



**American Rescue Plan Act (ARPA)
Funding Application
Non-Profit, Community Groups, Neighborhood Associations, and Businesses
APPLICATION DEADLINE: December 15th 2021**

GENERAL INFORMATION

Name of Project/Program: FestivALL Charleston Program Expansion

Organization Name: Festiv-ALL Charleston, West Virginia, Inc.

Address: 108 ½ Capitol Street Charleston, WV 25301

Primary Contact Person: Maria Belcher

Title: Executive Director

Phone: 304-470-0489

Email: maria@festivalcharleston.com

Federal Tax ID: 27-0112863

DUNS: 828362215

List the organization's owner(s), Board of Directors, senior staff members, and other key members:

2021-2022 Board of Directors, Festiv-ALL Charleston, WV, Inc.

Officers:

- **President** – LJ Fairless, Owner, Snodgrass Funeral Home (Charleston, WV)
- **Vice President** – Jamie Alley, Deputy Director/General Council, WV Board of Medicine (Glasgow, WV)
- **Treasurer** – Staunton Gorrell, CPA, Brown, Edwards, & Company LLP (Charleston, WV)
- **Secretary** – Sarah Bailey, former attorney (Charleston, WV)

Members:

- John Auge, Auge+Gray+Drake Collective Works, LLC (Charleston, WV)
- Allie Bodnar, Account Executive, Fahlgren Mortine (Charleston, WV)
- Tim Brady, President & CEO, Charleston Convention & Visitors Bureau (Charleston, WV)
- Clifton Clark, Vice President, Trust Officer (Charleston, WV)
- Mark Davis, Vice President, Retail Region Manager, City National Bank (Charleston, WV)
- Dr. Dan Foster, former Senator, surgical MD CAMC (Development Committee Chair) (Charleston, WV)
- Victor Grigoraci, City Treasurer, former CPA/PFS, CPP, Hayflich Grigoraci (Charleston, WV)
- Larry Groce, FestivALL Founding Executive Director, Mountain Stage Radio Host and Artistic Director (Charleston, WV)
- Mary Beth Hoover, City Council Representative (Charleston, WV)
- Betty Ireland, former Secretary of State (Charleston, WV)
- Brittany Knox, Special Events Coordinator City of Charleston, Mayor Goodwin's designated appointee to the FestivALL Board (Charleston, WV)
- Nina Denton Pasinetti, Artistic Director, CLOG (Charleston, WV)
- Jennifer Pharr, Riggs Corporation (Charleston, WV)
- Nick Quinn, Owner, Black Eagle Tattoo & Guided Age Tatto (Charleston, WV)
- Morgan Robinson, VP of Marketing and Sales, Clay Center for the Arts & Sciences (Charleston, WV)
- Susie Salisbury, VP Community Development, Charleston Business Alliance, former Charleston City Council (Charleston, WV)
- Sue Sergi, President Glotfelty Foundation, former President/CEO Clay Center for the Arts & Sciences (Charleston, WV)
- Deno Stanley, Owner, Adelpia Sports Bar & Grill (Charleston, WV)
- Emily Wall, Vice President – Global Compliance, Live Nation Entertainment (St. Albans, WV)
- Don Wilson – Managing Member and CEO, Capital Insurance Group, LLC (Charleston, WV)

Staff:

Maria Belcher, Executive Director

Mallory Richards, Marketing & Productions Coordinator

Mallory Burka, Administration & Neighborhood Arts Coordinator

Describe any partner organizations, their roles, and your relationship with them:

The following list includes but is not limited to production partners & co-presenters of FestivALL events:

Academy of Arts at January's & JADCO's Contemporary Dance Company

African American Philanthropy in Action Giving Circle of the Greater Kanawha Valley Foundation

Allied Artists of West Virginia

American Legion

Appalachian Children's Chorus

Bernice Deakins

Berry Hills Country Club

Bigley Avenue Economic Development Foundation

Black Sheep Burrito & Brews

Bob Burdette Center

Bridge Road Neighborhood Association

Cavary Baptist Church

Capital High School Dance Company

Capitol Market

Cavendish Hall

Charleston Area Alliance

Charleston Area Medical Center Foundation

Charleston Ballet, Inc.

