

# American Rescue Plan Act (ARPA) Funding Application

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

- [CCC - ARPA Application Supporting Documents.pdf](#) - 2021-12-15 06:51:06 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](mailto: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:**

Charleston Creativity Connections: City Arts Activation and Recovery Project

**\* Organization Name:**

The Greater Kanawha Valley Foundation

**\* Address:**

178 Summers Street, Charleston, WV 25301

**\* Primary Contact Person:**

Stephanie Hyre

**Title:**

Senior Program Officer

**\* Phone:**

304-346-3620

**\* Email:**

shyre@tgkvf.org

**Federal Tax ID:**

55-6024430

**If applicable: DUNS Number:**

795 149 137

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:**

Susan Shumate, TGKVF Board Chair Bob Orders, TGKVF Board Vice Chair Dickinson Gould, TGKVF Board Secretary Debra Sullivan, TGKVF Board Member Ted Armbricht, TGKVF Board Member Jason Castle, TGKVF Board Member Deborah Sink, TGKVF Board Member Dale Clowser, TGKVF Board Member Todd Mount, TGKVF Board Member Charlie Loeb, TGKVF Board Member Will Carter, TGKVF Board Member Georgette George, TGKVF Board Member Sean Mayberry, TGKVF Board Member Michelle Foster, TGKVF Chief Executive Officer Kristin Mounts, TGKVF Chief Financial Officer Jane Powell, TGKVF Communications Director Stephanie Hyre, TGKVF Senior Program Officer Bryan Cooper, Charleston Creativity Connector

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

Charleston Creative Placemaking Council- Charleston Creativity Connection's (CCC) overseeing body; provides advisory, networks, and expertise FestivALL, Inc.- director serves as representative on CCC Council; provides coordination and oversight Tamarack Foundation for the Arts- director serves as representative on CCC Council; provides guidance to efforts; fiscal agent status for Kroger RFP process Charleston Convention Visitors Bureau- director serves as representative on CCC Council; can offer guidance on future plans with Charleston hotels City of Charleston, Office of Public Art- director serves as representative on CCC Council; served on juried committee for Kroger RFP process; provides coordination Downtown Charleston Association- network of Charleston businesses; provides guidance, coordination, and funding; partnered with CCC on successful Holly Jolly Brawley project and has committed to supporting future CCC efforts Charleston Area Alliance- Vice President of Community Development serves as representative on CCC Council; provides coordination, oversight, and networking assistance; assist with City Center BID administration Clay Center for the Arts and Sciences- Marketing Director serves as representative on CCC Council; provides coordination and oversight; assists with CCC public relations plan development; partner in developing arts space feasibility study WV Arts Commission- funder through the National Endowment for the Arts American Rescue Plan initiative City Center Business Improvement District (BID)- supporter of CCC Slack Plaza involvement; potential funding source; coordination and thought partnership Midwest Evaluation and Research- assists with data collection, surveys, and evaluation Higher Education- WVU, University of Charleston, BridgeValley- future partners in higher education expansion component Charleston Parks and Recreation- primary collaborator on Slack Plaza Productions

**BUDGETARY OVERVIEW - Must match Budget Worksheet****\* Funds Requested**

935,000

**\* Total Program/Project Cost**

1,985,000

**Annual Organization Budget**

1,985,490

**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

Charleston Creativity Connections (CCC) seeks to advance creative placemaking and artist support activities in Charleston, continuing to create the conditions for artists and businesses to thrive—financially, creatively, and socially. This work is particularly needed as the City of Charleston seeks to economically recover in the wake of the COVID-19 pandemic. CCC hired Connector Bryan Cooper in April 2020, and he

developed a searchable website- the first of its kind to our knowledge- to connect artists with businesses, patrons, and each other (www.getcreativewv.com). The initiative also developed a successful seed investment program, which has supported 21 projects with funding of nearly \$85,000 to date (see attached for complete list). This access to capital for individual artists has had a huge impact both on artists who have suffered income loss due to the pandemic as well as the broader community, which experienced increased access to artistic creations during a time when we are all seeking human connection and healing. In spite of the challenges a global pandemic has presented during the initiative's launch, we have made much progress toward better supporting artists in the Charleston area, further connecting creatives to community, markets and each other, and lifting up the cultural sector as an economic driver in the city. Beyond supporting artists and the community, CCC has helped connect businesses to art-related activities that have helped drive up their sales and traffic. By brokering relationships between businesses and artists, businesses have paid nearly \$40,000 to artists directly while increasing business sales, in some cases by as much as 20%. Examples include the brokerage between Kroger, Tamarack Foundation for the Arts (TFA), and artists (see attached Gazette article). In this case, Bryan coordinated a contract between Kroger Grocery and TFA to assemble a curating committee and jury a piece of art for the Scott Depot Kroger. Artist Michael Teel's piece for Kroger was unveiled in June 2021 and references Putnam County's agricultural history, which has resonated with locals and exemplifies creative placemaking's components of storytelling and "place-keeping." The total value of this connection was \$13,700, which includes a \$10,000 payment to the selected artist as well as "finders fees" for CCC and TFA, and payment of \$400 per each artist asked to submit a full proposal. This facilitation is an example of how a dedicated Connector can broker partnerships between artists, businesses, and nonprofit organizations; it is a model we have replicated with Charleston-based businesses like General Steak and Seafood, Dickinson Group, the Retreat, Sam's Uptown Café, and Adelpia. While pandemic conditions fluctuate, and as some businesses have a little more flexible income, even more energy has been dedicated to modeling these kinds of deals. This "match-making" among businesses and artists have provided the initiative with a replicable model of 1) paying artists for their submissions, whether they are selected for the gig or not 2) a sustainability model that includes a fee for Charleston Creativity Connections' "matchmaking." To further advance these community economic development efforts, and stimulate the economic recovery of artists and Charleston businesses specifically, CCC requests support to implement a five-tiered creative placemaking approach, which includes:

- Charleston Arts Passport Program (CAPP)
- Slack Plaza/City Center Productions
- Artist Seed Investments
- Arts Center Feasibility Study
- Higher Education Partnerships

