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Page 1: Grants to Arts and Culture Organization Application

Q1

Arts/Culture Organization Information

Name	Amy Sewell
Arts/Culture Organization	West Central Park Project
Address	2103 Harrison Ave. NW, PMB 2835
City/Town	Olympia
State/Province	WA
ZIP/Postal Code	98502
Email Address	amy@aparkforus.org
Phone Number	3604022641

Q2

Project Name

West Central Park Project 2023 Summer Arts Event Schedule

Q3

Project Summary

West Central Park Project is dedicated to fostering recreational, educational, economic, and creative needs of the community in which it sits. This grant will help us provide for the creative needs of the community by presenting 12 music events. The funds will allow us to give stipends to the musical artists and cover the infrastructure costs needed for the event season June to October: 5 months. In addition, WCP space and stage is used by other creative partners such as the open mic sessions “A Mic for Us” and the Sunday Drum Circle. Our space is also used by the West Central Park Neighborhood Center for their Saturday Market hosting food, crafts, art and music. For our partners, the WCP provides the infrastructure: taxes, insurance, water, garbage, grounds maintenance and portapotty rental. Visitors to the park may enjoy 3-5 free scheduled cultural events every week during the 5 month “summer” period.

Q4

Total Grant Request Amount

\$3965.00

Q5

What types of expenses will your grant be used to cover?

Musician and sound technician stipends, PortaPotty rental, Promotion and advertising, Overhead costs for 5 months such as insurance, office rental, utilities and supplies.

Q6

How many people do you expect to engage with this project?

3000 at events + 1200 at partner events at the park

Q7

Yes

Eligibility - To apply for this opportunity, Olympia-based organizations must: Have programs centered on arts and/or culture in Olympia Have minimum two-year history of continuous operation serving Olympia residents Be a 501(c)3 non-profit organization Have at least one ongoing arts program open to the public in Olympia A City of Olympia Business License Previous grant recipients must wait one granting cycle before reapplying Does your program/organization meet eligibility?

Q8

Arts/Culture Organization – Please upload a statement* about your organization, addressing the following questions. (*Not to exceed one, double-sided page) Describe your history of involvement and activity within the community? How does the prior work of your Arts/Culture Organization prepare you to complete the proposed project? How do you anticipate your project will engage Olympia's citizens in meaningful ways to expand involvement in arts and culture?

8%20WACO.pdf (72.9KB)

Q9

Project Proposal – Please upload a statement* about your project proposal, addressing the following questions. (*Not to exceed one, double-sided page) How does your proposal contribute to broad distribution of arts and culture experiences throughout Olympia? How does your project provide for diverse forms of art and culture within the community? How does your project contribute to a balanced offering of arts and culture experiences within the Olympia community

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Q10

Public Benefit - Please upload a statement* about your project proposal, addressing the following questions. (*Not to exceed one, double-sided page) Describe how this project provides equitable access to arts and culture for all Olympians? Especially populations and groups that have faced barriers to accessing community arts and culture programs. How do you intend to connect this opportunity with underserved communities?

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Q11

Project Expenses: please list a description and the amount of each project expense. (Eg. Artist fees: \$500)

Project Expense 1	Printing and Copying (promotional materials) \$255
Project Expense 2	Advertising (social media posts) \$150
Project Expense 3	Web Page Maintenance (5 months) \$20
Project Expense 4	Park Office Rent (5 months) \$75
Project Expense 5	Liability Insurance (5 months) \$580
Project Expense 6	Program Contractor Fees (Musicians, Sound) \$4800
Project Expense 7	PortaPotty Rental \$1300
Project Expense 8	Supplies and Maintenance \$250
Project Expense 9	Water and Garbage Service (5 months) \$500
Total Expenses	\$7930

Q12

Project Income (Matching Funds): please list a description and the amount of each project income source (Eg. Ticket sales: \$500) this can include dollar and in-kind sources. (Note: volunteer hours can be included as "project income". Each volunteer hour is valued at \$31.72. To calculate the In-kind dollar value of your volunteer hours multiply the total number of hours by \$31.72. (Eg. 10 Volunteer Hours: \$317.20)

Project Income 1	Restricted Event Donations (remains from '22) \$2000
Project Income 2	Park Space Rent \$250
Project Income 3	Volunteer Staff at Events (7*12 events) \$1715
Total Income (Matching Funds)	\$3965
Grant Request Amount	\$3965
Overall Total (Add total income & Grant Request amount)	\$7930

Q13

Will you accept partial funding, if offered?

