

Project Title

WACC Art Festival and Summer Performance Series 2022

Applicant Name

Wilsonville Arts & Culture Council

Contact (Name)

Benjamin Mefford

Title

Interim Executive Director

Project Duration: Start Date

May 1, 2022

Estimated Completion Date

August 31, 2022

Project Budget

Total Project Budget

\$ 20,500.00

Applicant Cash Match (a)

\$ 8,500.00

In-Kind Resources (b)

\$ 4,000.00

Total Applicant Match (a+b)

\$ 12,500.00

Grant Request

\$8,000.00

Provide a project description

WACC will be promoting a new virtual exhibition for launch May 1, and a second virtual exhibition for launch June 1, with a corresponding physical exhibition forming a significant component of a 3-day art festival (June 2-4, 2022) held at the venue known as Frog Pond Church in Wilsonville (the rentable facilities of Meridian United Church of Christ). The art festival itself is integrated into a reboot of what we presented in 2021 as a festival alternative, which we called the Wilsonville Summer Performance Series (WSPS). This was a big success for us as our first attempt at hybrid virtual/in-person events, and we've found a way to fuse the WSPS concept together with a reduced footprint Art Festival to create a single project. The 2022 WSPS content kicks off on the 3rd day of the art festival, with performances from singer/songwriters and poets. This will be followed subsequently in July with a live weekend of performances in dance, theater, and music. These performances will once again have a live audience and will also be recorded, with the performances to be promoted and released virtually on a weekly schedule through July and August. CD's from the July performers will be playing during the project launch at the art festival in June. The live art show for the festival in June will have artwork from professional artists as well as local students at the middle school and high school level, celebrating a diversity of ages, cultures, and talents. In addition, there will be coordinated exhibitions at the gallery of the Wilsonville Library in May and June 2022. This project is also being coordinated with partner non-profit the Charbonneau Art Association, for what we are calling our Art Across the River Weekend (first weekend in June.)

How will your project promote Wilsonville tourism?

The nature of regularly engaging the art community creates a persistently positive image of Wilsonville at great distances by taking advantage of those individuals far-reaching networks [for example, I have had multiple instances recently of speaking to artists in other states who recognized Wilsonville because they knew of its public art program - a program that they remember positively even though it has been inactive for over 10 years]. We will be encouraging attendees to our project to support local restaurants, which also serves both tourism and the improvement of local culture. As our first virtual exhibition of 2022 demonstrates (1500 visitors from 52 different nations and 44 states), promoting the arts inherently builds upon a cities reputation as a destination, putting it "on-the-map" in the minds of potential visitors from across the globe and making them more likely to visit and spend time here when they are in the area.

How will your project benefit the Wilsonville community?

The Wilsonville Festival of Art has been a cornerstone of culture in Wilsonville for more than 20 years. It has been absent for 2 years during the pandemic, and while it will look a little different in 2022, this first year back will be a vital breath of fresh air for residents and visitors who have been starved for the kind of unique experiences presented by independent artists. A vibrant and active arts scene has been demonstrated to increase livability, enhance a cities reputation, bring in additional business and tourism, and increase property values. We are also excited for the collaborative partnership this year with the Charbonneau Art Association, who moved their festival to be the same weekend as ours so that we could support each other and create a larger Art Across the River Weekend to really activate and unify the whole city.

What are your organization's goals for this project (use measureable data)? Consider the question: How will you know that you succeeded in your goals?

Our goals are to provide high quality art experiences in a variety of accessible ways. We expect to engage approximately 1000 in-person visitors, and approximately 3000 unique virtual visitors. Quantitative data will be easier than ever to track, because the in-person components are smaller and indoor with reduced ingress/egress points and other physical 'head-counting' advantages (like quantity of seating that is utilized for performances) vs. the more traditional open air events that were more free flowing and attendance was more challenging to accurately track. Virtual data is tracked through google analytics, built into our website, which especially helps us to see geographic data. For example, our first virtual exhibition of 2022 was very successful at engaging online audiences, helping to attract 1500 unique visitors to our website over 90 days, from 52 different nations and 44 states. This included 2300 site sessions at an above average 5 minutes and 49 seconds per session. We expect to reach even higher numbers of visitors as this project stretches from May-August and has more dynamic and engaging content.