More detail on each of these components is outlined further in this proposal. Some bids and estimates for the above five components are included in the proposal attachments while others are to be determined. We anticipate contracting with consultants or firms for the Arts Center feasibility plan. Other contractors may include production companies, community organizations, and arts agencies to provide weekly programming at Slack Plaza. To implement these activities, Charleston Creativity Connections is seeking a five-year grant, serving the residents throughout the City of Charleston, and specifically impacting individual artists and small businesses. For a complete timeline on when activities will be implemented, please see the attachment. Outcomes of the above include: Improved market conditions for artists and businesses as measured by 1) additional paying opportunities for artists 2) increased sales by participating businesses 3) increased visual and performing arts events; Growth in venue and exhibit options for artists as measured by 1) increased square footage available for studios, residencies, gallery and performances spaces, etc. 2) increased visual and performing arts events Charleston becomes more vibrant, inclusive, and prosperous as measured by 1) more residents and visitors participating in the arts, 2) more opportunities for artists to make meaningful contributions to community development 3) increased ticket sales by arts and cultural organizations. Please note that while The Greater Kanawha Valley Foundation (TGKVF) is the fiscal agent for this request, and provides back office support, Charleston Creativity Connections has its own Advisory Council (see attached list), budget, and fundraising activities. The initiative is not part of TGKVF's administrative budget. The Foundation has allocated a \$30,000 discretionary grant to Charleston Creativity Connections annually since 2019, but the majority of its work must be fueled through grants and contributions from other funders.

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?

2025

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:**

Through community economic development strategies that include arts organizations and individual artists (defined broadly as creatives in visual, performing, culinary, literary, filmmaking, marketing, and other roles), CCC can partner with the City of Charleston to recover from the COVID-19 pandemic. Research shows that through efforts involving the arts, cities can revitalize public spaces, enhance local businesses, and bring diverse groups of people together. The capital city already has a strong arts community, but gaps continue to exist. According to 2020 data from American for the Arts' Action Fund, Kanawha County employs 1,561 people in arts-related business, approximately 1,000 fewer than nearby Cabell County despite Cabell's approximately 90,000 fewer residents (per 2020 Census data, Cabell has 94,000 residents compared to Kanawha's 180,000). This number of artists dropped even further due to the work stoppage the pandemic caused, but intentional connections to businesses can help bolster this segment of our City's workforce. Charleston Creativity Connections has already started to address business + art disconnects, despite the challenges the pandemic brought. By brokering lucrative relationships like the Kroger deal, coordinating with existing arts assets like Tamarack Foundation, FestivALL, the Clay Center, and the City of Charleston's Office of Public Art, and providing investment funding to startup opportunities, the initiative continues to strengthen the region's community economic development landscape. With support from the City of Charleston's American Rescue Plan initiative, Charleston Creativity Connections can expand by implementing a five-tiered creative placemaking approach that stimulates entrepreneurship, provides business incentives and relief for venues and artists, and offers internships and employment for college students. Details are outlined below:

**Charleston Arts Passport Program (CAPP)** The Charleston Arts Passport Program will help bring customers back to live arts events through an arts rewards program. Through this rewards-based program, CCC will develop an app-based rewards program that would incentivize people to attend art events such as concerts, gallery showings, theater and dance performances, literary events, special culinary and farm to table gatherings, and any other arts and culture-focused event and/or establishment wishing to participate. Those who attend these events would have their passport "stamped" via the app. At the end of a predetermined time anyone who attends a set amount of events in a set amount of art categories would receive a reward, such as free concert tickets or a piece of art. CCC will work with local artists and arts organizations to help them register their events as part of the passport program and educate them on how to "stamp" attendees' passports. CCC plans to share user trends and other metrics with artists and arts organizations to help them implement targeted marketing to participants of the CAPP. Additionally, information gained from participants can be shared with artists and arts organizations to help them plan for future programming and events. Eventually, a version of this app, possibly including a digital map of where arts and culture-based events are occurring, could be circulated among Charleston hotels to share with their guests. To implement this program, funding is needed for app development, data storage, app maintenance, program promotion, training for participating artists and arts organizations, and prizes for those who attend a set amount of arts events and achieve the requisite number of stamps. The anticipated outcomes of this program are more people attending arts events throughout the City of Charleston and sharing important marketing information to increase revenue for both individual artists, venues and businesses, and arts organizations.

**Slack Plaza Productions** The pandemic showed the world how important safe, well-activated outdoor gathering space can be. Slack Plaza is set to be a hub for our community and has the potential to help both local artists and downtown businesses in their efforts to recover from revenue losses brought by the pandemic. An essential piece in bringing visitors to Slack Plaza, which is located within a Federally Qualified Opportunity Zone, will be regular event programming. Charleston Creativity Connections, in partnership with the City Center BID and working with Charleston's Parks and Recreation Department, can form a committee to plan, curate, and coordinate events to take place in Slack Plaza weekly. The Slack Plaza Productions committee would include artists, producers and event planners, and city employees, including Parks and Recreation director Rashaun Sayles as well as other members of the City administration. This group would consult established organizations with built-in audiences to plan programming that will attract multi-generational, ethnically and geographically diverse audiences. Examples of these consultants include community-based organizations and nonprofits such as FOOTMAD, local radio like WSVQ 92.1- Charleston's Voice of Equity and Empowerment, Live on the Levee, area churches and their praise bands and choirs, FestivALL, the Charleston Youth Council, Multi-fest, WV International Film Festival, the Downtown Charleston Association, and local chefs, culinary artists, and food trucks. The Slack Plaza Productions committee would help coordinate with a production company to streamline logistics and production needs for events, thus keeping costs to a minimum and establishing a level of consistency for all Slack Plaza programming. In 2022, we anticipate assisting a startup enterprise with equipment purchases to become the premiere production outfit that community-based and nonprofit organizations use for their production needs. Currently we are unaware of an entity serving this purpose specifically in Charleston. Along with bringing already established events to Slack Plaza, such as Food Truck Fridays, a few examples of other Slack Plaza programming could include Movies Under the Stars, Youth Battle of the Bands, Slack Plaza Stage Plays, Bluegrass Brunches, and weekly Gospel Sings. The anticipated outcome of this activity is the curation of quality and diverse programming that will bring diverse audiences to downtown Charleston several days a week throughout the year. This approach will provide more paying opportunities for artists as well as drive business to local restaurants and retailers and grow the capacity for arts programming in downtown Charleston. By working with organizations that have established audiences and built-in followers, such as local churches, CCC will ensure that events scheduled at Slack Plaza are well-attended. American Rescue Plan funding from the City of Charleston will help cover the costs to organize and facilitate the Slack Plaza Productions committee, pay artists, performers, and producers,



and support and assist with other costs associated with event production and promotion. Artist Mini-Grant Program (seed investments for arts and culture-based activities) The Artist Mini-Grant Program has been extremely successful in 2020-2021 as artists need support more than ever amidst the canceled gigs and economic shutdown that COVID-19 brought. Through the program, Charleston Creativity Connections has funded 21 mini-grants of up to \$5,000 apiece, totaling nearly \$85,000, and paying more than 100 artists to create. So far, eleven businesses and two municipalities have also benefited from the opportunities initiated by Connector Bryan Cooper to partner with artists to improve their retail, hospitality, or other ventures. One of the primary criteria for success of the activities outlined above will be helping local businesses, nonprofit organizations, and government entities advance their enterprise goals (e.g. increase profits, enhance public services, etc.) by making transactions with artists an ongoing part of their operations. While Charleston Creativity Connections may incentivize these relationships and provide seed funding to start business and community art projects, the goal is that they sustain through funding beyond the initiative. The end result of these activities is that Charleston becomes more vibrant, inclusive, and prosperous and as such, attracts and retains more talent. For more information on the businesses and projects that have received funding to date, please see the attached Mini-Grant descriptions and breakdown document.