Yes

Q14

Please attach verification of your organization's 501(c)3 status.

501c3%20Letter.jpeg.pdf (1MB)

Q15

Optional: Please upload any supplemental information.

2022%20Event%20Schedule.pdf (1MB)

8. Arts/Culture Organization description - answer the following questions

- **Describe your history of involvement and activity within the community**

West Central Park Project began in 2013 as a vacant lot that was slated to be developed into yet another commercial corner. Through the forethought and exemplary efforts, the founding members created a vision for this sad, grubby, busy street corner lot. WCPP has spent the next almost 10 years aspiring to fulfil our mission statement: **The WCPP is dedicated to creating a public, open, green space ("Park") that will foster the recreational, educational, economic, and creative needs of the community in which it sits.**

WCPP sits on a busy commercial corner on the west side of Olympia and has been providing an open greenspace and cultural hub to the neighbors to date. In addition to being a respite from the daily hustle and bustle, a place to sit, relax, graze on the edible landscaping, walk your pet, or enjoy your family picnic; we have been dedicated to providing arts and cultural activities in the park. Free Concerts began in 2013 and with a break for Covid-19, resumed in 2022. We encourage a wide range of genres which includes Olympia school bands to choral music to Jazz to rock to folk to surf tunes. The park has hosted local artist exhibits their works as one person shows and a little Free Art gallery (based on the little free library model) was inaugurated in 2022. We have dedicated fencing to provide gallery space for outdoor exhibits. WCPP has hosted cultural events such as the Zine fest, Sustainability Fair, Cider pressing and Choral events.

The West Central Park Project is an entirely volunteer staffed 501(3)c organization.

- **How does your prior work of your organization prepare you to complete the proposed project.**

This past summer WCPP hosted 12 music concerts, twice a month open mic nights, weekly drumming circle, story and craft children's programs. We have a dedicated group of volunteers who help with set up, break down, providing support during the performances to maintain a family friendly atmosphere.

The covered stage area (12'x20') was completed in 2017 which greatly increased our capacity for events. Sound boards, speakers, mics, stands, have been donated and upgraded over time. Stage lighting and booms enhance the concert experience. Three rotating sound technician volunteers run the sound and light systems at each event.

- **How do you anticipate your project will engage Olympia's citizens in meaningful ways to expand involvement in arts and culture?**

Our visitors have so many ways to engage with the park. The musical events provide opportunities to enjoy live free music, engage in movement activities with the dance flags, and glow toys, and percussion instruments. Artists come to the park to draw and paint. Visitors leave or take small art pieces in The Little Free Art Gallery. Open Mic night encourages 5-6 musicians to perform on our stage in front of their friends and neighbors. The drum circle includes 8-10 participants each week. The Saturday market brings many visitors and artists to the park to browse and buy and sell arts and crafts as well as listing to the weekly musical

guests. Special events such as the Zine fest brings new visitors to the park each year to engage with graphic artists and learn about the Zine culture.

9. Project Proposal

- **How does your proposal contribute to broad distribution of arts and culture experiences throughout Olympia?**

WCPP provides an anchor spot on the west side of Olympia for music, arts, and cultural events. It complements the outdoor summer concerts in downtown Olympia and provides a venue locally on the west side so families and neighbors can walk to an event near their homes. Our regularly scheduled events: concerts on Saturdays (also some mid-week), drum circle on Sundays, open mic on Thursdays, Saturday markets with food, musical guests, arts and crafts (hosted by our partners The West Central Park Neighborhood Center) provide a weekly summer schedule of free events, culture, and cuisine. Half of the neighbors, as we have learned from our surveys, visit the park for more than two of our offerings. One third live within a mile of the park and a third live within three miles. WCPP provides walkable neighborhood destination.

