

American Rescue Plan Act (ARPA) Funding Application

[Print](#)**Submitted by:****Status:** Open**Priority:** Normal**Assigned To:** Jonathan Storage**Due Date:** Open**Attachments**

- [ARP Main Street Support Letter - Mi Cocina.pdf](#) - 2021-12-15 11:46:45 pm



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

Application must be completed in full to be considered. Applications may be submitted online using this fillable form. But forms and attachments may also be submitted by email to ARPA@cityofcharleston.org or by U.S. Mail to City Manager's Office, 501 Virginia Street East Charleston, WV 25301.

All requests for funding **must be directly related to COVID-19 mitigation or recovery efforts** and must fall within the parameters of at least one of the goals set by the treasury department along with other requirements listed within this application.

GENERAL INFORMATION

*** Name of Project/Program:**

FiestaWest - Street Fest

*** Organization Name:**

Groovingh Productions

*** Address:**

307 Highland Ave.

*** Primary Contact Person:**

John Inghram

Title:

Owner

*** Phone:**

3049519198

*** Email:**

JohnInghramMusic@gmail.com

Federal Tax ID:

83-1392699

If applicable: DUNS Number:

To obtain a DUNS number please visit <https://fedgov.dnb.com/webform> After obtaining, please register your organization with the System for Award Management at <https://sam.gov/SAM/>

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

John Inghram- Owner Jeff Shirley- Consultant

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

Mi Cocina de Amor- owner Hector Lizarraga approached Groovingh Productions about developing and collaborating on this event. The restaurant's outdoor space, specifically stage and patio, would be used as a primary location for performances. Charleston Main Streets has held and/or significantly contributed to numerous community oriented events on the West Side of Charleston. Groovingh Productions approached Charleston Main Streets requesting support and general consultation on event protocol specific to the Elk City region of Charleston. Main Streets' Associate Executive Director Adam Stollings has written a letter stating the organization's support of FiestaWest (see attached).

BUDGETARY OVERVIEW - Must match Budget Worksheet

* Funds Requested	* Total Program/Project Cost	Annual Organization Budget
\$100,000	110,000	50,000

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

As Charleston residents and businesses continue to deal with the impacts of the COVID-19 pandemic, folks are eager to safely come together. Groovingh Productions, in partnership with Mi Cocina de Amor and Charleston Main Streets, plans to implement a free-to-attend street festival in Elk City in celebration of Cinco de Mayo. This festival would span a two-day period where residents and visitors gather in a safe, outdoor space to enjoy live music and dancing, Mexican cuisine, art of all genres, and a celebration of Mexican culture. We anticipate seeking the advisory of those who are part of Charleston's Mexican-American community and plan to develop a cultural committee to help guide planning and implementation efforts. Outcomes of this festival include increased foot traffic in the Elk City District of the West Side, and increased sales of local businesses, including, but not limited to, Mea Cuppa, Gonzo Burger, Kinship Goods, and Backstage Bodywear, among others. Additional outcomes include increased social capital among residents, a fun, new outdoor festival to attract visitors, and more celebration of diversity in the Charleston area. In this application, Groovingh Productions is requesting support to organize and produce this two-day festival in 2022 and 2023, pay consultants and artists, contract with local Charleston-based Mexican restaurants to provide food and entertainment, and work with the City of Charleston to implement street closures. By partnering with Charleston Main Streets (see attached letter of support), an entity experienced in holding street celebrations in Elk City, and Mi Cocina de Amor, the Mexican-American restaurant in the area, Groovingh Productions will ensure the event is a success that honors Mexican culture.

Attach any additional information such as bids, concepts, designs, letters of support, etc. If submitting electronically the documents must be in PDF, Excel, or Word format and total file size must not exceed 10 megabytes.

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?

- Yes No

If no, when is expected completion year?