American Rescue Plan funding from the City would assist in expanding these seed investments and incentivizing businesses to participate.

Arts Center Feasibility Study The greater Charleston community has often envisioned an arts space that could be used for small gatherings, lessons, pop-up shows and even residential space to host new and emerging artists in the region. Partnering with the City Center BID and the Clay Center for the Arts and Sciences, we plan to collaborate on a feasibility study to determine if a project like this can be supported by the current market and if so, a plan for implementation. We anticipate this study will include not only the market measurements, but also identification of potential locations, artists, organizations and property redevelopment estimates. To activate a downtown space that has pop-up shops, gallery and studio space, live music, retail, and residential space, CCC and the feasibility consultant plan to learn from existing models throughout Appalachia and beyond, including spaces such as The Torpedo Factory in Virginia and the Asheville Arts Center in North Carolina. The Artspace in Minneapolis, a recognized leader in the United States in this kind of work, may also be consulted. Artspace does both feasibility studies as well as builds and manages such facilities (with housing as the central focus) across the country. A key component of the feasibility study will be determining a sustainability plan for the downtown Charleston Arts Center, including revenue generation beyond grant funding. Awarded American Rescue Plan funding will support consultant retention and the development of this study and accompanying business plan. Should the study show that a downtown Arts Center is a viable business venture, CCC may return to the City of Charleston to inquire about ARPA funding for implementation. Higher Education Partnership CCC plans to build partnerships with local Colleges and Universities to hire part-time staff and interns to help with the daily upkeep of existing programs and assist during events as needed. Students pursuing fields in Arts, Public Administration, Marketing, Nonprofit Management, Fashion and Design, and others would have the opportunity to work on CCC projects that align with their education path. This would provide them a glimpse into possible career paths in the Charleston area as they complete their education. In addition to working directly with students, CCC plans to coordinate with college student affairs offices to offer grants for the schools to plan "Student Nights" in downtown Charleston, partnering with Slack Plaza Productions. During these student nights, the City would see an influx of college students attend Slack Plaza events and frequent downtown shops and restaurants. As the University of Charleston's plans develop for a tech-heavy Maker Space on the corner of Capitol Street, these student nights would further fuel the university's presence downtown. Other potential higher education partners include WV State University, BridgeValley, and possibly WVU and Marshall's graduate students. As this initiative develops, CCC would like to begin facilitating student internships with local businesses such as The Clay Center, various design firms and community-based organizations, WV Music Hall of Fame, Mountainstage, Taylor Books, etc. Eventually, we anticipate creating a workforce pipeline, showing students that making a living in the arts and related fields is possible, and encouraged, in Charleston, West Virginia. American Rescue Plan funding will support the planning, staffing, and granting efforts of this component.

## 5. Describe the need for this program/project:

Due to the pandemic, arts-based venues, theaters, galleries, museums, and performance spaces all lost patronage and revenue during the pandemic. According to the Brookings Institute, "the creative economy is one of the sectors most at risk from the COVID-19 crisis, and the damage will have reverberating effects. Arts, culture, and creativity are one of three key sectors (along with science and technology as well as business and management) that drive regional economies." Like shuttered venues and arts agencies, the artists who fuel those organizations' performances also lost income. Many of the ways artists make a living (live music, theater and dance performances, gallery showings, etc.) were greatly reduced if not impossible during the pandemic. This created a financial burden on artists and art-based venues and businesses from which it's been difficult to recuperate. The pandemic magnified some issues that Charleston, and the whole state, are already tackling. West Virginia is losing population at record rates. According to the Appalachian Regional Commission's newly released "Data Overview from 2015–2019," more than 62,000 residents have left West Virginia since 2010. For years, Kanawha County has led the state in people leaving a county and according to the WV Education Association, Kanawha was 10th in the nation for county population decrease in 2017. Population loss results in outmigration of young talent, drops in the housing markets, downturns in existing/new business, reduced tax base, and a variety of other negative economic factors. COVID-19 exacerbated the issues described above, particularly the downturn in existing and new business. Artists and locally owned businesses, which are critical economic drivers in the Charleston area, were some of the hardest hit by the pandemic. According to Americans for the Arts, arts organizations in West Virginia suffered revenue loss totaling more than \$2,573,890 as a result of the pandemic and 9% of our state's arts agencies and venues are not confident they will survive at all. By supporting efforts to assist arts venues in attracting customers, by helping artists in selling their work and promoting their talent, and by aiding businesses to drive traffic and increase revenue through the arts, CCC can help recover revenue loss from 2020-2021 as well as increase future earnings. Longer-term, research shows that places that attract artists also attract residents and businesses from all sectors. Lastly, the pandemic emphasized

the need for safe, outdoor spaces. By leveraging the City of Charleston's ongoing work to rebuild Slack Plaza as a destination for healthy recreation, social gathering, and entertainment, Charleston Creativity Connections can help meet the need for outdoor entertainment and cultural activities. Additionally, artists were some of the hardest hit by the COVID-19 pandemic- this initiative will help a marginalized part of the City's workforce recover and thrive.

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

Charleston Creativity Connections has already started to address business + art disconnects by brokering lucrative relationships between industry and artists, coordinating with existing arts assets like Tamarack Foundation for the Arts, FestivALL, the Clay Center, and the City of Charleston's Office of Public Art, and providing investment funding to artists and businesses for startup opportunities. While there are a plethora of community-based organizations working to promote the arts and support artists, none that we are aware of are working on artist support through business connection specifically. Many of the nonprofit organizations in Charleston provide arts education, youth engagement, and overall creative enrichment. Fewer, however, focus specifically on arts as an economic development strategy. CCC will partner with entities such as the Downtown Charleston Association, the City Center BID, and others to help promote and grow opportunities for our art and business communities.