Charleston Chamber Music Society

Charleston Civic Chorus

Charleston Coliseum & Convention Center

Charleston Convention & Visitors Bureau

Charleston Light Opera Guild

Charleston Main Streets

Charleston Montessori

Charleston Town Center Mall

Children's Theatre of Charleston

City of Charleston

City of Charleston Office of Public Art

City of Charleston Parks and Recreation

City of Charleston Stormwater Department

Clay Center for the Arts and Sciences

Contemporary Youth Arts Company

Davis Child Shelter

Downtown Retailers Association

Drum N' Fun

Edgewood Elementary

Embassy Suites

Eric Douglas

Federated Jewish Charities of Charleston

Floralee Hark Cohen Cinema

Folded Leaf Yoga, Traci Levine

FOOTMAD

Frieda Forsley

Fund for the Arts

Girl Scouts

Gregg Oxley

Healthy Grandfamilies

Herbert Henderson Office of Minority Affairs

HospiceCare

Ian Bode

Imagination Friends

Kanawha Chapter of the American Guild of Organists & David Donathan

Kanawha County Public Library

Kanawha Regional Transportation Authority

Kanawha Valley Community Band

Kiwanis Club of West Charleston

Leeshia Lee

Lighthouse of Learning Academy

Marc Harshman

Mary C. Snow West Side Elementary

Moses Auto Group Live on the Levee

MotionMasters

Mountain Stage Radio Show

Mountaineer Montessori

Partnership for African American Churches

Paul L. Dunbar Second Avenue Center

Religious Coalition for Community Renewal

River City Youth Ballet Ensemble

Salvation Army Boys and Girls Club of Charleston

Step by Step

Stonewall Jackson Middle School

Sunrise Carriage Trail

Taylor Books

Three Things & Jeff Shirley
Trillium Performing Arts Collective
United Way
West Virginia Division of Arts, Culture & History, Archives & History Library
West Virginia International Film Festival
West Virginia Music Hall of Fame
West Virginia Dirty Birds Baseball
West Virginia Public Broadcasting
West Virginia Symphony Orchestra
West Virginia Youth Symphony
WV-DEP Watershed Improvement Branch
YWCA Charleston

BUDGETARY OVERVIEW - Must match Budget Worksheet

Funds Requested: \$150,000 to be divided between 2022, 2023, and 2024

Total Program/Project Cost: \$975,000 (\$325,000 each year)

Annual Organization Budget: \$500,000

Request Summary

1. Provide a narrative overview/summary of the request.

Topics that may be included but not limited to:

- a. Purpose and anticipated outcomes
- b. Individuals, entities, or communities served
- c. How the pandemic has necessitated this request
- d. Amount of any estimates and bids received to date
- e. Timeline for project completion

a. Purpose and anticipated outcomes: FestivALL envisions a future where Charleston is an artistically and economically thriving community and cultural destination due, in part, to the leadership of the organization and its comprehensive and robust arts and entertainment opportunities.

FestivALL aims to achieve this through:

- Improving the quality of life for residents in the community by providing impactful arts

- and entertainment opportunities
- Collaborating with other arts organizations, artists, and business leaders
- Promoting and highlighting Charleston as a destination. By offering unique experiences,
 - FestivALL is helping to attract visitors, increase footfall, and promote our city as an attractive place to live, work, and visit
- Incorporating programmatic diversity:
 - Programming for adults, families, and children
 - Local, regional, national, and international arts and entertainment opportunities
 - Traditional and experimental arts
 - Cultural and ethnically inclusive events
- Making the arts accessible through free and low-cost events and experiences
- Engaging community members through volunteer opportunities, internships for young adults, commissioning work, and contracting services
- Ensuring that our community's youth have enriched learning experiences through direct arts instruction, workshops, and performance opportunities

Each year, FestivALL's seasonal event series include 100+ events that feature more than 700 visual and performing artists. Together with our partners, we present these events in roughly 40 indoor and outdoor venues across the City of Charleston. Our goal is to provide at least 75% of these events free for the public to attend. We aim to serve all individuals and communities with low income by offering free and low-cost ticket options. If an event has a ticket price, it will be as affordable as possible (\$5-\$30).