If this is an annual event for which you have received Tourism Grant funding for in the past, what new or expanded attractions have been added?

The Wilsonville Festival of Art has a long history with a traditional festival model presented at Town Center Park, however, the pandemic has caused us to adapt to many constraints and this years event will look different than past years with some typical features not present. At the same time, in other areas we have significantly expanded, namely with virtual presentations. The pandemic forced us to shift to virtual and hybrid (virtual combined with smaller in-person) programming. The in-person components of this project are still relatively smaller and more targeted events compared to past years, but also have new and significant virtual components with substantial geographic reach that was not possible previously. As we rebuild in-person programming, we expect to maintain this valuable virtual reach. In addition to the changes and additions to WACC specific projects, we are additionally cross-promoting, collaborating, and integrating the festival weekend portion of this project with the Charbonneau Art Festival across town. WACC and CAA have been working closely together for months to put on this dual festival weekend, with complementary projects and programming at each location.

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

WACC is a 501c3 non-profit driven by a highly active volunteer board, most of whom are artists and many of whom are also teachers or former teachers, who collectively contribute hundreds of hours of volunteer labor every year. In spite of the many challenges faced, the board has grown and diversified during the pandemic, representing a diversity of ages, cultural knowledge, and bringing together a rich depth of experience in many forms of visual and performing arts (including music). This project will be further supported by our partner organizations, grantors, sponsors, businesses, and additional event volunteers. We come into this project with an ever-growing awareness of how to use virtual elements and technology to expand our impact, and have a solid track record of more than 20 years of producing live cultural events in Wilsonville. We have the knowledge, experience, and community support needed to be a worthy of this investment of Community Tourism Matching Grant funds.

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
WV Community Tourism Grant	\$8,000.00
Regional Arts & Culture Council - Project Grant	\$3,000.00
Argyle Square - major sponsor	\$3,500.00
Sponsors	\$1,500.00
Donations	\$500.00
Facility Rental Discount (in-kind donation)	\$4,000.00
Total Project Income	\$20,500.00

Expenses - Must be specifically itemized	Amount
Facility Rental (actual \$3000 after in-kind discount)	\$7,000.00
Full service Sound & Lighting - Lost Productions PDX (David Barth)	\$4,000.00
4 Singers/songwriters fees, 4x\$200, 4 Poets fees, 4x\$50	\$1,000.00
5 Performing groups: music, dance, theater	\$5,500.00
Truck rental to transport large display panels to/from storage	\$600.00
Licenses (music fees)	\$400.00
Marketing (advertising/printing/design)	\$1,200.00
Event Insurance	\$300.00
Supplies	\$500.00
Total Project Expense	\$20,500.00

Organization Budget

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

Fiscal Year: Jan-22 to Dec-22

Income Sources	Amount
Clackamas County Cultural Coalition - Operating Support (staffing)	\$2,500.00
Regional Arts & Culture Council - Build Grant (staffing)	\$3,000.00
Autzen Foundation - Operating Support (staffing)	\$5,000.00
Wilsonville Festival of Art and Summer Performance Series	\$20,500.00
Fundraising/Donations	\$2,500.00
Dia de los Muertos event	\$3,000.00
Total Organization Income	\$36,500.00

Expenses	Amount
Interim Executive Director	\$10,500.00
Wilsonville Festival of Art and Summer Performance Series	\$20,500.00
Officers and General Liability Insurance	\$1,500.00
Website	\$250.00
Virtual Exhibitions	\$500.00
Dia de los Muertos event	\$3,000.00
Other expenses	\$250.00
Total Organization Expense	\$36,500.00