

PS Applicant Information FY15 Level A

Organization Name	Valleyfest
Are you a Non-Profit?	Yes
Project Support Grant Request	\$2,500.00

PS Project Narrative and Expenses

Organization's Published Mission Statement.

(maximum characters: 400)

The mission of Valleyfest is to provide an annual community driven, safe, family oriented, visually dramatic festival that celebrates the talent and diversity that enriches the City of Spokane Valley.

Project Title: Valleyfest September 19, 20, 21st 2014

Project Summary: Provide a brief (1-2 sentence) overview of your project and its intent.

(maximum characters: 400)

Valleyfest has invited the Rainbow Dance Theatre, based in Monmouth, Oregon since 1998 to perform. The Spokane Valley Arts Council recommended this internationally recognized company to perform the "Roots of Hip Hop". The ensemble of eight dancers takes the audience on a cultural odyssey that traces Hip Hop back to roots in African dance and drumming.

Describe the project, identifying the primary artist(s), ensembles and project director that are key to the proposal and a brief time frame for the project. Provide their brief credentials.

(maximum characters: 2000)

Rainbow Dance Theatre is directed by internationally renowned dance choreographers Valerie Bergman and Darryl Thomas. Founded in Honolulu Hawaii in 1991, RDT has been based in Monmouth, Oregon since 1998. Currently Mr. Thomas is Professor of Dance at Western Oregon University where he teaches composition, partnering, Hip Hop, Hawaiian, Salsa, West African and Modern dance.

As dancer and choreographer, Valerie Bergman has toured throughout Asia, Europe, Canada, Mexico, the mainland United States and the Hawaiian Islands. She has won awards and grants from the Kennedy Center for the Performing Arts in Washington, D. C., Oregon Arts Commission, Hawaii State Dance Council, Hawaii State Foundation for Culture and the Arts, National Endowment for the Arts. Her background in dance bridges many cultural styles including training in Hula with Kumu Hula Noenoelani Zuttermeister, West African Dance with Djoniba Mouflet of The National Ballet of Senegal, and Afro- Haitian Dance with Julio Jean of Haiti. Other teaching credits include the University of Hawaii at Manoa, University of Iowa, Studio Dance Tanz of

Osaka, Japan, Florida School of the Arts and Western Oregon University, where she has taught ballet and modern technique as well as body conditioning for dancers, Hip Hop, improvisation and composition. Since 2008, she has directed the dance program at the Salem Family YMCA.

The ensemble of eight includes the RDT's urban ode, Street Suite, its popular One Village, Many Tribes and Light Flight. Popping and locking, club, freestyle and break dancing all featured in the Hip Hop dances. The informative history and highly charged dances/music encourages audience participation.

The RDT are scheduled to perform on the festival stage Saturday September 20 for one hour. They are working with dance teachers/students/clinics while at the festival.

Describe Expenses

Description	Amount	Expense Date
Professional fees	\$ 2,500	9/20/2014

PS Public Benefit

A. Public Benefit

- 1. How does this project support the successful artistic and cultural development of a community and/or individuals in Washington State?**
- 2. Describe your collaboration with community partners and other means to broaden, deepen and diversify arts participation.**
- 3. Explain how this project will strengthen your community?**

(maximum characters: 1500)

Valleyfest is a three day free festival in the City of Spokane Valley. Over the past 25 years, Valleyfest has developed into a regional event in eastern Washington. In Mirabeau Point Park there are two festival stages, and at CenterPlace there is an outside stage. In addition to the stage activities, there are other festival entertainers, visual artists from which the attendees can interact and engage with the artists. Our entertainment stages offer a variety of music, dance, theatre that reflect the cultural diversity in our area. Some of those groups are students from Ft. Mukogawa, dancers from CDA tribe, Northwest Hula, and many others.

Valleyfest is supported by the City of Spokane Valley, Valley Hospital, Numerica Credit Union, Washington Trust Bank, Inland Empire Paper Company, Spokane International Airport and Felts Field. With this support we are able to market the event to a larger, regional audience and offer a variety of professional groups to the attendees.

In addition, Valleyfest collaborates with the Spokane Valley Arts Council, MAC, INDA, school districts and other arts organizations in the community. With the support of our sponsors and the community, our goal is enrich the lives of over 45,000 attendees, inform them of the continued efforts of art organizations in the region, and through our marketing efforts (social media, web page printed materials), connect the community to the arts.