Special events such as the Zine fest, “Olympia Zine Fest is an annual community event that promotes zines and other forms of DIY culture” also brings more visitors to the park to meet local graphic novel and comics artists for this annual event.

- **How does your project provide for diverse forms of arts and culture within the community?**

In 2023 we will host 12 musical concerts in WCPP from various musical genres. The West Central Park Neighborhood Center’s Farmers market brings crafts and music to the park. A movement artist attends one of our musical events and encourages dance and movement with dance flags handed out to the audience. Our Little Free library encourages visitors to make and share their small artworks with others. The Open Mic program and the drumming circle encourage visitors to be a part of the event. Our park partners are instrumental in making the visitor experience both as a participant or an audience member.

- **How does your project contribute to a balanced offering of arts and culture experiences within the Olympia Community?**

- Musical guests in our summer program perform in a variety of genres, and a variety of experience and ages: Middle school band to seasoned local bands. A goal of the 2023 program will be to expand our range to more genres.
- Local artists have exhibited their works as one person shows and a little Free Art gallery (based on the little free library model) which was inaugurated in 2022.
- Spoken word arts are also represented in our story times and open mic opportunities.
- Dance and movement is woven into some of our event performances.
- Olympia Zine Fest is an annual community event that showcases graphic novel artists, comics illustrators and other forms of DIY culture.

10. Public benefit (Upload a statement with answers):

- **Describe how this project provides equitable access to arts and culture for all Olympians?**

All our events are free and open to the public. Our space has no barriers for persons with disabilities. All audience members are encouraged to participate in the event performances as audience members; we provide bubble wands, dance flags, glow toys, rhythm makers to encourage movement during the performances. Park volunteers circulate during the performances interacting with our audience. During the Luminary Procession, the Earthbound productions group brought Luminary lanterns to loan to the attendees so they could all participate in the parade. In 2023, our events will continue to be inclusive and participatory.

Our partners: Drum Circle and Open Mic for Us both open their events to anyone who is interested.

- **Especially populations and groups that have faced barriers to accessing community arts and culture programs.**

We have been inviting our un-homed neighbors who use the park regularly to become our partners and volunteers. By engaging them in our volunteer work and maintenance work parties they are comfortable attending our events.

During events our volunteers circulate in the audience and engage with the participants. Many have heard the music when they stop by and by receiving a personal invitation and a flyer handed to them, they are welcomed and often attend future events.

- **How do you intend to connect this opportunity with underserved communities?**

Our 2023 plan includes more targeted social media posts and ads so we can increase our exposure. This neighborhood has many low income families and access to this demographic will be through the local schools. We have a former educator on our board who will pursue this.

As we learned from our surveys, 1/3 of our visitors live within 1 mile of the park so we will increase outreach by posting signs and updating our information kiosk more often. We have a Facebook page and an email sign up and a blog. New this year, we will also post event notices in community locations and businesses. Many people pass through the park casually and return for events if the advertising is current and accessible. We will rely on social media, signs and flyers to connect with visitors.

Summer In The Park

Check our schedule at www.westcentralpark.org for updates

RECURRING EVENTS - NEW IN 2022

EVERY SUNDAY
6:00 to 8:00 pm

Community Rhythm Circle
Drumming - Beginners Welcome

FIRST & THIRD THURSDAY
5:30 to 8:00 pm

A Mic For Us
Open Mic Nights - Sign up at event

CONCERTS & OTHER EVENTS

Saturday - June 18
7:30 pm to 10:00 pm

The Wanderin' Kind
High-energy from rock 'n roll to R&B - Come out and dance into summer!

