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JUN 21 2016

2017-2018 REQUEST FOR FUNDING

City of Longview
Executive Office

APPLICATION DUE: Wednesday, July 5, 2016

Instructions

1. Please type or print.
2. Answer each question within the space provided. Please do not include additional attachments or supplementary pages unless they are essential to our understanding of your project.
3. Attach organization's most recent tax return. If no tax return is available, attach the organization's most recent annual financial statement.
4. Attach a detailed budget for the project.
5. Are you a non-profit agency? ☒ yes ☐ no
If so, what is your IRS designation? (501c) 3 corp
[Please attach proof of non-profit status.]

Please sign, date, and send completed application to:
Dave Campbell, City Manager
City of Longview
P.O. Box 128
Longview, WA 98632

Applicant Information					
Organization/Individual	Non-Profit	Public	Other	Private	Association
Organization Columbian Artists Association			Activity Name Art in the Park 2017-2018 Columbian Artists Spring Show 2017-2018		
Activity type: Event/Festival, Marketing or Facility Juried/judged spring art show and Longview summer outdoor art festival					
Address P.O. Box 2862					
City Longview	County Cowlitz	State WA	Zip 98632		
Contact Person					
Name Carol Boudreau					
Title Show chairperson			Phone 360-425-0142		
Project Information					
Title and brief description of project: We are requesting funding for our organization's two major events with the hope that we can increase spending on advertising thus increasing the attendance of people from outside the area. The 2017 and 2018 Annual CAA Spring Show will invite artists from seven southwest WA and lower Columbian Oregon counties to exhibit their art in the juried/judged show which is open to the public for viewing. Our annual Art in the Park event features artists and fine craftspeople from all over the Pacific Northwest who are invited to exhibit and sell their fine arts and crafts for a 1-day show at Lake Sacajawea Park's Hemlock Plaza.					
Timeline for project: Spring Show March 2017 thru Art in the Park in Sept. 2018			Geographic area served by this project: SW Washington and NW Oregon		
Overall predicted attendance: 3000			Attendance, # predicted to travel 50+ miles to attend: 300		
Attendance, # predicted to travel from out of state/out of country: 200			Attendance, # predicted to pay for overnight lodging: 100		
Attendance, # predicted to <u>not</u> pay for overnight lodging: 100			Predicted paid lodging nights: 100		
2017	Amount requested from City of Longview \$5000		Total project cost: \$10,050	Date of project: From Jan/17 to Sept/17	
2018	Amount requested from City of Longview \$5000		Total project cost: \$10,050	Date of project: From Jan/18 to Sept./18	

FUNDING SOURCES FOR THIS PROJECT

List all firm commitments to date to fund this project:

Source - none	Amount (2017-2018)
Participants pay entry fees for each event. The total amount depends on the number of entries. (Spring Show approx. 80 –100 participants @ \$10/entry and Art in the Park approx. 45 participants @ \$40/entry)	Approx. \$1800 Approx. \$3600
We feel if we had more money than just what covers the cost of conducting these events (which is rarely covered by entry fees alone), we could do outside-the-area advertising which would draw more visitors from outside the local area.	

List any other sources of funding you have applied for:

Source - none	Amount	Status
We request local businesses to sponsor awards for our spring show.		

Specifically how will this grant be used? How do you document your results? We want to increase advertising outside our local area because we know that we could attract more participants and more visitors if we could do that. The grant money would be used for exhibit space rent and utilities, hiring a professional judge, advertising (call for artists, publicity for the public, etc.), hospitality, and insurance. Art in the Park funds will be used for park fees, utilities, advertising, contract services, supplies, and printing. We will continue with the spring show People's Choice ballots with compilation of the information and the Art in the Park free drawing for a painting which requires attendees to disclose anonymously their residence, distance from event and accommodations, compiling this information for Art in the Park.

How will this project be financed in the future?

entry fees from participants, donations, commission on sales, proceeds from the 6X6 project sales, members donating their art for sale

Signature <i>Carol Boudreau</i>	Date <i>June 21, 2016</i>
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GRANT REPORT

2015 amount received from the City of Longview for this project:

\$2000

2016 amount received from the City of Longview for this project:

\$2000

Note: If project is in process for 2017, please estimate the answers to the following:

How were these funds used? These funds were used to pay for the rent for a space in the 3 Rivers Mall, electricity, advertising the shows locally, judging expenses and printing the programs and posters.

How did you measure your results? Please document the achievement of your goal.

We asked visitors to sign our guest book and to vote for the people's Choice at the spring show on a separate ballot. The ballots asked for anonymous information regarding place of residence, days visiting the area, staying overnight at motel/hotel and for how long. This information was tabulated into a report.

At the Art in the Park event, we asked visitors to the CAA booth to give us anonymous information about themselves for a drawing for an original painting.

Both of these methods gave us an approximation of the number of those in attendance, their residency and lodging info. Since we charge no admission fee we don't have an exact attendance count.

Our goal has been to support and promote the arts in our community by providing a venue for this to happen. The achievement of our goal is documented by the facts that these cultural events actually took place and our club was able to pay in full for the expenses. We are very grateful to the City of Longview for the past funding to help us achieve this goal and hope new funding will allow us to again hold these events and to increase the attendance of visitors to our events.

How will this project be financed in the future?

We will continue to charge entry fees for participants for both events each year which cover an insufficient percentage of the costs to conduct these events. We also do a fundraising project (the 6X6 Project) whereby we sell small paintings the members paint and donate to the club. We also ask visitors for donations. We will continue to ask for funding from local governmental agencies and private businesses.

Please provide original project budget, original grant amount, actual project revenues, and actual project expenditures (with explanation of large variances)

List all project costs in the following categories:	2017	2018
Project Management/Administration:		
Project Manager Salary/Consultant Fees/Staff Costs:	\$0	\$0
Goods & Services:		
Contract Services – Consultant Fee	\$200	\$200
Materials/Supplies/Equipment	\$200	\$200
Construction Cost	\$0	\$0
Other Misc. Expenses (printing, postage, P.O. box, typing, awards)	\$2200	\$2200
Total Goods & Services:	\$2600	\$2600
Operations:		
Facility Rent	\$600	\$600
Utilities	\$350	\$350
Other	\$500	\$500
Total Operations:	\$1450	\$1450
Other: advertising	\$5000	\$5000
Student recognition and education	\$1000	\$1000
TOTAL COSTS:	\$10,050	\$10,050

List all funding sources for this project:	2017	2018
Entry fees – Spring Show, Art in the Park	\$2700	\$2700
Sales (includes 6X6 Project)	\$850	\$850
Donations	\$100	\$100
	\$	\$
TOTAL OTHER REVENUE:	\$3650	\$3650