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

Charleston Creativity Connections will partner extensively on multiple aspects of this project, including with entities that have representation on its advisory council, including City of Charleston's Office of Public Art, FestivALL, the Clay Center for the Arts and Sciences, Tamarack Foundation for the Arts, among others. Charleston Creativity Connections is working directly with City Center BID property owners, including Dickinson Group, BB&T/Truist, McKinley and Carter Wealth Advising, Charleston Area Alliance, TRC Associates, and CURA, among others. Through this partnership, CCC plans are underway for cultural and beautification programming. The BID will also assist in Slack Plaza Productions, event marketing and promotions, and help inform the Arts Center feasibility study. The Charleston Area Alliance is a strong collaborator as it serves as the BID's administrative support. In addition to the City Center BID, CCC has strong relationships with a multitude of business owners, including those involved in the Downtown Charleston Association (DCA). Through this partnership, CCC has already facilitated successful initiatives like Holly Jolly Brawley, and plans to facilitate and create need for artists through future events. Another collaborator is WTSQ: the Status Quo community radio station. This collaboration provides an outlet for local artist promotion as well as arts event marketing. CCC also plans to work with WTSQ for programming and production needs; the radio station has also expressed strong interest in relocating to a potential downtown Arts Center. The above collaborations are in addition to those already described in other sections, including proposed partnerships with City of Charleston Parks and Recreation.

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#### **8. How will duplication of services be prevented?**

CCC works primarily as a connector among artists, businesses, and community. Our impact is rooted in brokering and catalyzing arts-focused projects that drive community economic development. CCC's work with groups such as the Downtown Charleston Association and other businesses helps to navigate and simplify the process of working with local artists, to the benefit of their sales. To our knowledge there are no other groups in our area focused on this same service.

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### **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 population of this project is the approximate 48,000 residents of Charleston specifically, but also the approximate 180,000 residents of Kanawha County, WV and surrounding areas. This population includes the artists, creatives, and businesses who currently reside or work in or around the capitol city and the business and nonprofit communities in the Kanawha Valley as well as the tourists who visit the area. These population figures presented here are cited per Census data.

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

Individuals, organizations and businesses receiving seed investments must identify as artists, creatives or makers and/or submit applications with a specific intent to integrate the arts and/or artists into their operations. Those who qualify for seed investments or business incentives through funding received by the City of Charleston's American Rescue Plan must reside or conduct business within Charleston city limits. Charleston residents of all demographics, ages, and income-levels, as well as visitors and tourists, will benefit from programming that Charleston Creativity Connections incubates across the City through the Charleston Passport Program, and facilitates at Slack Plaza specifically.

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

Artist and business seed investments, brokerages, and connections are continuing activities that support from this grant request will further advance. A couple of measurable outcomes of this work over the past two years include: Support for 21 arts-related projects, paying more than 100 local artists directly, and enhancing more than 20 local businesses. To date, 33 mini-grant applications have been received, and 21 projects have been funded, totaling nearly \$85,000 of funding that supports individual entrepreneurs and artists as well as small businesses. Business and artist business deals, brokered by CCC, have to date resulted in 10 projects between businesses and 55 local artists. These projects resulted in over \$38,000 being paid to local artists by businesses directly. This outcome has been achieved with less than \$1,000 from CCC in initiation costs.

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

The Charleston Arts Passport Program, Slack Plaza Productions, and the Higher Education Partnership are new components proposed for consideration through this request. Some anticipated outcomes of these aspects of the initiative include: The Charleston Arts Passport Program will include outcomes like better attended arts events, more coordination among arts venues and artists, and better direct marketing and organization of arts activities across the City. These outcomes can be measured by the number of venues and organizations participating in the program, the number of users enrolled in the rewards program, and the usage of shared data among collaborative entities. Higher Education Partnership will include outcomes like more business traffic and college students populating downtown restaurants and retailers during College Night events, more promotion of arts-focused career paths that are possible in Charleston, and more CCC programming, website and social media upkeep, and maintain recurring workflow tasks through student internships. These outcomes can be measured by the number of students attending downtown events, the number of colleges that participate, the increase in sales for local stores during Student Night events, the number of students successfully placed in business internships, and the increased capacity of CCC to offer more programming through student powered projects. Slack Plaza Productions' outcomes include the creation of a committee to curate and schedule Slack Plaza programming, increased traffic at downtown retailers and restaurants, more regular, well-activated programming in the City of Charleston. These outcomes will be measured by the increase in foot traffic on programming days and 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.

Charleston Creativity Connections was approved for \$20,527 of American Rescue Plan funding through the West Virginia Commission for the Arts. The total received is earmarked for Connector Bryan Cooper's contract salary; none of the approved funding would support the activities as described in this application.

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.

TGKVF- \$30,000 each year since 2019 Charles and Mary Fayne Glotfelty Foundation- \$10,000 each year since 2019 Carter Family Philanthropy- \$10,000 each year since 2019 Claude Worthington Benedum Foundation- \$75,000 in 2019; \$55,000 in 2021 Martha Russell Gaines Wehrle Foundation- \$5,000 each year since 2019 Annie and Gaines Charitable Fund- \$25,000 in 2019 Maier Foundation- \$15,000 in 2021 and committed in 2022 RBC Wealth Advising- \$2,000 in 2021 Herscher Foundation- \$5,000 in 2021 WV Department of Arts, Culture, and History- \$20,527 in 2021; \$7,500 pending in 2021 BB&T/Truist Foundation- \$20,000 in 2019, 2020, and pending 2021

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

The total request of \$935,000 to the City's ARPA will be matched by an estimated \$979,500 from other sources and fundraising. TGKVF back office support, modestly estimated at \$10,000 per year (total of \$50,000), represents internal/self-funding. Other government support is \$20,500, which represents a grant from the WV Department of Art, Culture, and History. Salaries/Wages The request includes funding for staffing (\$290,000 over a five-year period). We anticipate that Connector Bryan Cooper will spend approximately 40% of his time working on ARPA-based projects; the request reflects 40% of his current contract. Additionally, we are requesting staffing support for a part-time contractor to assist with CCC projects, particularly the Higher Education Partnerships component of this proposal. Lastly, we are requesting support to pay college interns to work in arts-related industries in Charleston (\$10,000 annually and . We project matching dollars for staffing at \$350,000 from other sources. Benefits/Matching No benefits or matching is requested in this application. Contracted Services We are requesting contract services (\$208,000 over a five-year period) from the ARPA initiative to work with a developer to create the



