

Project Title Increase Attendance and Sponsorships at Charbonneau Arts Association Events

Applicant Name Charbonneau Arts Association

Contact (Name) Cathi McLain

Title Board President

Project Duration: Start Date 2/1/2026

Estimated Completion Date 11/1/2026

Project Budget

Total Project Budget \$ 20,000.00

Applicant Cash Match (a) \$ 5,000.00

In-Kind Resources (b) \$ 5,000.00

Total Applicant Match (a+b) \$ 10,000.00

Grant Request \$ 10,000.00

Project Narrative Questions

Provide a project description

This grant application is in support of Charbonneau Arts Association's events, which meet our mission as a 501(c)(3) organization.

- **COMMUNITY:** To provide a venue for the appreciation of visual arts, performing arts, and other fine arts.
- **STUDENTS:** To create opportunity for local public-school students to exhibit and demonstrate their art and to perform musically and theatrically.
- **TEACHERS:** To raise funds to provide ongoing support for the visual arts and performing arts in the Wilsonville and Canby areas of Clackamas County, Oregon.

In support of this mission, CAA annually hosts the Wilsonville Festival of the Arts @ Charbonneau and introduced "Blues for Schools" - Wilsonville Festival of Music @ Charbonneau in 2025. The latter was launched with a Community and Cultural Events grant from the City of Wilsonville. It was a successful event, breaking even in revenues and generating significant community support. Due to the time needed to plan a major

music festival, it was decided to use 2026 to plan for an August 2027 event, allowing us sufficient time to generate sponsors and secure the bands, who often book a year in advance.

The 2025 Festival of the Arts generated sufficient revenues to enable us to continue our substantial donations to the high school art programs in Wilsonville and Canby, but attendance was lower than expected, affecting sales in the Artisan Booth Show and Festival Store. With both of our major events, we relied on traditional media advertising. Even with considerable discounts from Carpenter Media, the publisher of the Wilsonville Spokesman, Lake Oswego Review, West Linn Tidings, and other local newspapers, it was expensive and results were questionable.

It has become clear that we need to focus more on social media marketing and less on traditional marketing channels if we are to increase attendance at the events we host. Our volunteers are well-versed in traditional public relations avenues, but social media platforms require a whole new skill set. We want to attract a younger audience. This requires continual posts to build followers in the Wilsonville community and surrounding areas. Advertising in these platforms also requires a different approach. Therefore, we are requesting funds to allow us to hire a social media marketing consultant to help us expand our basic Facebook and Instagram presence with regular posts, reels, and ads, and to launch us on TikTok and with ads on Google. This consultant will also train an ongoing group of volunteers to help and continue this function going forward. We will continue a minimal presence in print media.

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

As a project that has been held annually since the 1980's, the Charbonneau Festival of the Arts has grown from a small neighborhood arts and crafts fair to a major promoter of the arts that extends beyond Charbonneau to the greater Wilsonville and Willamette Valley areas. The Festival of Music expanded this effort to include performing arts. Since the dissolution of Wilsonville Arts and Culture Council (WACC), Charbonneau's Festival of the Arts has become the only such event in Wilsonville and is now called Wilsonville Festival of the Arts @ Charbonneau. By providing financial support to Wilsonville High School's arts programs, we help to support the future artists in our community.

How will your project benefit the Wilsonville Community?

The Wilsonville Festival of the Arts @ Charbonneau is a free event that is open to the community of Wilsonville. The festival is run by volunteers, all but a few of whom are Wilsonville residents. The Artisan Booth 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 Gallery showcases the impressive work of the high schools' art students. Our financial support of Wilsonville High School art classes is by extension, a benefit to the Wilsonville Community. The Festival of Music that will be in planning stages in 2026, will bring world-class musicians to the community in August of 2027.

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 are:

- To increase attendance at our events and thus increase proceeds that can be donated to the local fine arts and performing arts programs.
- To continue building our community ties with greater Wilsonville.
- To expand our donations and support of performing arts as well as fine arts programs in the schools.

We will know that we have succeeded if our attendance tallies increase and we see measurable increases in art sales.

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.)

Our previous grants have focused on building our Festival of the Arts infrastructure, including a professionally designed website, and high-quality display panels for our fine art gallery. We expect this grant to help us generate more attendees. We will also add artist demonstrations during the festival weekend, featuring the high school art teachers and some of their students, as well as professional artists whose art will be on display in the Fine Art Gallery.

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 Art Festival and Music Stage Organizing Committee chairs are members of the board. The committees meet monthly and include an event planner, and members of the Charbonneau Country Club and SpringRidge staff. We have more than 50 of volunteers with the expertise needed to manage our organization and help with the two festivals, including finances and budgets; a talented web administrator who donates her time and many of her costs. Two of our board members are tasked with securing sponsors, which helps support expenses and allows for more donations to the high school programs. Our 2025 Festival of the Arts had 150 volunteers working in many areas to assure its

success. We expect to have several of these volunteers work with the hired consultant to learn how to support the social media efforts on an ongoing basis.