Expected completion will be in 2023

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
 Negative Economic Impacts
 Services to Disproportionately Impacted Communities
 Premium Pay
 Infrastructure
 Other

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

Funding is requested to support a new, outdoor street festival in Elk City. Working with Charleston Main Streets and Mi Cocina de Amor, Groovingh Productions plans to implement a two-day Cinco de Mayo Festival in the West Side's gateway. Based on Charleston Main Streets' experience in implementing outdoor events in Elk City, we propose closing some portions of streets to car traffic to increase space for festival attendees and pedestrians. This will enable plenty of foot traffic throughout the district so that festival attendees can walk from shop to shop, restaurant to restaurant. The festival's hub will be Mi Cocina de Amor. In addition to the anticipated uptick in tourism and business sales during this event, another outcome will be the collective mental uplifting an outdoor opportunity for social connection will bring after the frequent (and continuing) indoor distancing that the pandemic has necessitated.

5. Describe the need for this program/project:

The creative economy has been hit hard by the COVID-19 pandemic. Artists, particularly musicians and performers, have been forced to cancel income-generating gigs since March 2020. Even as pandemic conditions fluctuate, arts venues are unable to maximize the capacity of their spaces. Many arts patrons are still uneasy attending public indoor events and so even those performances that can sell tickets to reach max capacity are challenged to safely offer adequate seating and spacing. A safe, outdoor festival during a relatively slower-programmed time of year in the heart of Elk City is the perfect solution to stimulating community economic development that will help businesses, artists and entertainers, and residents recover from the wake of COVID-19. A festival will 1) provide residents with a safe, outdoor gathering space and free entertainment 2) increase tourism and attract those from outside of Charleston to visit and see the incredible assets our city has to offer and 3) drive community economic development, particularly for local businesses, retailers, and restaurants within walking distance of the festival and beyond. The economic benefits of festivals and cultural activities are plain, but festivals also nurture community pride and strengthen social bonds. This human connection and resiliency is something we all need after experiencing the isolation and loss of COVID-19. Research shows that arts and cultural assets present huge potential in terms of overall economic health and return on investment. A 2019 "US Bureau of Economic Analysis" study revealed that nationally the arts sector contributes more to the economy than agriculture, transportation, or warehousing. Charleston's own FestivALL, a fifteen-day series of cultural events where "a city becomes a work of art" is testament to the arts' ability to impact a local economy as an estimated \$1.5 million occurs through resident and tourist spending.

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

While other organizations and individuals in the Charleston area are working on community economic development strategies through the arts, we are unaware of any that have in the past, or plan in the future, to hold a May 5 Cinco de Mayo Festival. Currently Charleston Main Streets partners with local businesses to hold an outdoor gathering in March for St. Patrick's Day. By implementing a Cinco de Mayo outdoor festival in Charleston, Groovingh Productions can help the City bridge the existing St. Patrick's Day event in March to the planned FestivALL activities in June.

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

Groovingh Productions, Mi Cocina de Amor, and Charleston Main Streets are the primary collaborators on this event. Mi Cocina de Amor provides a venue and outdoor stage, event promotions, food, and owner Hector Lizarraga serves as a representative and a liaison to the Hispanic community. Charleston Main Streets provides marketing support, promotions, and advisory on Elk City outdoor events. Groovingh Productions provides project management, talent buying, budgeting, and marketing. As plans develop, we will coordinate partners from previous projects, including FestivALL, the Charleston Convention Visitors Bureau, and Charleston Creativity Connections.

8. How will duplication of services be prevented?

According to WV Tourism, there is no large-scale Cinco de Mayo festival in the entire state. While various cities have smaller events (Huntington, for example, promoted live music at Black Sheep Burritos, and Morgantown advertised its seasonal Handcrafted Cooperative retailer), there is no two-day festival or even day-long celebration currently being offered across the state. This gap presents Charleston with a huge opportunity. Groovingh Productions, in partnership with Charleston Main Streets and Mi Cocina de Amor, can create a premiere event that will attract attendees from across the state and beyond to Charleston's own Elk City District. Program Requirements and Objectives

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.