Charleston Arts Passport digital application. We anticipate costs for that development will be more in the first year (\$10,000) and then taper off for upkeep and maintenance in subsequent years (\$2,000). A total of \$18,000 requested from ARPA for the app expenses. CCC is also requesting ARPA support to pay the Slack Plaza Productions production company. We anticipate this cost will be larger on the front end (\$50,000 in year 1) because production equipment may need to be purchased for the development of a production company available to community and nonprofits. Currently, to our knowledge, no such entity exists in Charleston. This is a business development component of the application. Once the company is established, we anticipate that it would need less for Slack Plaza production in subsequent years (\$12,500 moving forward). A total of \$100,000 in producer contract fees is requested from ARPA. Lastly, less than 10% of the overall ARPA request of \$935,000 is included for accounting fees and administration. Due to the anticipated level of oversight and reporting required if this grant is awarded, TGKVF will consider contracting with a separate accounting firm to track expenditures. CCC will match these contract costs with \$100,000 from other sources. Program Materials CCC is requesting \$55,000 over a five-year period for program materials. This total represents a \$30,000 request for a feasibility study and business development plan for a downtown Arts Center. We anticipate securing \$25,000 matching funds for this line item. Marketing CCC requests \$57,000 over a five-year period from ARPA in marketing support. We anticipate marketing for all components of this application, and particularly the launch of the Charleston Arts Passport Program and Slack Plaza Productions. Marketing costs will be more significant during these programs' rollouts (\$25,000 in the first year), and less so over the remaining four years of the grant period (\$8,000 per year during years 2-5). We anticipate matching ARPA-requested marketing dollars with \$50,000 from other sources. Supplies No supplies are being requested in this application. Other (Programming and Mini-Grants) The most significant portion of this request is for Programming costs and Mini-Grants (designated as Other in the attached Budget Form and in the Budget Worksheet). The total requested from the City ARPA initiative is \$350,000 over a five-year period. Slack Plaza Productions Programming accounts for \$250,000 of this request (\$50,000 per year to pay artists, performers, entertainers, and other program expenses). The remaining \$100,000 requested from ARPA is earmarked for artist and business seed investments (the mini-grant program) and grants to colleges and universities to organize "student nights" in downtown Charleston. CCC anticipates matching this request with \$425,000 from other sources.

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

If this request is not fully funded, Charleston Creativity Connections will continue to seek other grants to support its work. If the request is partially funded, Charleston Creativity Connections will evaluate the five major components of this application (artist and business seed investments, Arts Center feasibility study, Slack Plaza Productions, Charleston Arts Passport Program, and Higher Education Partnerships) to determine where reductions or delays may be made.

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

Support from businesses that participate and recognize the value that art brings to their bottom line is a big component of CCC's sustainability plan. This business investment is already occurring through quantifiable programming like Live Music Bingo. By helping a local restaurant or bar see that providing live music attracts more paying customers, more artists get paid and more restaurants increase sales. Everyone wins. Since launching Live Music Bingo, several businesses have already agreed to pay 100% of the artists' fees and 100% of the gift card bingo prize. All business partners have reported a 20% increase in sales on Live Music Bingo nights. Similar matchmaking continues to occur through the examples where Connector Bryan Cooper facilitates an RFQ/RFP process to connect artists and businesses, as in the cases of Dickinson Group, Summersville Watershed, and Kroger. These brokerages also occur through person-to-person dealings outside of a formal call for proposals method, as in the cases of General Steak and Seafood and the Retreat. In future dealings, sustainable income may be generated by assessing a finder's fee to all connections that result in satisfied commissions or gigs. Though as yet untapped, the same kind of matchmaking between artists and any of the following interested parties is planned: real estate owners with vacant property, hospitals open to art therapy programs, businesses wanting to do unique client appreciation events, after school programs looking for enrichment experiences, convention and tourism organizers interested in arranging a rich night of local music at establishments around the city, etc. As surveys and feedback loops among artists and businesses progress, CCC will advance its data collection efforts, proving the profitability of artist arrangements and incentivizing business, community, and government to support them. With the development of a strong communications plan to capture Charleston Creativity Connections' successes and stories, further sustainability can be achieved. The Council anticipates that the financial relationships Charleston Creativity Connections brokers between businesses, artists, and community will improve the lives and economic outlook for all Charleston residents and visitors. The investments the initiative seeds have already started to inspire others to create while demonstrating to businesses that capitalizing on our local artists can increase their revenue and operations. One impactful change that Charleston Creativity Connections has catalyzed is the culture shift in how business and community compensate artists. Due to the successful model piloted through the Kroger deal, other businesses and municipal entities, like Dickinson Group and Summersville Watershed, have requested similar services. Further, entities that formerly did not pay artists for their proposal submissions during the RFP process now do pay for those submissions, which means artists' time and talent are being valued at higher levels whether they achieve that particular contract or not. We also anticipate that as more businesses witness their peers investing in local art, as in the cases of Kroger, General Steak and Seafood, Dickinson Group, and the Retreat, others will follow suit. These cultural shifts are invaluable to the initiative's sustainability. At this time, ten distinct funders contribute to Charleston Creativity Connections, which include private donors, foundation grants, state agencies, and corporate giving. The anticipated partnership with the City Center BID positions Charleston Creativity Connections for annual income through the property owners involved. Further, the Charleston Creative Placemaking Council is an active group that includes individuals with experience in program design, development, and evaluation. This collective wisdom continues to guide



staff in establishing relationships with potential investors. The Greater Kanawha Valley Foundation is committed to serving as Charleston Creativity Connection’s fiscal agent and back office support and four of the initiative’s funders have committed to multi-year support. Eventually, Charleston Creativity Connections staff will take on a development role to assist in sustaining the project.

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

All receipts and disbursements are handled by different staff members with various internal controls implemented during each process. Accounts are reconciled monthly and reviewed by the CEO. Additionally, the Board of Directors reviews quarterly financial information and an annual audit is performed.

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

Any awarded funds will be held in a separate account and tracked at that level.