Funds awarded from the ARPA grant program will help ensure that FestivALL can not only maintain the quality of programs and events that are enjoyed by many who live and visit the region – but grow the offerings and deliver a robust lineup of programming over the next three years. FestivALL plays a crucial role in the region's social and economic health. This expansion of offerings will ensure that more artists are hired, production quality can be increased, marketing of events can be supplemented, and new events can be implemented at new venues across the City of Charleston.

b. Individuals, entities, or communities served: A variety of ethnic groups, ages, gender identifications, income ranges, and geographic regions are represented at FestivALL events and programs. FestivALL's goal is to have "something for ALL" no matter your interest, exposure, or experience in the arts. Due to the array of events and program offerings, we do spend a larger portion of our marketing budget within a 3-4 hour driving radius of Charleston, WV to attract a wide range of audience members.

On average, FestivALL sees ~60-75,000 attendees annually across all events. 56% of attendees are Charleston residents and 15% have traveled from more than 60 miles away from Charleston. Each year, FestivALL also consistently attracts new attendees. In fact, over the last 5 years, at least 20% of attendees are new to FestivALL!

Program/Project Details

1. The funding will be used to:

Start a new program/project

Maintain an existing program/project

Expand an existing program/project

2. If funded, will the program/project be completed within FY 2022?

No

If no, when is expected completion year?

Ongoing

3. Which eligible ARPA Expenditure Category does this program/project represent (See <https://home.treasury.gov/system/files/136/SLFRF-Compliance-and-Reporting-Guidance.pdf> for further details)? Please check all that apply:

Public Health

1.5 Personal Protective Equipment

Negative Economic Impacts

2.10 Aid to Nonprofit Organizations

2.11 Aid to Tourism, Travel, or Hospitality

Services to Disproportionately Impacted Communities

3.4 Education Assistance: Social, Emotional, and Mental Health Services

Premium Pay

Infrastructure

Other

4. Briefly describe the program/project funds are being requested for:

FestivALL has been deliberate in its growth, engaging stakeholders along the way to ensure that we are providing our audience with the unique, quality, and affordable experiences in the arts they want and need. As we head into 2022, navigating the ever-shifting landscape of event production amidst the COVID-19 pandemic, FestivALL remains committed to serving our mission. We believe that by investing in cultural activities and arts, Charleston can offer a high quality of life for its residents, attract and retain businesses, welcome greater numbers of visitors and tourists, and encourage life-long learning in people of all walks of life.

FestivALL Charleston is a year-round operation with many events and programs that work to serve our mission:

- **February/March:** FeativALL
- **February-October:** Three Things: monthly speaker series
- **May:** Summers Street Showcase
- **June:** FestivALL: 15 days of art, music, theater, dance, family-fun, and more
- **October:** FestivFALL: 10 days of programming as the season becomes a work of art
- **October:** Taste-of-ALL
- **Year-round:** Neighborhood Arts Initiative, supporting arts education activities and accessibility through free and low-cost events and experiences, including Ticket Town.

FestivALL is requesting funds for an expansion of the annual programming listed above throughout 2022-2024. This expansion will allow FestivALL to utilize new venues, increase the quantity of paying opportunities for local artists, secure prestigious performers, provide PPE and necessary safety precautions for both audience members and performers, and ensure that a high percentage of events are free for the public to enjoy. The ARP funds will provide a meaningful and impactful boost to the return to full-scale live events in the coming years.

Specific program examples include but are not limited to:

- **February/March:** FeativALL – a full weekend of culinary arts-themed events utilizing local chefs teaching classes, a Brunch Walk among local restaurants
- **February-October:** Three Things: monthly speaker series at larger, outdoor venues like the Capitol Market and Clay Center that will feature live music from local bands
- **May:** Summers Street Showcase increased footprint to include Slack Plaza and Brawley Walkway
- **June:** FestivALL: 15 days of art, music, theater, dance, family-fun, and more
 - Large-scale art installations in Brawley Walkway (umbrellas, floral installations, Dizzy Doc balloon sculptures)
 - Slack Plaza programs (dance lessons, local theater group performances, f
- **October:** FestivFALL: 4 days of programming as the season becomes a work of art
 - Expand to 10-12 days of programming
- **October:** Taste-of-ALL
- **Year-round:** Neighborhood Arts Initiative, supporting arts education activities and accessibility through free and low-cost events and experiences, including Ticket Town.
 - Expansion of Neighborhood Arts Initiative to include workshops and lessons for underserved youth
 - Christmas market in Slack Plaza

