

**Project Title**

Community Awareness and Contribution Program for WilsonvilleStage

**Applicant Name**

WilsonvilleSTAGE

**Contact (Name)**

David Niklas

**Title**

President

**Project Duration: Start Date**

January of 2024

**Estimated Completion Date**

December of 2024

**Project Budget**

**Total Project Budget** \$ 8,997.00

**Applicant Cash Match (a)** \$ 1,795.00

**In-Kind Resources (b)** \$ 3,000.00

**Total Applicant Match (a+b)** \$ 4,795.00

**Grant Request** \$ 4,202.00

### **Provide a project description**

"I did not realize Wilsonville had a theatre company". Those words, or something similar, have been repeated to me many times when I talked to Wilsonville residents about attending an upcoming production of WilsonvilleSTAGE. It is to correct this lack of awareness that the Board of WilsonvilleSTAGE seeks this Community Cultural Events and Programs (CCEP) Grant. We seek assistance to implement a 3 phase awareness and support program to correct this deficiency. Phase 1. We will update and modernize our logo, website, and social media outreach. This phase is currently up and running and should be completed early in January of 2024. We will join and be active members Wilsonville Rotary as part of our outreach.

Phase 2. We will reach out to the business community of Wilsonville with an awareness program about WilsonvilleSTAGE and its positive impact on our community. This phase of the program will consist of one-on-one visits to businesses in Wilsonville educating them on our Each board members has pledged a minimum of 6 hours each per month for the months of January through May of 2024. We will contact a minimum of 400 businesses in Wilsonville and convince a minimum of 100 to display an "I Love WilsonvilleSTAGE" decal on their window or door. We will offer two complimentary tickets to our next production to those that agree to display our decal. WilsonvilleSTAGE will produce a limited number of presentation booklets with historical information and visuals of past productions as well as information on our upcoming productions for April and May. We will also produce 250 window decals to distribute. WilsonvilleSTAGE will complement our ground game by contracting with a professional social media consultant to update our social media presence with regular postings to our website, Facebook page, Instagram, and instigate other social media platforms as needed.

Phase 3. WilsonvilleSTAGE board members and volunteers will each donate an additional 4 hours per month from June through November meeting personally with Wilsonville business owners and managers, primarily but not exclusively decal displayers to sell them on supporting WilsonvilleSTAGE with a yearly contribution. Businesses will be shown a suggested contribution chart with increasing contribution amounts and corresponding gift level amounts consisting of combinations of advertising space on programs, posters, website and social media platforms. We will dispense complimentary tickets as well as mentions and acknowledgements at all performances. Details of these contribution/gift levels are yet to be determined but will be based on contemporary levels in the local theatre community. WilsonvilleStage will cement our ground game by contracting with a professional social media consultant to update our social media presence with an emphasis on trumpeting our donors' businesses on our website our Facebook page, Instagram account and other social media as implemented. Our goal will be to get a minimum of 50 local businesses to pledge donations averaging \$300.00 for an increase to our budget of \$15000.00 per annum.

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

Bringing the awareness of home-grown cultural events to the Wilsonville community should be an integral part of the Arts Cultural and Heritage Commission (ACHC) mission. There is a special appeal and pride in a community in having and supporting a home-grown component to the local arts, cultural and heritage universe. By helping WilsonvilleSTAGE to spread awareness of its contribution to local arts and cultural events brought to Wilsonville by a Wilsonville non-profit ACHC, will also be spreading the word about Wilsonville based organizations bringing dance, singing, music and visual arts to the city. Live theatre is a special event. It moves people in ways that differ from movies or television performances. Live theatre, older than written history, is found in all cultures and is integral to the culture of all humans. Funding this project would be a direct promotion of Arts, Culture and Heritage in Wilsonville.

**How will your project benefit the Wilsonville Community?**

When this project is funded and completed WilsonvilleSTAGE as an organization will be better funded and better known by the residents of Wilsonville. This should allow us to increase our season from the current 3 shows per year to our stated goal, in our mission statement, of a minimum of 5 shows per year. As awareness and local support grow, as this program is only the first step, in what we see as a self-funded continuous affair we will bring more opportunity for more Wilsonville residents to consume more live theatre without leaving the city limits. This project will be a direct benefit to Wilsonville.

**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 goals and measurements of success for this project will be transparent and open.

Phase 1. We will have our new website landing page featuring our new logo live in the first weeks of January. We will also enhance our Facebook and Instagram presence.

Phase 2. We will closely track our progress to making 400 business contacts and 100 agreements to host our "I love WilsonvilleSTAGE" decals on a monthly basis from January through May.

Phase 3. We will be tracking our conversion rate to business contributions from July through November as we reach for our target of 50 business contributors and our ultimate goal of \$15,000.00 in new contributions by the end of November 2024.

**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 will be a one-time ask for support from the City through the CCEP program. That being said, we will use part of the donations generated by this program to fund a yearly donation

drive to keep and improve recognition of WilsonvilleSTAGE in the business and residential Wilsonville community. A portion of the increased funds will be used for the development and maintenance of our social media presence, and a portion will be used for additional yearly productions.

**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 Board of WilsonvilleSTAGE is totally committed to carrying out this project. This project is the result of over two years of planning and commitment. During the prior two plus years the board has evolved the plan as presented to you. Throughout this period one of the stumbling blocks was the size of the financial commitment of the plan in relation to our current annual budgets and how carrying out this plan would impact our main mission of producing three community theater productions a year. The matching contribution of the CCEP grant allows us to move forward with this project while allowing us to continue our current 3 show schedule. We will be donating over 200 hours minimum of board and volunteer time plus at least \$1795.00 of our annual budget will be committed to this project.

**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
Cash Input by Wilsonville stage Board to CCEP Grant program	\$1,795.00
WVS Board Volunteer hours @15.00/ Hour (200hrs x\$15.00)	\$3,000.00
CCEP Grant	\$4,202.00
<b>Total Project Income</b>	<b>\$8,997.00</b>

Expenses - Must be specifically itemized	Amount
Printing cost Presentation Booklets (12 x 6.00)	\$72.00
Production cost Decals Phase 2 (250.0*\$1.5)	\$375.00
Production cost Decals Phase 3 (100*\$1.5)	\$150.00
Sparks Marketing contract Phase 2 (5 months @ 600.00/mnth)	\$3,000.00
Sparks Marketing contract Phase 3 (7 months @ 600.00/mnth)	\$4,200.00
Production poster and program design (3*400.00)	\$1,200.00
<b>Total Project Expense</b>	<b>\$8,997.00</b>

### 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	\$2,700.00
Box Office	\$6,900.00
InKind Giving (Donated costumes and props by actors)	\$500.00
Concessions plus Performance donations	\$750.00
2024 CCEP Grant Monies	\$4,202.00
WVS In Kind and Contribution (200x\$15)	\$3,000.00
<b>Total Organization Income</b>	<b>\$18,052.00</b>

Expenses	Amount
Royalties, rights and scripts	\$2,500.00
Performance Space Rental	\$3,400.00
Rehearsal Space Rental	\$4,000.00
Costumes	\$500.00
Props	\$300.00
Concessions	\$100.00
CCEP Grant Spend	\$8,997.00
<b>Total Organization Expense</b>	<b>\$19,797.00</b>