**REQUESTED BUDGET WORKSHEET**

**Revenue Source Projections**

List all Estimated Funding for this Program/Project

<b>* Proposed City ARPA Funding</b>	<b>Internal/Self-Funding</b>
935,000	50,000
<b>Donations/Other Fundraising</b>	<b>Government Grants/Other</b>
979,500	20,500
<b>* TOTAL REVENUE</b>	
1,985,000	

**Expenses Projections**

List all Estimated Expenses for this Program/Project

**Salaries/Wages**

<b>Amount Requested from City</b>	<b>Amount from Other Sources</b>	<b>Total Estimated Expenses</b>
290,000	350,000	640,000

**Benefits & Matchings**

<b>Amount Requested from City</b>	<b>Amount from Other Sources</b>	<b>Total Estimated Expenses</b>
0	0	0

**Contracted Services**

<b>Amount Requested from City</b>	<b>Amount from Other Sources</b>	<b>Total Estimated Expenses</b>
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208,000

100,000

308,000

## Program Materials

### Amount Requested from City

30,000

### Amount from Other Sources

25,000

### Total Estimated Expenses

55,000

## Marketing

### Amount Requested from City

57,000

### Amount from Other Sources

50,000

### Total Estimated Expenses

107,000

## Supplies

### Amount Requested from City

0

### Amount from Other Sources

0

### Total Estimated Expenses

0

## Other

### Amount Requested from City

350,000

### Amount from Other Sources

425,000

### Total Estimated Expenses

775,000

## Total Expenses

### \* Amount Requested from City

935,000

### \* Amount from Other Sources

1,050,000

### \* Total Estimated Expenses

1,985,000

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.

History of TGKVF The Greater Kanawha Valley Foundation (TGKVF) originated in 1962, largely due to the efforts of Robert Spilman, Ned Chilton, and Stanley Loewenstein. The Foundation began its operations with the establishment of a single fund, the Frank A. Knight Memorial Fund. Its assets of \$45,000, belonging to the discontinued North-South Football Game, were redirected by the Circuit Court of Kanawha County to the Foundation for the benefit of the Children's Museum and Planetarium. The Foundation was created for the people of the Greater Kanawha Valley area. This area encompasses the following six county region: Kanawha, Putnam, Boone, Clay, Lincoln and Fayette. TGKVF is the largest community foundation in the State of West Virginia and in Central Appalachia and ranks 82nd among community foundations nationwide. TGKVF is here to help individuals, families, businesses, and nonprofits improve the lives within the

community now and for generations to come. We assist donors in creating charitable funds, each with its own philanthropic purpose, and provide grants to nonprofits that meet the needs of the community. The organization also has an important role as a trusted community convener and capacity builder. In addition to its Donor-Advised and Donor-Designated grantmaking, the Foundation operates a statewide scholarship program and implements discretionary giving in five areas: education, health, community economic development, arts and culture, and basic needs. With assets over \$310 million, TGKVF has 59 years of grantmaking and fund management experience. Grantmaking in 2020 totaled \$13.5 million through 1,161 grants. History of Charleston Creativity Connections Research shows that investing in the arts has a direct result on the overall economic health of a place. Since 2017, TGKVF has convened a diverse group of Charleston stakeholders around the economic and community development potential of creative placemaking. These initial discussions led to the identification of five priority areas, which included the need for staffing a Connector to execute the plans of the Creative Placemaking Council, a subset of the larger group. In June of 2018, the Council surveyed nearly 250 Charleston-based artists, businesses, arts organizations, and individuals using an instrument called "Artists Thrive." Through this survey, the Council learned that connecting artists with patrons, businesses, and economic development opportunities is a critical need. Results included learning that more than 40% of local businesses and nonprofits expressed interest in working with artists, even though only 20 percent actually had. Many reported that they lack the mechanisms to seek artists out. Conversely, surveyed artists expressed interest in working deliberately with business and community; however, approximately 50% indicated that they donate their work constantly or only sometimes get paid. To broker mutually beneficial relationships among these entities, a Connector was needed. In April 2020, at the height of the COVID-19 pandemic and with the support of the Benedum Foundation and six other funders, the Creative Placemaking Council hired Bryan Cooper as a contracted Connector to advance the Council's main goals: cultivate connections among businesses and artists, better integrate arts and community, further educate businesses on the value of art and how it benefits their bottom line, and assist artists in securing more paying opportunities. While the initiative necessarily pivoted and flowed according to pandemic conditions, Bryan and the Council achieved some incredible successes over the last 14 months. While creating a digital arts hub wasn't initially an objective, COVID-19 compelled the world to go online. As such, Bryan created [www.getcreativewv.com](http://www.getcreativewv.com) as a tool to connect artists with buying customers as well as promote other resources, such as educational opportunities, available residencies, and calls for exhibitions. To date, more than 100 artists of all genres have created profiles and the site has received more than 6,109 total visits and 3,616 unique visits. Plans are underway to survey those who have created profiles to determine how many have garnered new connections or commissions through their participation. Anecdotally, some artists have already shared that they received commissions or gigs as a result of their website profiles. Tracking through the website's contact form and artist profiles confirms that seven businesses (Kroger, the Board Room, Dickinson Group, General Steak and Seafood, Summersville Watershed, the Retreat, and entrepreneur Paige Payne) have used the site to browse artists and all of those interactions have resulted in commissions totaling more than \$38,000. These are all examples of how the website and Bryan's technical assistance help connect businesses to artists, and artists to paying opportunities. In November 2021, Charleston Creativity Connections was recognized by Philanthropy WV as a recipient of the Critical Impact Award.

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

The Greater Kanawha Valley Foundation's mission is to make thoughtful and proactive investments that grow the multiple forms of wealth necessary for our community to thrive. These forms of wealth include the individual, intellectual, social, political, natural, built, cultural, and financial assets within our community. The vision of The Greater Kanawha Valley Foundation (TGKVF) is a forward-thinking and closely connected community that fearlessly works together to promote the prosperity of all. At its core, Charleston Creativity Connections implements three main activities: broker mutually beneficial relationships among artists, businesses, and community organizations; design artist + business events and programming to help creatives get in touch with community and industry leaders; and, invest seed funding to support artists, particularly emerging and underserved artists, in their transactions with business and community, including the implementation of pop-up shops and performances, social practice pieces, marketing strategies, exhibit opportunities, residency and gallery space acquisition, etc. All of the above strategies and overall purpose of Charleston Creativity Connections align with TGKVF's mission to grow community wealth and connect our community in the pursuit of collective prosperity.

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

Lewis Payne, Dickinson Group (donor-advised fund holder at TGKVF and City Center BID representative) Sue Sergi, President of the Charles and Mary Fayne Glotfelty Foundation (funder of CCC and member of its advisory council) Michael Farmer, Chief Operating Officer of Step by Step (grantee of TGKVF and partner in CCC initiatives) Maria Belcher, Executive Director of FestivALL (grantee of TGKVF and member of CCC advisory council)

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## 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.