4. Describe the need for this program/project:

Cultural tourism creates conditions that can support business growth while “contributing more broadly to quality of life”(2.) for residents and visitors alike. As we emerge from the economic havoc caused by COVID-19, the arts will provide a vital path forward. FestivALL is

prepared to continue serving as a leader and connector in our community to support this next phase of growth in Charleston.

Arts and economic recovery research shows how the arts strengthen the economy following periods of acute economic distress. For example, after the Great Recession of 2008-2009, the arts “rebounded rapidly from economic shocks. In the year immediately following, the average gross state product per capita rose by 3% while the average state arts economy grew by 3.4%.” (1.) While no single sector will be able to reactivate our economy, cultural tourism is a key ingredient in the recipe for our community’s success. In 2018, visitors to West Virginia spent roughly \$319 million on arts, entertainment, and recreation activities which the National Assembly of State Arts Agencies shares “led to direct employment of more than 12,400 workers.”(2.) This infusion of tourism dollars is felt on a state and local level. After speaking with many local business owners, FestivALL learned that their businesses often see an increase in revenue of 25-45% during FestivALL and that it is “the highlight of their summer season.”

In addition to the economic benefits of arts and culture events like FestivALL, there is also a significant social impact. Surveyed attendees of FestivALL events frequently share comments like “FestivALL brings everyone together” and that FestivALL provides “a wonderful creative atmosphere” and a “sense of community.”

1. Noonan, Douglas S. *The Arts and Culture Sector’s Contributions to Economic Recovery and Resiliency in the United States*. Jan. 2021, nasaa-arts.org/wp-content/uploads/2021/01/ArtsCultureContribEconRecovery-KeyFindings.pdf.
2. Holland, David. National Assembly of State Arts Agencies. *Creative Economies and Economic Recovery*. Jan. 2021, nasaa-arts.org/wp-content/uploads/2021/01/CreativeEconomiesandEconomicRecovery-CaseStudies.pdf

6. List other Charleston organizations in Charleston that address this need:

The beautifully unique thing about FestivALL is that while there are other arts organizations in the area, none do what FestivALL does. The high level of collaboration provides opportunities that smaller organizations or individuals would not have otherwise. It also allows for partnerships between groups of all sizes to leverage larger projects. Great things happen when people work together!

7. Describe the level of collaboration with other organizations on this program/project:

FestivALL is by design a consortium of individuals and groups. This cooperation is the heart and soul of the organization - shaping, forming, organizing, and making every offering

possible. Partnering with over 90 arts organizations and hundreds of artists each year, FestivALL is a city-wide multi-arts series of events that take place in over 40 venues across the city. In order to achieve 20-25 days of festival programming, FestivALL connects leaders of creative endeavors to encourage resource sharing, continued learning, and promotion of tourism. This resource mapping results in a full schedule of engaging events and programs – and fosters a spirit of collaboration and community that lasts throughout the year.

Each year, FestivALL engages existing partners and has an open submission period where individuals and organizations can submit event/program ideas with proposed levels of coordination. These applications are reviewed and applicants are invited to come in and discuss the details, logistics, and budget (if requesting funding from FestivALL) of their event with the Committee. We find that community partners, artists, and arts organizations all look forward to FestivALL and many build their summer and fall programming around their featured event(s) during FestivALL and FestivALL Fall.

8. How will duplication of services be prevented?

Duplication of services will be prevented by constant and thorough communication with partners, funders, and artists. We take pride in the level of communication and the sense of collaboration that is fostered at FestivALL. This trust and communication allows for space to be taken up with partnership instead of competition.

Program Requirements and Objectives

1. Identify the target recipients of proposed services. Specify the number of City residents the program will serve during the fiscal year and explain the basis upon which this number is calculated.

