

2018-2019 Cultural Funding Proposal Narrative

About Your Request

1) Proposal Description and Purpose

- a) Succinctly describe the project or activities you are proposing. Include a brief timeline of major milestones during the period of the proposal, including date(s), time(s) and location(s), if appropriate.

We believe that BIMA has both the opportunity and the obligation to serve as a powerful cultural incubator and hub for our region and state. The foundation for this achievement has been laid, and with support and leadership, BIMA will be able to significantly enrich and accelerate the cultural and economic vitality of Bainbridge Island in ways that will impact generations to come. With this vision as our foundation, BIMA seeks funding from the City of Bainbridge Island to support a two-year Festival Program - **seven arts & cultural festivals** that will take place at the Museum in 2018 and 2019. These seven events range in length from one to five weeks, and include several new cultural & arts festivals, as well as two existing festivals with strong growth and expansion potential.

By supporting these activities, the City of Bainbridge accomplishes two primary goals.

1. Directly infuses the city's cultural life with exciting additions to the arts landscape that involve, educate, and entertain our Island residents, artists, students and partnering non-profit organizations
2. Stimulates the local economy with events that individually draw significant audiences from off-Island for both day and multi-day trips, and together shape Bainbridge's identity as a top cultural destination.

These Festivals are not 'off-the-shelf' or warmed-over ideas - they are designed as vibrant, high energy, spirited events with deep dimension in programming, that reflect the inherent character, resident talent, and local interests of the Bainbridge Island Community. Each of these events will be connected to the exhibitions or displays at the Museum for the duration of the event, to maximize exposure and enriched content. BIMA has also selected Festivals with high likelihood of returning as annual or bi-annual events, building a backbone of cultural programs that can stimulate our imagination, cultural vibrancy and our economy for years to come.

We propose funding for Seven Festivals over 2 years. Each has a unique timeline of milestones and each takes from 5 -10 months to conceive, plan, create and execute. They include:

Poetry Festival- month of April 2018

A celebration of spring with a bouquet of poetry events in a vibrant regional and community Festival. The month features a series of readings by national, regional and local poets and writers, community open mike, poetry-themed visual arts, poetry slams, 'zine-making, and film focused on adult & youth poetry. Projected project partners include Richard Hugo House, Humanities Washington, Arts & Humanities Bainbridge, Burning Word artists, Kitsap Regional Library, selected classes and school groups within Bainbridge Island School District, Island poets and authors.

Audience: literary fans, authors, poets, artists, families. Largely free with selected ticketed events.

Within/Earshot Jazz Festival - month of October 2018 and 2019

A month-long celebration of jazz including live concerts, high school master classes and performance, film, lectures history series, and exhibitions. Projected partners include Earshot Jazz, Northwest African American Museum, Black Heritage Society of Washington State, MOHAI curator Howard Giske, Northwest jazz consultants Paul de Barros, Jackson Street Jazz Project, Bloedel Reserve (Artist in Residency), Bainbridge Island High School Jazz Program, KUOW Radio, Island musicians. Audience: Island & off-Island Residents, Tourists, day trippers, all-ages, music lovers, musicians, music students, families, Island senior living centers and organizations jazz fans, history buffs, culturally curious. Free & ticketed events.

Día De Los Muertos - One Week in November 2018 and 2019

Dia de los Muertos, or Day of the Dead, is a vibrant community celebration honoring both *las muertas* and the beauty of life, providing a special opportunity to remember those who are no longer with us. BIMA's expanded celebration will feature an *offrenda* - a large, beautiful community altar to which visitors bring photos of loved ones, write messages, help decorate, and bring candies or breads. The event kicks off with a moving opening presentation with speakers and presenters, followed by a week of public remembrances and offerings, films, and performances, as well as traditional arts workshops, music, food and dance. Projected project partners include Craft in America, Mighty Tieton, local Mexican-American owned businesses, KiDiMu, Bainbridge Island Public Schools, Island artists, authors, and cultural storytellers. Audience: Island & Kitsap residents, all-ages/multi-generational, Mexican heritage interest, Hispanic & Latino Americans, artists, culturally curious. Free.

