

Creative Community Partnership Grant - OTAC Overview

Eligibility

- Proposed art activity must take place within the Primary or Secondary Assessment Districts in Old Town Winchester.
- Organization applying for funds must be a non-profit independent art organization.
- Grants are only awarded if the City of Winchester receives the Creative Communities Partnership Grant.

Restrictions

- The funds cannot be used to pay a performer for a specific performance; the funds must be spent between July 1, 2020 and June 30, 2021.

Application Process

- December 2019 – Old Town Creative Communities Partnership Grant Application made available.
- January 31, 2020 – Submission deadline for Old Town Creative Communities Partnership Grant Applications.
- February 2020 – OTAC reviews and votes on the applications at the monthly board meeting in City Hall and makes recommendations to the City on grant recipients
- April 1, 2020 – A Creative Communities Partnership Grant application is submitted by the City of Winchester to VCA based on OTAC recommendations on applicants.
- June 2020 – When the City Budget receives approval recipients will be notified of their status
- July 2020 – VCA notifies the City of Winchester whether they will receive a Creative Communities Partnership Grant. Applicants are notified of the status of grant awards once the City of Winchester is notified.
- August – December 2020 – If the grant is awarded, recipients may submit an invoice for granted funds.
- June 2021 – Recipients submit proof that the proposed activity occurred and that credit was given to VCA.

Accountability – Applicants will be asked to show how the funds were used. In all published material regarding the particular activity supported, acknowledgment must be made that the activity is partially supported by a grant from the Virginia Commission for the Arts and the National Endowment for the Arts. This acknowledgment should be included in programs, print and online newsletters, educational materials, brochures, posters, news releases, web sites, catalogues, and videos.

VCA Criteria for Evaluating Applications

- Artistic quality of the organizations supported by the city/county/town
- Clearly defined policies and procedures for awarding local funds to arts organizations
- Degree of involvement of artists and arts organizations in the local process of awarding grants
- Demonstrated community impact including number of participants, duration of program, and other public and private sector involvement
- Description of ongoing local government support for arts programs and funding



**Virginia Commission for the Arts
Creative Communities Partnership Grant Funds Distribution**

	FY21 Request*	FY21 Total Estimated Program Costs	FY20 Awards	FY19 Awards	FY18 Awards	FY17 Awards	FY13 - FY16 Awards
First Night Winchester	\$5,000	\$44,000	\$3,166.67	\$3,000	\$2216.66	\$4000	\$3333
Shenandoah Arts Council	\$3,166.66	\$15,000	\$3,166.66	\$3,000	\$2216.66	\$2000	\$3333
Skyline Indie Film Festival	\$5,000	\$30,000	\$3,166.67	\$3,000	\$2850		
1455 Inc.	\$2,000	\$17,500					
The Youth Development Center	\$3,500	\$6,000					
Winchester Main Street Found.			Not Eligible				
Arts Chorale of Winchester				\$500			
Bluemont Concert Series					\$2216.66	\$4000	\$3333
Total Amount Awarded			\$9,500	\$9,500	\$9,500	\$10,000	\$10,000
Total Amount Requested For FY21	\$18,666.66	\$112,500					

*Anticipate \$4,500 grant plus matching funds for a total \$9,500 available to award. Awards are dependent upon City Council approval of FY21 budget and receipt of Creative Communities Partnership Grant by Virginia Commission for the Arts.





2020 Old Town Creative Communities Partnership Grant Application

Applicant Name: Christine Germeyer Applicant Signature: 

Organization Name: First Night Winchester, Inc. Phone #: 540-327-3503

Mailing Address: P.O. Box 1392, Winchester, VA 22604

What is the overall budget cost/expense for the portion of the program which occurs/or could occur in Old Town Winchester? Total Estimated Cost: \$ 44,000

Grant Amount Requested: \$ 5,000

Can this program or activity exist without the granted funds This Year? Yes Next Year? Yes

Please explain how the grant funds would be used. Grant funds will be used for marketing and promotional advertising to increase awareness that attracts residents, tourists, and investors to Old Town Winchester.

What is your organization's mission and goals? Bringing friends and families together to unite the community in all its diversity through the visual and performing arts with a goal of providing a collaborative arts event.

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is to *inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.*): First Night Winchester inspires community involvement at the highest level.