A variety of ethnic groups, ages, gender identifications, income ranges, and geographic regions are represented at FestivALL events and programs. FestivALL's goal is to have "something for ALL" no matter your interest, exposure, or experience in the arts.

Of the 60-75,000 attendees of FestivALL events annually, an average 56% of them are Charleston residents. This number is determined based on the thousands of self-reported surveys we gather from attendees at all levels of events and averaged out by the headcount at events. We gather the zip code from all survey responders and map out how far that individual or family lives from zip code 25301. That information allows us to determine Charleston area residents, county, state, and even country of origin.

2. List any eligibility requirements the program has with respect to age, gender, income, or residence.

A variety of ethnic groups, ages, gender identifications, income ranges, and geographic regions are represented at FestivALL events and programs. FestivALL's goal is to have "something for ALL" no matter your interest, exposure, or experience in the arts.

3. If this is a continuing activity, describe a measurable outcome of the previous year's work regardless of funding source.

The average self-reported expenditure on the surveys is \$121/person which amounts to an estimated \$968,000-\$1.3 million dollar impact in the City of Charleston. The return on the City's investment doesn't stop there. That is before we begin adding up hotel stays (~\$250,000), parking income (~\$24,000), local artists wages to perform during FestivALL (~\$70,000), etc.

4. If this is a new program describe two anticipated measurable outcomes for the proposed program.

N/A

Budget

1. Has the organization received funding from the City of Charleston in the past for a similar program/project?

Yes

2. Has the organization requested funding from other Federal, State, or Local government entities for any program/project support related to COVID-19?

Yes

3. If yes, explain from which entities and the amounts requested for each program/project.

WV Department of Arts Culture & History: \$13,845 CARES ACT

State of WV, Governor's discretionary fund: \$11,881

WV Department of Arts Culture & History: \$20,527 ARP

4. List any other Federal, State, Local, or private funding or grant awards received in the last three years and the amount and status of each award.

2019, 2020, 2021: City of Charleston - \$150,000

2019, 2020, 2021: Greater Kanawha Valley Foundation, Arts Programs - \$24,000

2020: Greater Kanawha Valley Foundation, COVID-19 Relief - \$30,000

2020: Gaines & Annie Wehrle Fund - \$25,000

2021: Gaines & Annie Wehrle Fund - \$10,000

2019, 2020, 2021: Glotfelty Foundation - \$10,000

2019: Daywood Foundation - \$10,000

2020, 2021: Daywood Foundation - \$5,000

2019, 2020, 2021: Elliot Foundation - \$10,000

2019, 2020, 2021: State of WV, Fairs & Festivals line item - \$11,881

2019, 2020, 2021: Maier Foundation - \$7,000

2019, 2020, 2021: \$35,000 annually (granted by other misc. grants that are \$5,000 or less each (Jacobson Foundation, Herscher, Wehrle, WV Humanities Council, Envoca, Truist, Central WV CVB, WV Arts Presenters, etc.)

5. Briefly summarize project revenues and expenses related to this request. This should coincide with the budget worksheet.

It takes roughly \$335,000 annually to produce a year of FestivALL events. The income and expenses outlined in the budget worksheet reflect totals across the three years that FestivALL anticipates expending the ARPA award.

6. If this request is not fully funded, what adjustments to the program/project is the organization prepared to make?

FestivALL has prepared several working budgets for the upcoming fiscal year in anticipation of fluctuating programming. If FestivALL is not awarded ARPA funds, the scale of programming will continue as it has in previous years as long as corporate sponsorships do not continue to decline. Adjustments on program quantity and cost will be made in order to achieve a balanced budget.

7. Describe the plan for sustainability of the program/project or initiative after the requested award has been exhausted.

In the 3 years that FestivALL is proposing to use ARPA funds to expand programmatic offerings, the Development Committee has committed to producing a sustainability plan that will ensure the continuation and further expansion of FestivALL's annual events. This plan includes increasing the FestivALL annual fund, targeting and identifying additional grants, and sourcing out larger scale corporate sponsorships on a national level that align with the vision of FestivALL and the audience.

8. Briefly describe the organization's fiscal oversight / internal controls to minimize opportunities for fraud, waste, and mismanagement.