The target audience of this request are the roughly 48,000 people who live in Charleston. More specifically, local artists who are paid to contribute will benefit from this project as well as the numerous local businesses in the Elk City district, which will see an influx of customers over the two-day event. Lastly, Charleston's small Mexican community will be recruited to participate, building social capital with a population often disengaged from broader community events.

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

2. List any eligibility requirements the program has with respect to age, gender, income, or residence. We would like for the Cinco de Mayo festival to be free to attend. By offering this event at no cost to attendees, the event organizers can help ensure the festivities are accessible and open to everyone. Further, by making the event free, those in attendance will have more disposable income to spend at local retailers and restaurants in Elk City's shopping district. All ages, genders, income-levels, and other demographics will be welcomed and encouraged. Some artists who are paid to participate may be Charleston-based and recruited by Charleston Creativity Connections, which has experience in contracting with local artists and makers as well as in issuing Requests for Qualifications and Proposals among the creative population. While we anticipate contracting with some local musicians, including local Mariachi Bands, our headliners may be from out-of-town, thus increasing the event's draw for both Charleston residents and those who may travel to see a live act.

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

N/A

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

Two anticipated outcomes of this festival are: The development of a festival attracting thousands of people to Charleston during a time of year when there is little other outdoor programming city-wide or throughout the state of West Virginia. By investing in this festival for a two-year timeframe, the City of Charleston will help cement this new event as a sustaining staple in Charleston's arts and culture landscape. Increased community economic development activity in Charleston, and especially in the Elk City District; this will be measured by the number of people attending the two-day event, number of local artists getting paid to contribute, and the increased sales of local businesses.

Budget

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

Yes No

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

Yes No

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

N/A

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.

N/A

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

Groovingh Productions is requesting \$100,000 over a period of two years to implement a two-day street festival in celebration of Cinco de Mayo in 2022 and 2023. We anticipate self-funding this initiative internally through in-kind support and other funding at a \$5,000 level. We anticipate raising an additional \$5,000 per year for this event in its first years. Groovingh Productions is requesting \$28,000 in wages (\$14,000 per year) for John Inghram as the executive producer of this event, and Jeff Shirley, consultant and assistant producer. We are requesting \$60,000 in contract support. Production (lights, sound, union stage hands, and sound engineers) are estimated at \$10,000 (see attached quote) per year for a total of \$20,000. Other contract costs are estimated at \$20,000 per year (\$40,000 total request) for contracted entertainment, including local musicians, touring acts, and local artists. We estimate raising \$5,000 from other sources. We are requesting \$4,000 in program materials (\$2,000 per year) for hospitality (food, hotel night, etc.) for artists. Groovingh Productions requests \$5,000 in marketing support for the festival (\$2,500 in 2022 and \$2,500 in 2023) to promote FiestaWest through paid advertisements as well as through digital marketing and printed materials, like posters and hand bills. We anticipate raising \$5,000 to supplement this request. Groovingh Productions requests \$2,000 in supplies for the events (\$1,000 per year) including cups with FiestaWest branding. We request \$1,000 in Other Costs, which will be used for event insurance.

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

Groovingh Productions is committed to enhancing the Charleston area through live entertainment and quality events. If this request is not fully funded, we may make some adjustments (e.g. shortening festival from proposed two-day event to a single day or several hour concert only) and/or scale down considerably in other ways.

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

Sustainability for this project can be achieved through holding at least two consecutive festivals, which is why this request includes funding for the event in 2022 and in 2023. With two successful years of festival programming, we anticipate that we can attract sponsors and vendors to this event to help sustain it. Since we do not plan to charge an entrance fee, visitor numbers are expected to be high, which will attract vendors and sponsors. With demonstrable outcomes, we anticipate further discussions with the City of Charleston to determine whether this event can be supported in the future at a much lesser extent.

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

Funding will be managed by Groovingh Productions in a separate account earmarked for the Cinco de Mayo festival. Because the event will not be a ticketed event, transactions will be minimized. Any talent buying or purchasing will be invoiced and monitored, with invoices and receipts available upon request by the grantor.

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

Any awarded funding will be tracked and managed in a separate account.