The organization fosters economic vitality with an array of creative experiences throughout Old Town Winchester.

The Hope Campaign has welcomed thousands of members from the community to display their creative talents. First Night Winchester celebrates 33 years of inviting individuals from all over the Commonwealth to Old Town Winchester.

How will you measure success? First Night Winchester measures its success by analyzing income trends and reviewing feedback from its collaborators through surveys. The organization utilizes data it has collected over the years and compares it with current activities to determine strategies it will need to implement to improve outcomes.

How many people do you expect to serve and how will you measure this? First Night Winchester expects to serve in excess of 7,000 people. It is being measured by the level of engagement activity online and in person.

Submit proof of your non-profit status.

Eligibility: Organization applying for funds must be a non-profit independent art organization. Proposed art activities must take place within the Primary or Secondary Assessment Districts in Old Town Winchester between July 1, 2020 and June 30, 2021. Funds cannot be used to directly pay for performers.

To Apply: Fill out this application and submit it to the Old Town Winchester Office at 33 E. Boscawen St., Winchester, VA 22601 by **MONDAY, January 25, 2020**. Grant applications will be reviewed and selected applications' proposals will be used by the City of Winchester to apply for a Virginia Commission for the Arts Creative Communities Partnership Grant. Grant funds will only be awarded to applicants if the City of Winchester receives the grant. Grant recipients will be asked to provide event/program information to show how the funds were used and how credit was given to the VCA and NEA.



2020 Old Town Creative Communities Partnership Grant Application

Applicant Name: Lisa Sipp Applicant Signature: Lisa Sipp

Organization Name: Shenandoah Arts Council Phone #: 540-667-5166

Mailing Address: 530 Amherst St. Winchester, VA 22601

What is the overall budget cost/expense for the portion of the program which occurs/or could occur in Old Town Winchester? Total Estimated Cost: \$ 15,000

Grant Amount Requested: \$ 3166.66

Can this program or activity exist without the granted funds This Year? no Next Year? no

Please explain how the grant funds would be used. Funds support Old Town ArtScape banner project in Old Town, outdoor art gallery since 2009.

What is your organization's mission and goals? Dedicated to making the arts accessible and enriching our community with arts experiences for all.

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.): Unique outdoor art gallery of juried art by local artists; art duplicated onto banners along with artist's and sponsor's names that hang on OT light posts for a full year bringing a unique and beautiful experience to all who visit.

How will you measure success? Increasing art submissions and sponsors who want to participate; community and tourist interaction; feedback on social media.

How many people do you expect to serve and how will you measure this? ArtScape is available to the entire community and visitors to Old Town.

Submit proof of your non-profit status.

Eligibility: Organization applying for funds must be a non-profit independent art organization. Proposed art activities must take place within the Primary or Secondary Assessment Districts in Old Town Winchester between July 1, 2020 and June 30, 2021. Funds cannot be used to directly pay for performers. To Apply: Fill out this application and submit it to the Old Town Winchester Office at 33 E. Boscawen St., Winchester, VA 22601 by MONDAY, January 25, 2020. Grant applications will be reviewed and selected applications' proposals will be used by the City of Winchester to apply for a Virginia Commission for the Arts Creative Communities Partnership Grant. Grant funds will only be awarded to applicants if the City of Winchester receives the grant. Grant recipients will be asked to provide event/program information to show how



2020 Old Town Creative Communities Partnership Grant Application

Applicant Name: C. Brian Patrick Applicant Signature: *C. Brian Patrick*

Organization Name: Skyline Indie Film Fest Phone #: 540-409-7105

Mailing Address: 7 N Loudoun Street Winchester, VA 22601

What is the overall budget cost/expense for the portion of the program which occurs/or could occur in Old Town Winchester? Total Estimated Cost: \$ 30,000.00

Grant Amount Requested: \$ 5,000.00

Can this program or activity exist without the granted funds This Year? Yes Next Year? Yes

Please explain how the grant funds would be used. _____

Please see supplemental questionnaire.

What is your organization's mission and goals? _____

Please see supplemental questionnaire.

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is *to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.*): _____

Please see supplemental questionnaire.

How will you measure success? _____

Please see supplemental questionnaire.

How many people do you expect to serve and how will you measure this? _____

Please see supplemental questionnaire.