B. Broadening Access: How does this project broaden access to, expand and diversify the audiences for the arts?

(maximum characters: 750)

Valleyfest has a marketing plan which is inclusive of our sponsor and community resources.

In 2013, Social Media was used via Facebook, Twitter, and webpage to track, engage our audience. This use of technology via tablets, phones and other devices invites attendees to share experiences, likes and dislikes and engage in a longer conversation.

2014 our web page can be used across those devices

Entertainment schedules are available on mobile devices, City of Spokane Valley app and shared with our sponsors.

Publication will be designed with arts section,

TV, radio, posters, flyers, will be used communicate to our audience.

Partnerships with the SVArts Council, arts organizations, schools ADA

accessible and no charge for entertainment.

C. Evaluation: How will you measure the quantitative and qualitative results of this project, for example using audience and/or artist surveys?

(maximum characters: 750)

2013, Valleyfest worked with Eastern Washington University, School of Business, to develop the exit survey from a random selection. These results were tabulated by Business Administration students and faculty. Feedback on the following:

Hotel stays, economic impact, reasons for attending, (entertainment was the top five reasons),

Report showed an economic impact of 1.9 million, 96% would return to the festival, over half were the first time to the event. Vendors, entertainers were surveyed.

WSAC is acknowledged with name/logo placement in all print, poster, web information. Stage

recognition for WSAC funding support.

Request this year is from the SVAC and the dance studios. Encourage

active participation of the attendees.

Review artists

List the Proposed Event Details for the Project

Date	Time	Price(s) Admission	Location	Number of Estimated Attendance	Facility Capacity
	1:00		Mirabeau Point		
9/20/2014	pm	\$ 0.00	Park	2000	2000 plus

PS Project Budget

Income

	Provide Details	Cash	Confirmed or Anticipated? Enter C or A
Admissions	Free	\$ 0	C
Contracted Services		\$ 0	C
Other Revenue	Booth fees	\$ 31,000	A
Corporate Support	VHMC, IEPC, banks, WM, Modern Electric CDA Casino	\$ 60,500	A/C
Foundation Support	Spokane Parks	\$ 1,000	C
Individual Support			A
Other Private Support	Auction, Publication, Fees, Donations	\$ 46,000	A
Government - Not ArtsWA	City of Spokane Valley	\$ 44,000	C
Other ArtsWA Grants			
Applicant Cash			
	Applicant's Income Sub-Total:	\$ 182,500	
	Project Funding Request	\$2,500.00	
	Estimated Total Project CASH INCOME	\$ 185,000	

Expenses	Provide Details	CASH	IN KIND
Personnel Admin	Clerical, web marketing, interns	\$ 14,484	\$ 40,000
Personnel Artistic	Sound tech	\$ 5,000	
Personnel Technical and Production			
Outside Artistic Fee		\$ 28,000	
Outside Fees Other			
Tech/Prod Expenses		\$ 11,000	
Space Rental			\$ 10,000
Travel			
Marketing		\$ 49,500	\$ 20,000
Remaining Expenses	Office expenses, credit card fees, insurance, hot air balloon, security storage, licenses	\$ 55,100	
	Estimated Total Project CASH EXPENSES	\$ 163,084	\$ 70,000

Year Ended On: 12-31-2013
Income \$196,092.98
Expense \$188,521.02

PS Events List

Events Please provide a summarized list of your organization's last completed year of events that were open to the public. If you are a new applicant, this will serve as your evidence of one completed year of arts activities.

Title of Events - Programs - Services	Dates	Number of Events	Number of Events Days	Number of Event Attendees	Facility Capacity (single event)
Valleyfest	September 20, 21, 22 2013	30	2	38,000	varies by stage
Stages at CenterPlace Mirabeau Point Park					
Festival Stage					over 2000
Events, Programs and Services TOTALS		30	2	38000	2000

PS A Upload Additional Material

Click here to upload files:

[Hip Hop](#)

[Rainbow Dance Theatre](#)

[Non Profit Corporation](#)

[Completed Year Budget](#)

**IRS tax exempt 501©(3) determination letter (For
New Applicants Only)**

Nonprofit Corporation Annual Report Attached

**Enabling legislation or local or tribal
government ordinance**

List of Board of Directors Attached

Artistic Work Sample Attached

**Completed Year Budget (12 Month Statement of
Income and Expenses)** Attached