival Ticket Sales	8,800
4320 — Jazz Festival Sponsors	1,000
In Kind Free Rental of Facilities	1,500
In Kind Volunteer Hours	1,250
Total 3-1 — JAZZ FESTIVAL	16,050
3-2 — JAZZ FESTIVAL Expenses	
5325 — Jazz Festival Other Costs	1,000
5310 — Jazz Festival Performers	6,150
5320 — Jazz Festival Marketing Costs	3,500
In Kind Free Rental of Facilities	1,500
In Kind Volunteer Hours	1,250
Total 3-2 — JAZZ FESTIVAL Expenses	13,400
3-1 — JAZZ FESTIVAL Proceeds	2,650
4-1 — MUSIC STAGE INCOME	
4300 — Music Stage Ticket Sales	20,000
4301 — Music Stage Sponsors	5,500
4302 — MSOC Donations	1
Total 4-1 — MUSIC STAGE INCOME	25,501
4-2 — MUSIC STAGE Concert Expenses	
5300 — MSOC Performers	14,000
5301 — MSOC Other Expenses	500

Total 4-2 — MUSIC STAGE Concert Expenses	14,500
4-1 — MUSIC STAGE PROCEEDS	11,001
5-1 — CAA FUND RAISING INCOME	
4000 — Individual Donations	1
4001 — Friends Campaign	1
4010 — Matching Campaign	3,500
Total 5-1 — CAA FUND RAISING INCOME	3,502
5-2 — CAA FUND RAISING EXPENSES	
5000 — Fundraising Expenses	200
Total 5-2 — CAA FUND RAISING EXPENSES	200
5-1 — CAA FUND RAISING Proceeds	3,302
9-1 — ADMIN & GENERAL Income	
4099 — Misc Income	50
Total 9-1 — ADMIN & GENERAL Income	50
8-2 — CAA GRANTS given	
5902 — Performing Arts Grants Given	12,000
5901 — Fine Arts Grants Given	10,000
Total 8-2 — CAA GRANTS given	22,000
9-2 — ADMIN & GENERAL Expenses	
5001 — Corporate Filings	200
5003 — D&O Insurance Expense	1,200
5002 — PO Box Rental	200
5099 — Misc A&G Expenses	100
Total 9-2 — ADMIN & GENERAL Expenses	1,700
Net Income CAA 2024 Budget	1,053