Submit proof of your non-profit status.

Eligibility: Organization applying for funds must be a non-profit independent art organization. Proposed art activities must take place within the Primary or Secondary Assessment Districts in Old Town Winchester between July 1, 2020 and June 30, 2021. Funds cannot be used to directly pay for performers.

To Apply: Fill out this application and submit it to the Old Town Winchester Office at 33 E. Boscawen St., Winchester, VA 22601 by **MONDAY, January 25, 2020**. Grant applications will be reviewed and selected applications' proposals will be used by the City of Winchester to apply for a Virginia Commission for the Arts Creative Communities Partnership Grant. Grant funds will only be awarded to applicants if the City of Winchester receives the grant. Grant recipients will be asked to provide event/program information to show how



7 N Loudoun Street
Winchester, VA 22601
540.409.7105
skylineindiefilmfest.org

December 5, 2019

Old Town Winchester
Attn: Alex Flanigan
33 East Boscawen Street
Winchester, VA 22601

RE: Old Town Creative Communities Partnership Grant FY 21

Dear Ms. Flanigan:

Skyline Indie Film Fest is pleased to submit our application for the current Old Town Creative Communities Partnership Grant for your review and extends sincere thanks for the award we received from the City in the last fiscal year. We look forward to having the city's continued support in our efforts to host and present independent filmmakers and films in Old Town Winchester in September 2020 during our eighth annual independent film festival.

Our application requests supplementary funds in the amount of \$3,500.00. These funds will be used to support our efforts to provide a quality independent film festival experience for visiting filmmakers, our growing audience and to showcase Old Town Winchester during our annual event.

For seven years the Skyline Indie Film Fest has provided a casual yet personal interaction between filmmakers and screenwriters from all over the country with the film lovers in our community. Business relationships and collaborations have been formed at Skyline and the filmmakers and writers receive immediate feedback from our cinema loving audience. Many filmmakers have volunteered to be mentors in our youth filmmaker program, now in it's fifth season, and have shown great interest in filming projects of their own in and around Old Town and the surrounding areas. The deliberate pace of growth of Skyline has been very important to us to maintain as we settle in to our niche among other festivals. Our goals, supported by our mission, are simply to provide a fun and exciting festival weekend annually and year round, practical film opportunities for the youth in our area as well as building a modest but sincere filmmaking culture and industry based in Winchester, VA.

Thank you for your consideration for the Old Town Creative Communities Partnership Grant. We at Skyline Indie Film Fest look forward to having the patronage of our City's leadership to support and build this unique, cultural event in the heart of Winchester.

Sincerely,

A handwritten signature in black ink that reads "C. Brian Patrick".

C. Brian Patrick, Director
Skyline Indie Film Fest



7 N Loudoun Street
Winchester, VA 22601
540.409.7105
skylineindiefilmfest.org

Supplemental Questionnaire

Please explain how the grant funds would be used:

A function of festival growth is increased marketing and guest hospitality expense. These funds, if awarded will go towards those expenses and the improved screening experience for our audience. We intend to hire the professional audio video company K2 Imaging to bring professional theater projection and sound to our venues as we make strides to elevate the viewing experience at Skyline. We continue to actively investigate marketing techniques and methods to reduce the cost per attendee, ensuring that every dollar spent is as effective as possible.

What is your organization's mission and goals:

Our mission and goals are many. We aim to provide a four day independent film festival that affords filmmakers and writers in attendance networking and collaboration opportunities in a comfortable environment. To share their projects with an engaged and appreciative audience in casual yet personal screening venues located in Old Town. To foster these projects and promote indie film as we build a culture of film appreciation and nurture the burgeoning film industry here in Winchester. Finally, to foster the love of filmmaking and writing in the youth of our community as we demonstrate that there truly are no barriers into the industry and you can get started now and in Winchester.

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.):

Currently Skyline Indie Film Fest is the only film festival that programs and hosts new, undistributed independent films and filmmakers in the I-81 corridor. We choose to base our operations and present our programming only in Old Town Winchester. Indie films programmed by Skyline provide our residents unique opportunities to experience new, groundbreaking films and provide direct feedback to the filmmakers. It puts Winchester in the center of affecting the direction of the indie film industry moving forward. Skyline attracts an audience of a particularly desirable demographic from beyond Winchester and Frederick County, VA. What Skyline provides through our annual festival and year-round programs are access to a unique cultural experience, solid engagement with the industry, and ever growing tourism interest. In 2019 we hosted over 50 filmmakers from all over the country.