REQUESTED BUDGET WORKSHEET

Revenue Source Projections

List all Estimated Funding for this Program/Project

*** Proposed City ARPA Funding**

Internal/Self-Funding

100,000

5,000

Donations/Other Fundraising

Government Grants/Other

5,000

0

*** TOTAL REVENUE**

110,000

Expenses Projections

List all Estimated Expenses for this Program/Project

Salaries/Wages

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
28,000	0	28,000

Benefits & Matchings

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

Contracted Services

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
60,000	5,000	65,000

Program Materials

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
4,000	0	4,000

Marketing

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
5,000	5,000	10,000

Supplies

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
2,000	0	2,000

Other**Amount Requested from City****Amount from Other Sources****Total Estimated Expenses****Total Expenses***** Amount Requested from City***** Amount from Other Sources***** Total Estimated Expenses**

1,000

0

1,000

NOTE: Revenues and Expenses must balance, and the use of requested funds must be directly related to COVID-19 recovery efforts.

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

Groovingh Productions was established in 2018 by owner/manager John Inghram. John's background as a musician and entertainer provides him with a unique insight into an artist's needs as it relates to quality productions. For the last five years, John has evolved from being solely a performer and creator into a manager, producer, and presenter. Since Groovingh Productions' inception, it has provided paying contracts with more than 100 local and statewide artists and artist-support professionals, such as stage and sound technicians. According to a recent Americans for the Arts' report "Creative Industries: Business & Employment in the Arts," less than 3.2% of businesses in WV are arts-related; however, it's entities like Groovingh Productions that are working hard to grow the cultural sector and increase opportunities for artists and entertainers. As Assistant Producer of Mountain Stage, John has extensive experience in large scale productions. Mountain Stage is distributed by NPR Music; each performance runs at least two hours and can be heard every week on over 380 stations across America, and around the world via NPR Music. Recorded in front of a live audience, Mountain Stage features performances from seasoned legends and emerging stars in genres ranging from folk, blues, and country; to indie rock, synth pop, world music, alternative, and beyond. For the past few years, John has volunteered with the booking committee for Live on the Levee, Charleston's free summer concert series, where he has booked regional and national acts to entertain on the Levee's stage. He's also well-versed in showcasing West Virginia's incredible local talent. For example, John was the driving force behind the 2018 Bill Withers tribute, 2019 Tom Petty performance, and 2021 Rolling Stones tribute. These sets were enjoyed by thousands and provided paying opportunities for more than 30 local musicians and another ten stage and sound technicians. When John sees a gap in arts entertainment opportunities, he works to address it. In 2017, he and Fletcher's Grove bandmates noticed that despite West Virginia's many summer music festivals, many of which recruit national touring acts, there was a lack of opportunity for local musicians and vendors to showcase. To address this gap, John and his Fletcher's Grove colleagues helped to organize their own festival, Grooving with the Grove, forgoing compensation in the first couple of years to ensure that other musicians and stage technicians were paid. The festival, currently in its fourth year, has steadily grown, attracting more attendees, featuring more artists, and increasing economic development activity in the northern part of the state. As of 2021, Grooving with the Grove has now become a profitable event due to thoughtful planning, programming, promotion and investment. In 2018, Groovingh Productions implemented the first LoveFest event, which has since become a semi-annual fundraiser for WV Health Right and provides an affordable night out that includes live music and benefits a good cause. Over the last two years, the event has included a kissing booth, tattoos on site, food, vendors like WV Living magazine, and a cash bar. As the initiator of LoveFest and other productions, Groovingh Productions creates opportunities for artists while also benefitting a social service organization that impacts our whole community. As a working musician and someone who makes his living through his craft, John has fought to promote the value of creative work. A member of the Appalachian Association of Professional Musicians, John regularly collaborates with other industry folks to ensure artists are paid fair wages. He volunteers on FestivALL's Music Planning Committee and serves as a director on the board of the WV Music Hall of Fame and the Charleston Convention Center and Coliseum.

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

Groovingh Productions' core purpose is to produce and present quality entertainment.