The management and protection of FestivALL’s financial resources is of the utmost importance. FestivALL continues to examine organizational procedures to ensure that we are aligned with financial best practices.

The Executive Director is responsible for maintaining the daily finance operations and keeping the Finance Committee and Board of Directors updated on overall real-to-planned spending and income. An independent, external accounting firm provides monthly services that include but are not limited to: statement reconciliations, financial reports, and payroll. The Board Treasurer/Chair of Finance Committee remains in consistent contact with the Executive Director to further review monthly financial statements and present to the Finance Committee on a monthly basis. A second independent, external accounting firm provides an annual financial review that is presented to the Board of Directors. Communications and file sharing between all of the aforementioned parties is done via a secure web portal. This provides consistent access to payment and deposit logs, bank statements, payroll, and other financial documents with notifications sent to the accounting firm, FestivALL Executive Director, Board President, and Board Treasurer/Finance Chair any time there is activity.

9. How does your agency plan to separate ARPA funds from other agency funds for purposes of identification, tracking, reporting and auditing?

FestivALL is very familiar with the practice of operating with restricted funds and is prepared to track ARPA funds separately through “accounts” and “classes” in our QuickBooks software as well as our accounting firm and financial review firm being aware of this additional pot of money that has its own restrictions and allotments.

REQUESTED BUDGET WORKSHEET

Revenue Source Projections

List all Estimated Funding for this Program/Project

Proposed City ARPA Funding	\$150,000
Internal/Self-Funding	\$50,000
Donations/Other Fundraising	\$380,000
Government Grants/Other	\$495,000
TOTAL REVENUE	\$975,000

Expenses Projections

List all Estimated Expenses for this Program/Project

Please note that all subsequent expenses are for three years (2022, 2023, 2024)

Salaries/Wages

Amount Requested from City	\$0
Amount Requested from Other Sources	\$100,000
Total Estimated Expenses	\$100,000

Benefits & Matchings

Amount Requested from City	\$0
Amount Requested from Other Sources	\$0
Total Estimated Expenses	\$0

Contracted Services

Amount Requested from City	\$75,000
Amount Requested from Other Sources	\$315,000
Total Estimated Expenses	\$390,000

Program Materials

Amount Requested from City	\$20,000
Amount Requested from Other Sources	\$10,000
Total Estimated Expenses	\$30,000

Marketing

Amount Requested from City	\$40,000
Amount Requested from Other Sources	\$125,000
Total Estimated Expenses	\$165,000

Supplies

Amount Requested from City	\$15,000
Amount Requested from Other Sources	\$350,000

Total Estimated Expenses	\$375,000
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Other

Amount Requested from City	\$0
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Amount Requested from Other Sources	\$0
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Total Estimated Expenses	\$0
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Total Expenses

Amount Requested from City	\$150,000
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Amount Requested from Other Sources	\$825,000
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Total Estimated Expenses	\$975,000
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Organizational Details

1. Describe the history of the organization and its current programs and activities.

FestivALL serves its mission in Charleston, WV through a variety of multi-arts events and programs which are low-to-no cost to attendees. These opportunities employ artists and catalyze collaboration with arts groups on local, regional, national, and sometimes international levels.

In 2003, a group of citizens presented the idea of a comprehensive arts and entertainment festival to Danny Jones, who was serving as the Mayor of Charleston at the time. Mayor Jones consulted Mountain Stage Producer/Host Larry Groce who suggested that the concept be paired with existing efforts in Charleston - such as Wine & Jazz and Charleston Light Opera Guild productions. Then, in 2004, FestivALL was born and formally incorporated. The following year, the first FestivALL was held over a three-day weekend in June 2005 that featured music, theater, dance, and visual art. Since then, events and programs have expanded to offer year-round arts and entertainment opportunities that include but are not limited to:

- FestivALL (15-day festival in June: namesake event)
- FestivFALL (10-day festival in October)
- Three Things (year-round speaker series)

- Neighborhood Arts Initiative (year-round arts education outreach program for underserved afterschool programs)

FestivALL was born from high-level cooperation and a genuine spirit of partnership. These values have remained central to operations ever since. Each year, FestivALL partners with more than 90 community groups to produce 200+ events that occur all across the city of Charleston.