How will you measure success:

Our measures of success are established and clear. Audience, filmmaker and donor/sponsor satisfaction levels are all positive. All revenue categories are trending up since the festival began in 2013. Submissions, donations, sponsorships, ticket sales and filmmakers in attendance are all consistently increasing at a steady rate allowing the logistics of holding a festival in Old Town, almost exclusively indoors in small venues, to remain manageable. Our audience feedback during the festival is very positive. Our reviews on our submission platform are 100% positive. The thank you cards we get each year after the festival from the audience confirm we are delivering a quality cinematic experience. The ever-increasing number of organizations that approach our festival each year in order to collaborate with Skyline indicates support from the larger community demonstrating the festival's value.



7 N Loudoun Street
Winchester, VA 22601
540.409.7105
skylineindiefilmfest.org

How many people do you expect to serve and how will you measure this:

We anticipate 750-1000 attendees at the 8th Annual Skyline Indie Film Fest. Sales records of festival passes and tickets will provide an accurate account of our festival attendees as well as important demographic information useful for future marketing. The addition of Eventive, our new ticketing engine, has made it much easier to keep our customers engaged and to market to new customers as well as streamlined our demographic and financial reporting.



2020 Old Town Creative Communities Partnership Grant Application

Applicant Name: Sean Murphy Applicant Signature: _____

Organization Name: 1455 Inc. Phone #: 571-276-4407

Mailing Address: 1855 Stratford Park Pl. #216 Reston, VA 20190

What is the overall budget cost/expense for the portion of the program which occurs/or could occur in Old Town Winchester? Total Estimated Cost: \$ 17,500

Grant Amount Requested: \$ 2,000

Can this program or activity exist without the granted funds This Year? Yes Next Year? Yes

Please explain how the grant funds would be used. Grant funds will support event costs for the second annual 1455 Summer Literary Festival taking place in July, 2020, in downtown Winchester. This will be a multi-day event focused on writers, and writing, a festival of ideas and celebration of community.

What is your organization's mission and goals? The mission of 1455 (previously known as Virginia Center for Literary Arts) is to foster an appreciation of and passion for the literary arts through various programs designed to educate, inspire, and support writers and readers of literature.

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.): See attached supplement.

How will you measure success? In 2019, more than 75 people participated in the 1455 Summer Literary Festival in Winchester. Feedback from attendees regarding the presentations, venue, planning and management of the event was very positive, and 1455 expects that participants from last year will return and encourage others to attend as well. We will garner feedback from an evaluation form distributed to attendees.

How many people do you expect to serve and how will you measure this? 1455 expects more than 100 people to attend the 2020 Summer Literary Festival in Winchester. We will measure attendance through sign up sheets at the venues.

Submit proof of your non-profit status.

Eligibility: Organization applying for funds must be a non-profit independent art organization. Proposed art activities must take place within the Primary or Secondary Assessment Districts in Old Town Winchester between July 1, 2020 and June 30, 2021. Funds cannot be used to directly pay for performers.

To Apply: Fill out this application and submit it to the Old Town Winchester Office at 33 E. Boscawen St., Winchester, VA 22601 by MONDAY, January 25, 2020. Grant applications will be reviewed and selected applications' proposals will be used by the City of Winchester to apply for a Virginia Commission for the Arts Creative Communities Partnership Grant. Grant funds will only be awarded to applicants if the City of Winchester receives the grant. Grant recipients will be asked to provide event/program information to show how

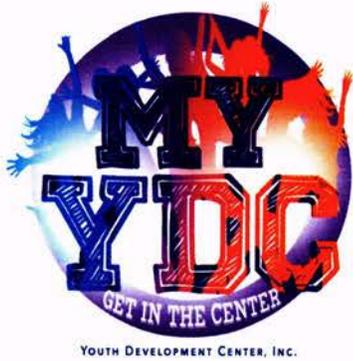
Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.):

The mission of 1455 (previously known as Virginia Center for Literary Arts) is to foster an appreciation of and passion for the literary arts through various programs designed to educate, inspire, and support writers and readers of literature. Two primary goals of 1455 are the following: to renovate purchased property that is located in downtown Winchester into a retreat center for literary artists (an active capital campaign is in progress); and, to bring a vibrant community supporting writing and the literary arts to the town of Winchester.