Tribal Canoe Journey - Summer 2018

BIMA will be producing a series of festival style events in connection to the 2018 Tribal Canoe Journey, which is hosted this year by the Puyallup Tribe, and is the subject of a large-scale Museum exhibition. The Museum will be curating a show that commissions Native American artists to make oversized paddles for display in our two-story Beacon Window Gallery, plus mounting the Canoe Journey/Paddle exhibition, and joining other regional art museum in Curtis-related cultural programming in 2018 known as *The North American Indians & Edward S. Curtis project, or ESCurtis150*. The month-long event will combine documentary, photography and video from prior canoe journeys as part of this paddle exhibition, and include lectures, demonstrations, kid's art projects, and film. Audience: Island & Off-Island residents, individuals with cultural, arts, and historical interest in Native American culture, tribal families, tribal and non-tribal artists, day trippers, tourists, families, Largely free with selected ticketed events.

Spring Book Arts Festival - month of April 2019

Held in concert with a three-month exhibition of world-class Book Arts at the Museum, SIMA will produce a free, one-week celebration of the book, that brings together poets, printmakers, book artists, paper-makers, book-makers, comics artists, small and independent publishers, letterpress artists, & arts enthusiasts to showcase, perform, and sell their work. Book art displays, lectures, demos, auditorium speaker series, graphic novels, zine culture, small and independent presses, Projected program partners include School of Visual Concepts, speakers from the library of Congress, Lucia/Marquand and Mighty Tieton, Richard Hugo House, Bainbridge Island Schools student poetry and writing groups. Audience: Island & Off-Island residents, Book fanatics, authors, poets, artists, tourists, creative types, playwrights, painters, all-ages with special interest for millennials, urban audiences, families. Free.

b) What are your primary goals and objectives for your project or your organization as a whole (if requesting general operating support)?

Goals	Objectives
Create critical mass of events that accelerate awareness of Bainbridge Island as a cultural destination	<ul style="list-style-type: none"> • Create Seven Festivals & Celebrations that: <ul style="list-style-type: none"> ○ Bring an extraordinary range and high level of quality of local, regional and national artistry to Bainbridge Island ○ Appeal to wide variety of arts, humanities & cultural audiences, students, and media ○ Complement don't compete with current Island offerings ○ Offer natural partnership opportunities with other non-profits in Seattle, Kitsap & Island ○ Appeal to tourists, tour planners, convention visitors, and day trippers

<p>Provide low or no barrier access to world class arts experiences & cultural events</p>	<ul style="list-style-type: none"> • Provide a combination of free and low-ticketed events ,eliminating barrier of financial means • Build, schedule & promote events to be accessible by mobility and developmentally challenged community members, senior citizens, school-age kids. • Provide vehicles for Island residents to attend low or no cost • Create opportunities for partnerships with other Island nonprofits that extend benefits and opportunities to their stakeholders
<p>Create culturaleconomic stimulus for the Bainbridge Island, downtown and Museum economies</p>	<ul style="list-style-type: none"> • Stimulate our Island economy through spending by off-Island Festival visitors at stores, restaurants, hotels • Support local spending and decrease sales tax loss with first class events on the Island • Activate the spring, winter and fall shoulder seasons on the Island, driving strong visitor attendance during times of relatively • Provide opportunities for full, part-time and seasonal employment low tourism • Stimulate Island economy through local spending on advertising, printing, production services, catering, and other goods and services
<p>Create strong partnership opportunities within each festival that advance both the events and the partners</p>	<ul style="list-style-type: none"> • Raise the collective boat for many Island non-profits through partnership and collaboration opportunities specifically tied to different event, including Arts & Humanities Bainbridge, Bainbridge Youth Services, KiDiMu, Spacecraft, Bloedel Reserve, Bainbridge Library, Bainbridge Senior Services, Bainbridge High School Music Program, Bainbridge Historical Museum, and more • Broaden Bainbridge's reputation as an arts destination, attract new and off-Island audiences, raise level of Festival artist quality, event and Island reputation, marketing capacity, and audience appeal with partnerships with Seattle, Kitsap and national organizations, including Earshot Jazz, Kitsap Regional Library, Suquamish Foundation, Puyallup Tribe, Seattle Library, Humanities Washington, Hugo House, KING FM, KUOW, KEXP, Craft in America, PBS, Northwest African American Museum, Black Heritage Society, Wing Luke Museum, MOHA and more.
<p>Create meaningful opportunities for local artists, educators, student artists, volunteers and businesses</p>	<ul style="list-style-type: none"> • Build events that provide opportunity for local artists and writers - on stage, in exhibition, concert, lectures, films - as solos or alongside regional and national headlining artists • Hire local artists as teaching artists, workshop leaders, speakers, and coordinators • Create sales opportunities for local artists and vendors as part of Festival content • Involve and showcase Island youth within each festival, from performances and master classes to free admission and interning opportunities • Involve local stakeholders, non-profits, businesses, schools, and volunteers in the planning, support and presentation of these events.