2. Provide the organization's mission statement/purpose.

FestivALL Charleston's mission is to create, produce, and present vibrant arts experiences and entertainment opportunities and serve as a catalyst for others in the community to do the same.

3. List any third-party references that can verify the organizations qualification or prior grant experience.

Jeff Pierson – Director of the City of Charleston Office of Public Art (letter of support enclosed)

Bryan Cooper – Director, Charleston Creativity Connection (letter of support enclosed)

Stephanie Hyre – Senior Program Office of Greater Kanawha Valley Foundation

COVID-19 Impact

1. Explain the impact of the COVID-19 pandemic and how it relates to your request. For example, reduction in services, closures, increased costs, community impact, etc.

In 2020 & 2021, FestivALL produced hundreds of virtual and hybrid events and provided paying gigs for thousands of artists. While FestivALL has seen great success in the last two years delivering "VirtuALL" and hybrid (online and in-person) programming, there is nothing quite like the vibrancy of Charleston during a full FestivALL.

Without the standard "blockbuster" events such as Dance FestivALL, the Capitol Street Art Fair, Mayor's Concert, etc., income from ticket sales and sponsorships has significantly decreased. FestivALL is not seeking to replace any lost revenue, but ARPA funds would allow FestivALL to expand offerings and produce events that have been very missed the last two years.

It isn't just FestivALL's bottom line that has been impacted by the COVID-19 pandemic. If FestivALL events are not at full scale and in person, then artists who sell works at events don't make their anticipated earnings – and local businesses who are nearby events don't see the foot traffic and sales that they look forward to each year. FestivALL's annual impact is \$1.4 million dollars. **Any money that is awarded to FestivALL comes back to**

the City of Charleston x9 in the form of parking revenue, hotel stays, taxes, and more.

- 2. If funds are being requested to replace revenue lost due to COVID-19, provide details, and attach supportive documentation.**

N/A

- 3. If awarded, how will ARPA funding aid in the recovery from the COVID-19 pandemic?**

ARPA funds awarded to FestivALL will play a vital role in Charleston's recovery from the COVID-19 pandemic – through providing paying opportunities to those who live and work in Charleston, bringing tourism dollars to local businesses, creating arts and entertainment opportunities for residents and visitors, and provide joy and hope for attendees.

THE APPLICANT UNDERSTANDS:

- 1. This application and other materials submitted to the City may constitute public records which may be subject to disclosure under the West Virginia Freedom of Information Act. Documents containing sensitive information may be marked as "confidential."**

YES

- 2. Submitting false or misleading information in connection with an application may result in the applicant being found ineligible for financial assistance under the funding program, and the applicant or its representative may be subject to civil and/or criminal prosecution.**

YES

THE APPLICANT CERTIFIES THAT:

- 1. I have reviewed the US Treasury guidelines regarding the eligible uses of American Rescue Plan State and Local recovery funds. <https://home.treasury.gov/policy-issues/coronavirus/assistance-for-state-local-and-tribal-governments/state-and-local-fiscal-recovery-fund/request-funding>**

YES

2. By submitting this request, I represent that I am an authorized officer, or member of the organization for which I am submitting, and the information contained in my submittal is true and correct to the best of my knowledge and belief.

YES

3. The information submitted to the City of Charleston ("City") in this application, and substantially in connection with this application, is true and correct.

YES

4. The applicant is in compliance with applicable laws, regulations, ordinances and orders applicable to it that could have an adverse material impact on the project. Adverse material impact includes lawsuits, criminal or civil actions, bankruptcy proceedings, regulatory action by a governmental entity or inadequate capital to complete the project.

YES

5. The applicant is not in default under the terms and conditions of any grant or loan agreements, leases or financing arrangements with its other creditors that could have an adverse material impact on the project.

YES

6. I understand and agree that I must disclose, and will continue to disclose, any occurrence or event that could have an adverse material impact on the project.

YES

7. I certify that the requested funding is needed to ensure this program/project will occur within the City limits of Charleston West Virginia.

YES

8. The Board of Directors or governing body of the organization has approved submission of this application. Please attach a copy of the authorizing resolution or meeting minutes using the file upload.