COVID-19 has deeply impacted the economic situation in West Virginia, and in Charleston specifically. As in other places, arts venues and performance halls closed their doors, museums and exhibits shut down, restaurants closed, retail stopped, and like others in the workforce, individual artists lost employment and income. According to Indiana University's economist Douglas Noonan's recent analysis, arts bolster the economy after communities have experienced economic crisis. For example, "creative industries rebounded more quickly than the overall

economy after the Great Recession of 2008-2009” and places with highly diversified arts ecosystems posted more economic gains than less diverse neighbors. While it will require all sectors to regenerate the economy after the pandemic, arts-centered development is key to leveraging any recovery. Charleston Creativity Connections can help catalyze that opportunity. While the COVID-19 pandemic has affected all sectors, artists, particularly performing and teaching artists, have been hit especially hard. Most artists are independent contractors, a segment of the population disproportionately impacted by the COVID-19 pandemic, and many do not carry health insurance, which is always risky, but particularly so during a deadly pandemic. The mental health of artists and performers has suffered, not only due to the economic stress of surviving, but also because of the inability to perform and create, a vital part of an artist’s quality of life. Mini-grants to pay them and support their creative efforts in the short-term has both assisted in offsetting some of their pandemic-induced income losses as well as provided cultural healing to our community during a difficult time. In the long-term, we anticipate that these mini-grants will be seed investments for sustaining activities as we continue to connect artists to businesses and patrons. Due to the pandemic, garnering business sponsorship for Charleston Creativity Connections has been more challenging. Many businesses are reducing community sponsorships as they have had to reduce workforce and furlough employees, especially during the pandemic’s onset. Despite this challenge, the initiative has raised funding from ten distinct funding entities. Additionally, the pandemic has shown us the vast importance of quality, well-programmed, well-activated outdoor space in a community. Slack Plaza can provide Charleston residents and visitors with a safe, outdoor space to gather and build community; however, it must be well-programmed with year round activities in order to attract people as a gathering hub. Charleston Creativity Connections has the ability to play a critical role in this activation. Lastly, many college-bound students from Charleston are choosing to stay closer to home as a result of the pandemic and its effects on campus and dorm life. Through CCC’s proposed partnership with higher education institutions in the area, Charleston can capitalize on this moment and incentivize students to stay in Charleston through student nights and internships.

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

Requested funding will not be used to replace Charleston Creativity Connections’ revenue; the requested funding will expand existing programming, like the Artist Mini-Grant Program, which provides seed money for artists, community-based organizations, and businesses. New components of Charleston Creativity Connections, such as the Charleston Passport Program and Slack Plaza Productions, will be realized through any awarded funding.

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

If awarded, ARPA funding will aid in recovery from the COVID-19 pandemic by continuing to drive traffic downtown through Slack Plaza programming and the Charleston Arts Passport Program. CCC will also coordinate with local colleges and universities to bring students down and power internships. These activities will result increased sales for downtown businesses, which suffered revenue loss due to pandemic shutdowns. Through an Arts Center feasibility study, CCC will determine whether having an arts hub in the heart of the City is a viable business model. Additionally, CCC will continue to provide seed investments to artists, a population disproportionately affected by the pandemic. All of the aforementioned will help Charleston residents and businesses recover from the COVID-19 pandemic.

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**THE APPLICANT UNDERSTANDS:**

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- 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

Stephanie Hyre

12/15/2021

Authorized representative of Applicant/Organization

Format: MM/DD/YYYY

\* PRINTED NAME:

Stephanie Hyre

\* TITLE OF APPLICANT:

Senior Program Officer

\* ORGANIZATION NAME:

The Greater Kanawha Valley Foundation

Upload a File

Choose File No file chosen



## 2021 ARPA Application Supporting Documents

- Advisory Council and Mini-grant Info
  - Budget and Timeline
  - Letters Of Support
  - Press

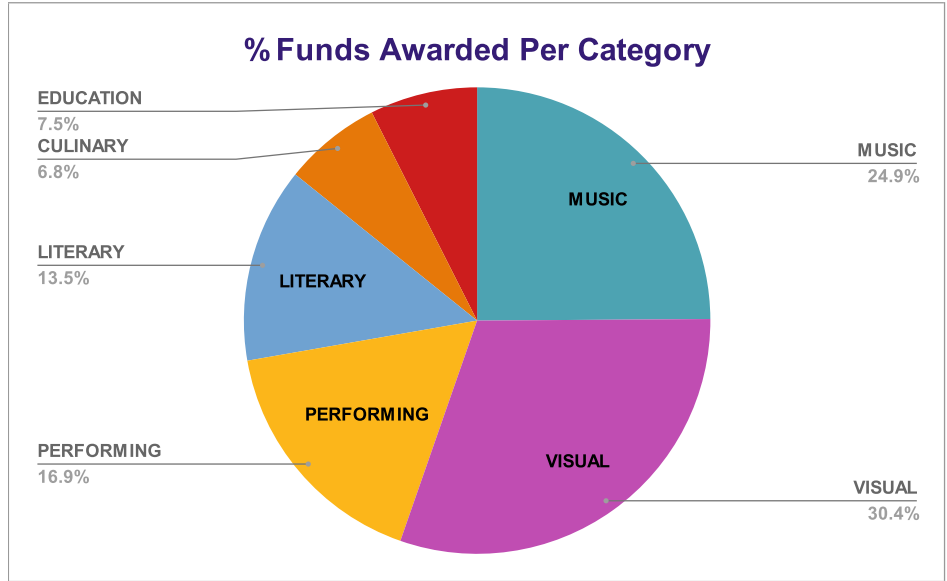
PROJECT	CATAGORY, CATEGORY	LONGEVITY	GRANT AMOUNT
Common Thread	MUSIC, VISUAL, PERFORMING	ongoing	\$5,000
TFA SmART Training	EDUCATION	single event	\$124
Coal to Soul	MUSIC	single event	\$5,000
Virtual Chamber Music	MUSIC	ongoing	\$5,000
Golden Bagel	CULINARY, VISUAL	ongoing	\$5,000
Her Hope Haven	PERFORMING	ongoing	\$5,000
Telltale Lilac Bush	PERFORMING, LITERARY	ongoing	\$5,000
Emily Hilliard WV Culture Book	VISUAL, LITERARY	single event	\$5,000
NCCP Scholarships	EDUCATION	single event	\$900
Quick Call Y'All	PERFORMING, MUSIC, VISUAL, LITER	ongoing	\$5,000
Board Room	VISUAL	ongoing	\$5,000
Streaming Live Music	MUSIC	ongoing	\$5,000
FeastivALL artisan serving pieces	VISUAL, CULINARY	ongoing	\$5,000
CYAC CRW Monologues	PERFORMING, LITERARY	ongoing	\$5,000
Taylor Books Ceramics Studio	VISUAL	ongoing	\$5,000
Silicon Valley WV	VISUAL	single event	\$5,000
Local Composers Performances	MUSIC	ongoing	\$5,000
Save Our Futurue Gallery	VISUAL, EDUCATION	ongoing	\$5,000
Streaming/Live Symphony Concert	MUSIC, EDUCATION	ongoing	\$5,000
Home by 10	MUSIC	ongoing	\$1,800