In July, 2020, 1455 will be hosting the second-annual Summer Literary Festival in downtown Winchester, a multi-day event featuring more than 50 writers, ranging from best-selling fiction and non-fiction authors to journalists and professors, as well as local artisans and leaders from the political, business, and academic fields. This will be a multi-day event focused on writers and writing, a festival of ideas and celebration of community. The primary programming will take place at the Bright Box Theatre located on the historic Walking Mall in Winchester, with other events taking place at area businesses and at Shenandoah University. All programs will be open to the public and free to attend.

The 1455 Summer Literary Festival lines up with the mission of OTAC as it directly involves the community; it will foster economic vitality through the use of area businesses and volunteers to support the event; and it will attract area residents along with visitors to participate in the Festival.

Requested funding from the Creative Communities Partnership Grant will support a portion of 1455's costs for putting on the event, which include the following: rental fees for the Bright Box Theatre venue; food for participants; lodging for guest literary artists attending from around the country; and costs for marketing the event to the public. Promotional materials will include prominent recognition for the OATC, VCA and NEA as sponsors of the event.



YOUTH DEVELOPMENT CENTER, INC.

3 Battaile Drive « Winchester, VA 22601

LaTasha Do'zia
Executive Director

540-662-4564
FAX: 540-662-6376
E-mail: ldozia@myydc.org
Web Site: www.myydc.org
Facebook: @MYYDC

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January 27, 2020

Ms. Alex Flanigan
Community Arts & Vitality Manager
City of Winchester, VA
33 E. Boscawen Street
Winchester, VA 22601

Re: The YDC's Selah Community Theater's Application for 2020 Old Town
Creative Communities Partnership Grant

Dear Ms. Flanigan,

Thank you for the opportunity to apply for the 2020 Old Town Creative Communities Partnership Grant. The YDC's Selah Community Theatre looks forward to the opportunity to take our "Young Performers at the Taylor" project from concept to reality.

Advisory Board

David Sovine
Jason Van Heukelum

Enclosed, please find the following:

Honorary Board

Dave Holliday
Jim Longerbeam
Shelda Longerbeam
Anne O'Donnell
Ron Shickle
Mike Smith
Jane Vickers

- 1) 2020 Old Town Creative Communities Partnership Grant Application;
- 2) Grant Application Addendum; and
- 3) IRS 501(c)(3) non-profit determination letter.

If you have any questions regarding our project proposal or this grant application please do not hesitate to reach out to me at ldozia@myydc.org or to Development Coordinator Rebekah DeHaven at rdehaven@myydc.org.

Thank you again for the opportunity to apply for this grant. We look forward the possibility of collaborating in Winchester's Old Town and to showcasing the talent of our community's youth in the Taylor Pavilion.

Sincerely,

LaTasha Do'zia



2020 Old Town Creative Communities Partnership Grant Application

Applicant Name: LaTasha Do'zia Applicant Signature: L. Do'zia

Organization Name: The Youth Development Center, Inc. Phone #: 540-662-4564

Mailing Address: The YDC, 3 Battaile Drive, Winchester, VA 22601

What is the overall budget cost/expense for the portion of the program which occurs/or could occur in Old Town Winchester? Total Estimated Cost: \$ 6,000.00

Grant Amount Requested: \$ 3,500.00

Can this program or activity exist without the granted funds This Year? No Next Year? No

Please explain how the grant funds would be used. Please see attached addendum.

What is your organization's mission and goals? Please see attached addendum.

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is *to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.*): Please see attached addendum.

How will you measure success? Please see attached addendum.

How many people do you expect to serve and how will you measure this? Please see attached addendum.

Submit proof of your non-profit status.

Eligibility: Organization applying for funds must be a non-profit independent art organization. Proposed art activities must take place within the Primary or Secondary Assessment Districts in Old Town Winchester between July 1, 2020 and June 30, 2021. Funds cannot be used to directly pay for performers.