YES



Maria Belcher, Executive Director

Festiv-ALL Charleston, West Virginia, Inc.

12/15/2021

FestivALL Charleston
PO Box 11287
Charleston, WV 25339



www.festivallcharleston.com

To whom it may concern:

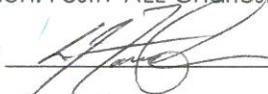
The Festiv-ALL Charleston, West Virginia, Inc. Executive Committee of the Board of Directors board passed the following resolution on 12/14/2021.

Be it resolved that Festiv-ALL Charleston, West Virginia, Inc. hereby authorizes Executive Director Maria Belcher of Festiv-ALL Charleston, West Virginia, Inc. to apply for American Rescue Plan Act (ARPA) Funding through the City of Charleston, WV, on behalf of Festiv-ALL Charleston, West Virginia, Inc.

Be it also resolved that the Festiv-ALL Charleston, West Virginia, Inc. hereby authorizes Executive Director Maria Belcher of the Festiv-ALL Charleston, West Virginia, Inc. to act on its behalf to enter into an agreement with the City of Charleston to receive the awarded funds pursuant to the provisions of its application for the American Rescue Plan Act (ARPA) grant.

By: L.J. Fairless, FestivALL Board President

Organization: Festiv-ALL Charleston, West Virginia, Inc.

Signature: 

Date: 12-14-21

December 13th, 2021

To the City of Charleston's ARPA Grant Review Committee:

It is my pleasure to write to you in support of FestivALL Charleston's American Rescue Plan application to the City of Charleston.

FestivALL Charleston is a valued partner of Charleston Creativity Connections, and our Advisory Council has found FestivALL a ready collaborator and thought partner. FestivALL's excellent programming coupled with its history as a city-wide and multi-arts creator, presenter, and producer makes it a trusted community resource that drives community economic development through the arts. Charleston Creativity Connections is fortunate to benefit from having FestivALL's Executive Director, Maria Belcher, serve on its Advisory Council as Maria offers invaluable expertise in marketing and programming, among other aspects of our community economic development work.

FestivALL's mission to create, produce and present vibrant arts experiences and entertainment opportunities and serve as a catalyst for others in the community to do the same aligns with Charleston Creativity Connection's core purpose. Through FestivALL, "a city becomes a work of art," and we stand ready to collaborate on any future initiative that FestivALL leads.

Should you have any additional questions, please don't hesitate to contact me at bryan@getcreativewv.com or by phone at 304-207-0007.

Have Fun,



Bryan Cooper
Director of Charleston Creativity Connections



December 13, 2021

The Honorable Mayor Amy Shuler Goodwin
City of Charleston
501 Virginia Street E
Charleston, WV 25301

Dear Mayor Goodwin,

On behalf of the City of Charleston's Office of Public Art, I am writing in support of FestivALL Charleston in their request for funding through the City of Charleston's American Rescue Plan Act (ARPA) funds.

The City of Charleston's Office of Public Art believes that FestivALL's events and programs align with our office's goals to provide meaningful experiences in the arts and improve the quality of life for those in our community. FestivALL is a premier collaborator in our city's arts community and has built a reputation for being an enthusiastic and dependable partner.

Partnerships between our two organizations in the last two years include but are not limited to: Artist Alley - an installation of 9 semi-permanent paintings in Charleston's West Side, Charleston ARTbus, the Charleston Winter Parade, GoodSpace Murals, FestivALL Art Parade, FestivALL Porch Parade, Glow in the Park, and special FestivALL workshops for the MLK Jr. Mural at the MLK Jr. Community Center, etc. The City of Charleston's Office of Public Art looks forward to continuing partnerships like these in the years ahead with many exciting projects.

In addition to the events and installations that FestivALL and the City of Charleston's Office of Public Art partner to produce, we have also bridged a relationship that allows us to share and leverage resources on larger collaborative projects. The City of Charleston's Office of Public Art is a committed partner to FestivALL and remains enthusiastic to continue the work of highlighting Charleston and West Virginia as a vibrant area of arts and culture.

Please feel free to contact me with any questions or comments regarding this letter of support.

Sincerely,

Jeff Pierson, Director
City of Charleston's Office of Public Art