Saturday - June 25
3:00 pm to 5:00 pm

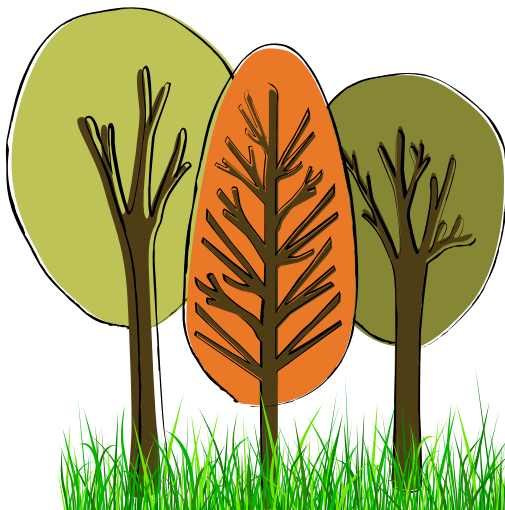
Story Book & Craft Afternoon In the Park
Join @eatdrinkandseeoly for a storybook circle starting at 3pm followed by a guided craft activity with @soireesocietypnw.

Saturday - July 2
7:00 pm to 9:00 pm

Ben Martin Jazz Quartet
Local jazz musician Benjamin Martin and his band kick off our July schedule with their sophisticated sound.

COMING UP IN JULY AND BEYOND...

**WCP Yard Sale | The Lumen | Lunamelt
Vendredi's Bag | Jacked Lords | Backlash Band |
Reckoning | Olympia Zine Fest
Luminary Parade w/ Artesian Rumble Arkestra
...more to be announced!**



Summer In The Park

Check our schedule at www.westcentralpark.org for updates

Sunday - July 10
8:00 am to 5:00 pm

WCP YARD SALE

Find some great stuff AND support the operations of West Central Park with your purchases. We're going to make it a yard party!

Saturday - July 30
7:00 pm to 9:00 pm

The Lumen

Always a favorite at the park, The Lumen gets everyone dancing with high-energy rock classics and more.

Monday- Aug 1
7:00 pm to 9:00 pm

Vendredi's Bag Celebrates Jerry Garcia's Birthday

These talented musicians love Django and Jobim right along with Irving and Miles. Throw in some Eddie Harris, Dr. John and Jerry, and you have a good sense of what their bag is all about.

Thursday - Aug 11
7:00 pm to 9:00 pm

Lunamelt

Perrenial park favorites Lunamelt heat up the mid-week stage with their big funk sound. Put on your dancing shoes!

Saturday - Aug 20
8:00 pm to 10:00 pm

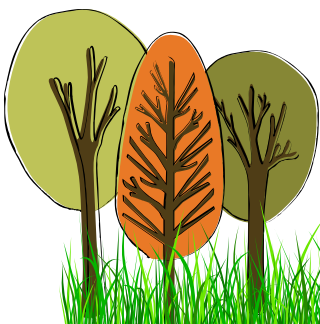
Backlash Band

Backlash brings their classic rock & roll energy to a broad set list ranging from rock and country to blues.

Saturday - Sept 3
7:00 pm to 9:00 pm

The Hinges

The Hinges return to the WCP stage with their unique psychedelic folk sound and original tunes; vocals, guitars, bass, drums, keyboards, and more.



Summer In The Park

Check our schedule at www.westcentralpark.org for updates

Saturday - Sept 10
7:00 pm to 9:00 pm

LUMINARY PARADE AT WEST CENTRAL PARK

We're delighted to host another fantastic Westside Luminary Parade, featuring the great sounds of the Artesian Rumble Arkestra. Past parades have been the highlight of our summer so don't miss this one!

Saturday - Sept 17
8:00 pm to 10:00 pm

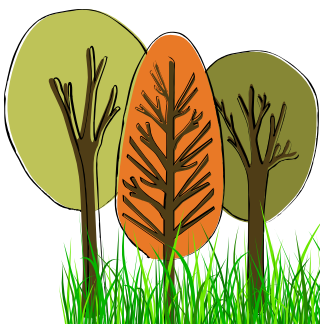
Creep/88 Grizzly

An Olympia 90s Psych-Punk Band, Creep's original four founding members have reunited. Playing with local 88 Grizzly.

Saturday - Oct 22
7:00 pm to 9:00 pm

Reckoning

Celebrate the end of a great summer with this collection of talented musicians.



The Survey Says.....