To Apply: Fill out this application and submit it to the Old Town Winchester Office at 33 E. Boscawen St., Winchester, VA 22601 by **MONDAY, January 25, 2020**. Grant applications will be reviewed and selected applications' proposals will be used by the City of Winchester to apply for a Virginia Commission for the Arts Creative Communities Partnership Grant. Grant funds will only be awarded to applicants if the City of Winchester receives the grant. Grant recipients will be asked to provide event/program information to show how

2020 Old Town Creative Communities Partnership Grant Application
Youth Development Center, Inc. - Application Addendum

1. Please explain how the grant funds would be used.

Grant funds would be used for a new Selah Theatre Project program, “Young Performers at the Taylor,” a series of plays, musical performances, and other artistic performances by casts composed primarily of youth designed for a youth audience. Specifically, funds will be used to purchase intellectual property rights for the use of scripts and/or music, for costumes and set props, for lights and sound machines, if called for in a specific performance, for microphones to project performers’ voices, for walkie-talkies (to allow the director to communicate with off-stage performers), and for the rental of a truck to transport props to the Taylor Pavilion, if necessary.

This proposal contemplates six performances, detailed further below, at a cost of \$1,000.00 per performance for a total project cost of \$6,000.00, \$3,500.00 of which is being sought through this grant. Were more or less funds to be awarded, the project can be scaled accordingly and the number of performances increased or decreased as funding permits.

2. What is your organization’s mission and goals?

The Youth Development Center, Inc.’s mission is to Engage, Motivate, and Activate young people by fostering physical, academic, and individual growth through community partnerships and a safe, sustainable environment. Our vision is that youth in our community are united by creating and experiencing positive self-worth, character building, and developing knowledge and skills to carry through life. We aim to put our mission and vision into action by the creation of programming options for young people with diverse interests and talents, so that the YDC has something to offer all youth in our community. In addition seasonally rotating program options, the YDC has several ongoing, cornerstone programs, one of which is our in-house community theatre, Selah Community Theatre Project. Selah Theatre Project is dedicated to bringing theater productions and affordable classes that encourage community members, ages three through adult, to embrace the dramatic arts as an adventure of daily living.

Selah Theatre Project has been providing young and wise of all different backgrounds, including a large number of different advantaged children and families, the opportunity to create theatre together in an educational, supportive and professional environment. Every year, Selah Theatre produces original theatre productions, teen productions, children’s theatre and community theatre productions; pre-professional theatrical training and youth development

through the Selah Theatre Teen Company (STTC) composed of high school students 13-18; Dramatic arts education, in-school residencies and after-school programs; and Selah Young Artist Drama Academy (SYADA) theatre classes for kids of all ages. Sliding pay scale is available for SYADA classes. We strive to provide affordable artistic opportunities to students regardless of ability to pay.

3. Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is to *inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.*):

“Young Performers at the Taylor” will create a repertoire of youth-centric performances to be shown at the Taylor Pavilion by young creators for young audiences. By taking place in the Taylor Pavilion, the series will draw residents and visitors to Old Town, as well as give young artists a stage in the community to promote both their community involvement and experience in their art. We aim to integrate young people and the arts in a visible way into the life and energy of Old Town.

The series will aim to schedule one performance per month from the months of August - October 2020, and April - June 2021. Performances may include plays, the performance of original plays, spoken word events, musical performances, puppet performances, and more.

Additionally, the series will be marketed as “picnic and a performance” and Selah will seek to partner with local Old Town restaurants for picnic-style take-out lunches aimed at attendees, increasing attendance at the performances and encouraging patronage of local businesses. Finally, the performances will involve young and wise actors, but with a focus on youth and a young audience, encouraging their creativity and involvement in a setting central to Winchester’s community culture and increasing the Old Town events aimed at the community’s children and families.

4. How will you measure success?

Success will be measured by the number of performances held, the number of attendees at each performance, and by the number and strength of relationships with Old Town restaurants and vendors to facilitate the “Picnic and a Performance” design of this project.

5. How many people do you expect to serve and how will you measure this?

The Project seeks to serve a minimum of fifty attendees per performance. Performances will be free of charge to attendees, but a hard count of attendees and participants, including a breakdown of children and adults, will take place at each event. Additionally, the Project will track the number of young people and other community members who participate as performers, with a goal of incorporating at least twenty individuals.