Add to and honor the diversity that we seek in our community	<ul style="list-style-type: none"> • Provide opportunities within specific and appropriate Festivals for programming that educates and raises awareness of communities of color, including African American, Asian American, Hispanic American, internment survivors, and Native American communities. • Create events with wide range of appeal, including ethnicity, age, geographic representation
--	---

c) Who is involved in the project or activities and why? List key participants or partners.

The administrative backbone of BIMA is a team with a high capability to produce events that put Bainbridge Island on the map of regional cultural destinations. Individuals possess strong contacts with artists and arts organizations throughout the region; have strong event producing, marketing and partnership experience, and business acumen.

KEY PROJECT STAFF

- **Sheila Hughes** -Executive Director of Bainbridge Island Museum of Art
With more than 25 years’ experience as nonprofit arts executive director, producer, and presenter of performing and visual arts from Bumbershoot to Teatro ZinZanni, Sheila brings a wide network of contacts and the financial, leadership and operational skills to oversee the expansion of BIMAs role as a community cultural resource in the arts and humanities.
- **Greg Robinson** - Chief Curator, Bainbridge Island Museum of Art
Chief Curator and prior Executive Director at BIMA, Greg has run several mid-sized arts organizations and had a distinguished track record in the visual arts world. Prior to his role as Chief Curator, Greg was Executive Director at BIMA and at MONA -the Museum of Northwest Art.
- **Korum Bischoff** - Marketing Director, Bainbridge Island Museum of Art
Marketing Director of BIMA, Korum is responsible for the branding, communications, attendance development and public profile of BIMA, Korum has over ten years’ experience marketing the arts, as well as graphic design skills. A musician and teacher, he has outstanding connections in the regional education and performing arts sector.
- **Kristin Tollefson** - Education Director, Bainbridge Island Museum of Art
An artist herself, Kristin Tollefson oversees the education initiative at BIMA, which includes organizing and hosting more than 130 field trip classes a year after school and school vacation art program; community celebrations like Dia de los Muertos; and a host of exhibition-related programs and lectures.

2) Evaluation

1. a) Provide an estimate of the number of Bainbridge Islanders (and others) that this project or activities will serve.

Festival	Estimated Island Attendance	Estimated Off Island Attendance
Spring Poetry Festival 2018	558	186
Within/Earshot Jazz Festival 2018	2,755	2,755
Dia de los Muertos 2018	1,371	914
Canoe Journey Celebration	2,580	2,690
Book Arts Festival	2,612	3,918
Chamber Music Festival 2019	1,755	585
Within/Earshot Jazz Festival 2019	2,755	2,755
Dia de los Muertos 2019	1,350	900
TOTALS	15,736	14,703

b) Briefly describe how often your organization evaluates the effectiveness of its programming?

BIMA is constantly engaged in self-evaluation of our programs, and uses a variety of metrics (attendance, media coverage, demographic analysis, zip code analysis, resonance or "success" with guest), guest surveys, social media analytics, as well as benchmarking to other comparable institutions around the country. Our team regularly attends and leads professional development forums to aid in analysis, skill building and performance evaluation. We also measure effectiveness in terms of membership, donor engagement, number of schools/students served, and ROI.