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

Adam Harris, Executive Producer of Mountain Stage Mackenzie Spencer, City of Charleston Dr. Angie Settle, CEO of WV Health Right
Michael Lipton, WV Music Hall of Fame

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.

The COVID-19 pandemic has challenged all of us from every sector, but artists and performers are being tested in unique ways. Being an artist has always required grit and innovation, but now so more than ever. According to RSFLG Data and Assessment, "Across the spectrum of artistic and creative endeavors, restrictions on gatherings, changes in consumer behavior (voluntary or otherwise), and severe unemployment have taken a devastating toll on the sector." A two-day cultural festival will put artists back to work doing what they do best—creating and imagining a new path forward in throughout the recovery phase of the pandemic. And putting artists to work isn't just good for artists. Per research through the National League of Cities, "arts employment per capita boosts overall employment per capita in more rural states."

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 funding through this project will stimulate community economic development, support local businesses, hire artists and creative workers, and provide social connection and healing.

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."

*

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.

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>

*

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.

*

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

*

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.

*

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.

*

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.

*

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

*

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.

* Signature

* Date

John Inghram

12/15/2021

Authorized representative of Applicant/Organization

Format: MM/DD/YYYY

* PRINTED NAME:

John Inghram

* TITLE OF APPLICANT:

Owner

* ORGANIZATION NAME:

Groovingh Productions

Upload a File

No file chosen



December 13, 2021

ARP Grant Jury

Dear Jury Members,

As a certified Main Street organization with two programs operating within our structure, Charleston Main Streets (CMS) works every day to promote, strengthen, and increase capacity for our East End and West Side district businesses.

Mi Cocina de Amor is authentic Mexican restaurant in the heart of the Elk City District of the West Side. Mi Cocina has been at the forefront of the exciting developments in the Elk City District since opening. As one of the few businesses in the Elk City District when they opened, Mi Cocina worked continuously to create a destination for patrons. Through the years, they have continued their efforts by installing murals and an expansive new patio in recent years, which we were excited to help with through our microloan program. In addition, Mi Cocina and its owners are always the first to support neighboring businesses or events.

The owners of Mi Cocina plan to hold FiestaWest on May 6th and 7th, 2022 to celebrate Cinco de Mayo. FiestaWest is a great collaboration between Mi Cocina and many local bands that will undoubtedly bring a great crowd to the West Side, many of whom have never been to the district. This event will not only open hundreds of sets of eyes to Mi Cocina but also to our many other thriving West Side businesses.

We fully support Mi Cocina's efforts to bring this exciting event to the West Side and look forward to promoting and helping however possible. We believe this event will continue to foster a sense of community and encourage further renovation in the district.

If you have any questions, don't hesitate to contact me at 304.767.9800 or by email at Adam@CharlestonMainStreets.org.

☐ Sincerely,

Adam Stollings
Associate Executive Director
Charleston Main Streets



Sacred A/V Solutions LLC
 1233 Ohio Ave
 Dunbar, WV 25064 US
 larrydorsejyr@me.com

Estimate

ADDRESS
 John Kngram

ESTIMATE # 1017
DATE 12/14/2021

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	Audio production services	FOh and monitors with 2 technicians	1	1,500.00	1,500.00
	Lighting	12 down stage wash lights moving head light ,6 beam effect up stage moving head lights , 4 beam spot wash gobo effect lights one lighting technician	1	1,300.00	1,300.00
	SI100	stage	1	2,200.00	2,200.00
	A/V production rental and services	Lighting,Audio Gear and technician for restaurant 2days	2	850.00	1,700.00T
	Stage hands	8 union stage hands for 1day to build and take down state 4hands will stay all day to help make thing run smooth and to assist with any other event needs ..	1	3,000.00	3,000.00

The price for union labor may vary slightly and will be adjusted in the billing after the event .. All things are negotiable To help fill the events needs which can change the over all cost .

SUBTOTAL	9,700.00
TAX	119.00
TOTAL	\$9,819.00

Accepted By

Accepted Date