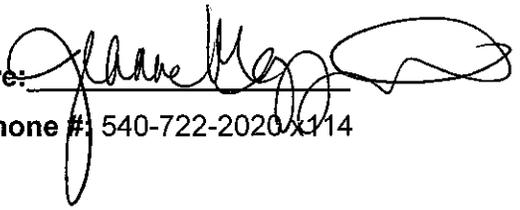


## 2020 Old Town Creative Communities Partnership Grant Application

**Applicant Name:** Jeanne Mezzatesta

**Applicant Signature:** 

**Organization Name:** Shenandoah Valley Discovery Museum **Phone #:** 540-722-2020 x114

**Mailing Address:** 19 W. Cork 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:** \$11,640 **Grant Amount Requested:** \$8,500\* see attached budget

**Can this program or activity exist without the granted funds**

**This Year?** Only on a very limited scale with limited impact

**Next Year?** If we receive the grant funds, a portion of the program will be sustainable (tables, chairs, sensory objects), but depleted supplies (paper, paints, various art supplies) would need to be replenished to continue programming. This would be accomplished by additional fundraising efforts.

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

Shenandoah Valley Discovery Museum will use the grant funds to create a brand-new "I'm An Artist!" Program in the studio space on the third floor of the museum. This program would offer opportunities for children and families, both local and visiting tourists, to create art using a wide assortment of materials. Each week's art activity or challenge would include a link to a children's picture book, famous artist or art style, or science concept, as well help develop fine motor and expressive communication skills.

The funds needed would allow for the purchase of 2 tables with 8-10 stools, a sensory table providing toddler-appropriate art exploration, and a wide range of supplies and materials (e.g. paints, brushes, paper, markers, glue, ribbons, stamps, foam core, feathers, stamps, scissors, buttons, modeling clay, etc.) to support each of the weekly-themed art challenges. Additional funding would be needed for program planning and evaluation of said program.

The Shenandoah Valley Discovery Museum will provide up to \$3,140 in in-kind funding for the grant, supporting the staffing and volunteer management component of the art studio.

**What is your organization's mission and goals?** The Shenandoah Valley Discovery Mission sparks curiosity and inspires learning through exploration and creative play. Our vision is to provide an extraordinary place where lives are transformed through play.

**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.):**

100 percent of the proposed "I'm an Artist!" Program will occur in Old Town Winchester. The program specifically seeks to foster economic vitality, encourage creativity, and attract visitors and residents to Old Town Winchester by offering family art experiences in a variety of forms. We anticipate that more than 3,000 tourists and residents will explore self-expression and art through opening the studio on Free First Fridays and by bringing the art studio to the Old Town Walking Mall for KidzFest. An additional 3,600 visitors will benefit from the "I'm An Artist!" program twice a month on Sunday afternoons at the museum -- an added perk for tourism, as the museum consistently draws weekend crowds from the tri-state area. Through the school year (September-May), the program should draw an additional 3,600 people to the Old Town Winchester area for art at the museum.

**How will you measure success?**

We will measure success by tracking the number of artists (youth and adults) who participate in the "I'm an Artist!" program, as well as the overall growth in attendance for the Sunday afternoon programming. In addition, we will employ more traditional means of evaluation, through survey responses -- both formal and informal. We will also create a place to display art in the studio, allowing our young artists a chance to share their creations.

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

We will offer the "I'm an Artist!" program at monthly Free First Fridays year-round and at KidzFest on the Old Town walking mall. We will also consistently offer "I'm an Artist!" programs 11 am-2 pm Wednesdays and Fridays (September-May, to coincide with the school year) and 2 pm -4 pm on the first and 3rd Sundays of the month, year-round. **From July 2020-June 2021, we should easily bring art to 10,200 children and adult visitors in Old Town Winchester.** We will measure this through admission attendance records, as well as through visitor counts in the art studio.

**Proposed Budget**

Budget from Grant		
Program planning/evaluation		\$1,600
Tables with 8-10 chairs each (long-term sustainability)	\$400/ea	\$800
<p>Art Supplies for "I'm an Artist!" Program (to be executed at Free First Fridays, 1st and 3rd Sundays, and Wednesdays and Fridays (Sept-May)</p> <p><i>Art supplies will support the creation and execution of 36 "I'm An Artist!" activities that will be delivered to 10,000+ children and adults.</i></p>		\$4,500
Early childhood Sensory Table (long-term sustainability)		\$300
Early Childhood Art Program Supplies adaptive art materials		\$1,300
<b>TOTAL GRANT REQUEST</b>		<b>\$8,500</b>
<b>In-Kind from SVDM</b>		
Staffing of art room and volunteer supervision	314 hours @ \$10/hour	\$3,410 by SVDM

## PROJECT SUMMARIES

### 1455

**Project Held Since:** 2019

**Prior Grant Recipient?** No

Multi-day literary arts festival across several venues in Old Town. Free to the public. Brings in tourists for destination arts event and engages broad sector of community.

### Discovery Museum

**Project Held Since:** Brand new

**Prior Grant Recipient?** No

Supplies and equipment for new, standing children's art incubator. Free to the public on First Fridays and during KidzFest. Activates popular tourist destination for recurring arts education.

### First Night Winchester

**Project Held Since:** 1987

**Prior Grant Recipient?** Yes, FY2013\*-FY2020

Annual, one-night event bringing together performances from across the arts community to celebrate New Year's Eve with a family-friendly, non-alcoholic focus. Engages multiple venues.

### ShenArts ArtScape

**Project Held Since:** 2009

**Prior Grant Recipient?** Yes, FY2013\*-FY2020

Standing outdoor gallery project which decorates Old Town Winchester with banners featuring art submitted by local artists. Year-round installation which creates visual interest and identity.

### Skyline Indie Film Fest

**Project Held Since:** 2013

**Prior Grant Recipient?** Yes, FY2018-FY2020

Multi-day independent film festival featuring education, networking, and competition components. Also supports a young filmmakers camp. Brings in tourists, builds arts identity.

### Youth Development Center

**Project Held Since:** Brand new

**Prior Grant Recipient?** No

Recurring outdoor youth theatre series at Taylor Pavilion, partnering with local businesses to offer picnic lunches for families. Aiming to produce 6 performances with a youth-centered cast.

\*though these projects have been grant recipients formally since FY2013, they have received support from the City in other ways prior to the establishment of the grant in its current form.

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**Option 1: Equal Distribution**

1455	\$1,583.00
Discovery Museum	\$1,583.00
First Night Winchester	\$1,583.00
ShenArts	\$1,583.00
Skyline Indie Film Fest	\$1,583.00
Youth Development Center	\$1,583.00
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	\$9,498.00 (\$2.00 remaining)

**Option 2: New Applicant Priority**

1455	\$2,000.00
Discovery Museum	\$4,000.00
First Night Winchester	\$ 0.00
ShenArts	\$ 0.00
Skyline Indie Film Fest	\$ 0.00
Youth Development Center	\$3,500.00
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	\$9,500.00

**Option 3: Need-Based**

1455	\$ 0.00
Discovery Museum	\$3,166.67
First Night Winchester	\$ 0.00
ShenArts	\$3,166.66
Skyline Indie Film Fest	\$ 0.00
Youth Development Center	\$3,166.66
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	\$9,500.00

**Option 4: 5-Year Limit**

1455	\$2,000.00
Discovery Museum	\$2,500.00
First Night Winchester	\$ 0.00
ShenArts	\$ 0.00
Skyline Indie Film Fest	\$2,500.00
Youth Development Center	\$2,500.00
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	\$9,500.00