2. c) How do you plan to monitor the progress of this project or your activities during the two-year funding period of 2018-2019? What indicators of success or other metrics will help your organization to track progress and report back to the City on the impact of its funding? SIMA will use all of the above methods of evaluation to look at the effectiveness of each of the Festivals individually, as well as looking at how many people were served; how many volunteers engaged; what did each generate in off and on Island attendance; how many artists were involved; how much media coverage was generated; amount of social media engagement. We'll also look at the combined impact of all of the Festivals, looking for overall interest generated from Seattle and Kitsap visitor groups in Bainbridge Island as a destination for cultural activity, an uptick in shoulder season visitor business; Convention engagement; and tour/tourist interest.
3. d) Briefly describe the anticipated impact on organizational capacity and any other improvements as a result of receiving City funding. City funding will enable SIMA to accelerate its ability to be a more powerful cultural and economic force on the Island, providing much-needed staff resources to plan and manage this spectrum of projects; to develop young talent in its staff, volunteers and interns; and to provide support to the artists who are the foundation of these events. And city support will allow the museum to take full advantage of the state of the art facility that sits in the heart of downtown, and more actively animate the space with cultural, arts and humanities activities.
4. e) How will you incorporate what you learn from this project into your work? As a young organization, BIMA is constantly weaving its learning, performance analysis, and audience feedback back into its plans as an evolving arts and educational institution. Using the evaluative methodology described in Questions 2 & 3, we expect to repeat these Festivals as annual events by refining them as they are produced, leaning into the successes and replace less interesting ideas with new ones, and to always allow fresh thinking into the process from the public, our board, staff, guests, advisors, partner organizations, educators, artists, and media. We view them as community collaborations and consider all voices to be invested in the same goals of success.

Bainbridge Island Museum of Art

Budget Narrative

- 1) What is the total estimated budget for this project?

This project will cost \$106,002 over a two-year period.

- 2) Please include and identify any income your project is expected to generate.

We expect the project to generate the following in earned and unearned income:

\$34,632 in Ticket revenue

\$23,000 in Sponsorship revenue

\$8,580 in Ancillary revenue

\$7,500 in Individual Donations

- 3) What will the requested funds be used for?

City Funding would be used for general costs to produce these projects, largely for artist fees and production expenses like stage, sound, and audio/visual set up

- 4) Include the amount and origin of any funding that is committed and/or pending for this program/project

We have \$7,500 committed in sponsorship for year one Festivals, and \$4,000 promised but not pledged by individual donors, in support of several of the Festivals

BAINBRIDGE ISLAND MUSEUM OF ART FESTIVAL INITIATIVE

2- YEAR PROJECT BUDGET

REVENUE	YEAR ONE: POETRY FESTIVAL, NATIVE AMERICAN CANOE JOURNEY PROGRAM; WITHIN/EARSHOT JAZZ FESTIVAL; DIA DE LOS MUERTOS	COBI CULTURAL FUNDING YEAR ONE	% OF TOTAL PROJECT BUDGET YEAR ONE	YEAR TWO: BOOK ARTS FESTIVAL; WITHIN/EARSHOT JAZZ FESTIVAL; DIA DE LOS MUERTOS;	COBI CULTURAL FUNDING YEAR TWO	% OF TOTAL PROJECT BUDGET YEAR TWO	TOTAL PROJECT BUDGET YEAR ONE AND TWO
TICKET REVENUE	\$23,432		34%	\$1200		30%	\$34,632
SPONSORSHIP	\$15,500		23%	\$7,500		20%	\$23,000
ANCILLARY REVENUE	\$5,480		8%	\$300		8%	\$8,580
GRANTS	\$0	\$15,000	22%	\$0	\$9,000	24%	\$24,000
INDIVIDUAL DONATIONS	\$5,000		7%	\$2,500		7%	\$7,500
MUSEUM GENERAL OPERATING	\$4,000		6%	\$4,290		11%	\$8,900
TOTAL REVENUE	\$53,412	\$15,000	100%	\$28,590	\$9,000	100%	\$106,002
EXPENSE							
FACILITY	museum expense			museum expense			
ARTIST EXPENSE	\$33,788		56%	\$20,900		56%	\$54,688
MARKETING	8,100		14%	5,100		14%	\$13,200
PRODUCTION	\$13,578		10%	\$3,890		10%	\$17,468
CONSUMABLES	\$2,908		3%	\$1,200		3%	\$4,108
DIRECT STAFF	\$7,725		12%	\$4,500		12%	\$12,225
INDIRECT STAFF	museum expense			museum expense			
MISC	\$2,313		5%	\$200		5%	\$4,313
TOTAL EXPENSE	\$68,412		100%	\$37,590		100%	\$106,002

BAINBRIDGE ISLAND MUSEUM OF ART
2018-2019 CULTURAL FUNDING METRICS

#1 – Number of individuals attending COBI-sponsored festival events

#2 – Number of community partners who are engaged in the programs themselves