Applications Received	32
Total Projects Funded	20

Total \$ Awarded	\$81,024
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# of projects with potential to continue past our investment	15	75.00%
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Categories Funded	#	\$
MUSIC	8	\$36,800
VISUAL	9	\$45,000
PERFORMING	5	\$25,000
LITERARY	4	\$20,000
CULINARY	2	\$10,000
EDUCATION	4	\$11,024



Funded Mini-Grants Overview		
Project	Project Overview	Awarded Amount
<b>The Common Thread</b>		
MUSIC, VISUAL, PERFORMING	A YouTube series featuring local artists from all genres of art discussing their craft and finding The Common Thread that exists between their art and their lives as artists.	\$5,000
<b>Tamarack Foundation for the Arts SmART Training</b>		
EDUCATION	Scholarships to be offered to Charleston artists wishing to attend "Starting SmART: Strategies for Dealing with the Money Side of Your Creativity" classes offered by the TFA	\$124
<b>Coal to Soul</b>		
MUSIC	A documentary film which will introduce viewers to the careers of prominent African-American musicians from West Virginia and describe the difficulties they encountered in regards to race as well as their accomplishments.	\$5,000
<b>Virtual Chamber Music</b>		
MUSIC	A virtual concert experience presenting high-quality chamber music performances in an interactive, live performance format promoting conversations and enriching connections. The first episode can be seen here... <a href="https://youtu.be/9GEGbRjoA6g">https://youtu.be/9GEGbRjoA6g</a>	\$5,000
<b>Golden Bagel Co.</b>		
CULINARY, VISUAL	Funding to help purchase kitchen equipment and open the Golden Bagel Co. in downtown Charleston. The majority of the funds awarded will go to pay local artists to create artwork as decorations, promotional material and souvenirs to be sold with portions of proceeds going to the artists.	\$5,000
<b>Her Hope Haven</b>		
PERFORMING	funding for the development and creation of the pilot episode of a (web or network) series titled, Her Hope Haven. This series will allow an audience to see into the everyday lives of those who struggle with substance use disorder while humanizing the small stories that make up the larger trajectory of recovery.	\$5,000
<b>Telltale Lilac Bush</b>		
PERFORMING, LITERARY, VISUAL, MUSIC	Funding to create an outdoor stage production of the WV folklore classic The Telltale Lilac Bush to premiere in Charleston and Huntington during Fall 2021. This project will pay several local arts for script writing, music, costume design, set design and other aspects of production and will be performed by local children ages 12-17.	\$5,000
<b>Emily Hilliard WV Culture Book</b>		
VISUAL, LITERARY	help support the inclusion and printing of color photos and maps of West Virginia in the publication of my book, tentatively titled Making Our Future: The Power and Possibility of Community-Based Culture in West Virginia Today. This funding will allow for a Charleston-based artist to be hired to create the maps for the book	\$5,000
<b>NCCP Scholarships</b>		
EDUCATION	Scholarships to be offered to 10 Charleston artists wishing to participate in the 2021 NCCP Appalachian Summit.	\$1,500
<b>Quick Call Y'all</b>		
PERFORMING, LITERARY, VISUAL, MUSIC, CULINARY	Live, online, talk show that showcases artists in the Kanawha Valley and around the world. funding will be used to grow and improve the show, thus making it a more effective platform for local artists. Funding will also allow the show to begin paying musical guests a stipend of \$65 for playing on the show, and to purchase art from Charleston area audiences and gift cards from Charleston area local restaurants or artisan businesses at a fair market rate to be used as giveaway items on the show.	\$5,000
<b>The Boardroom</b>		
VISUAL	Commissioning 5 local artists to create board game themed art to be used on store pint glasses, shirts and store decorations	\$5,000
<b>Streaming Live Music</b>		
MUSIC	create an opportunity for live streaming music provided for free to local musicians during the pandemic and will continue as an option post pandemic at no extra cost.	\$5,000
<b>FeastivALL artisan serving pieces</b>		
VISUAL, CULINARY	Commision 5 local artists to create pieces to accompany each course of the 3 course FeastivALL dinner	\$5,000
<b>CYAC CRW Monologues</b>		
PERFORMING, LITERARY	create a series of 20+ monologues based on historical figures that helped shape the city of Charleston to be performed by local high school students and young adults.	\$5,000
<b>Taylor Books Ceramics Studio</b>		
VISUAL	Create the first artist in residence program at Taylor Books and advance the ceramics program through updated equipment, materials and instruction opportunities.	\$5,000
<b>Silicon Valley WV</b>		
VISUAL	A documentery film about a factory in the small town of Alloy in the eastern Kanawha Valley, West Virginia Manufacturing, LLC., which produces about 30% of the world's supply of Silicon.	\$5,000
<b>Local Composers Performances</b>		
MUSIC	The purpose of this project is to recognize local composers and their works in a chamber music type concert. The performance will feature new music performed by small ensembles and possibly conducted or performed by the composer him/herself. Each performance will culminate in a forum that will feature an open discussion about the performed piece.	\$5,000
<b>Save Or Futurue Gallery</b>		
VISUAL, EDUCATION	Provie local artists a space to create there art and offer lessons. Addiionaly the front of the sape will be used as a galelry to display and sale art from the local artists.	\$5,000
<b>Streaming/Live Symphony Concert</b>		
MUSIC, EDUCATION	Presenting live and streamed musical performance to the city and state. The project will provide employment for local professional musicians and technical staff. It will also provide a small, initial reopening of the concert experience for a limited live audience as state regulations permit.	\$5,000
<b>Home By 10</b>		
MUSIC	This project will provide seed funding to create a "House Show" series in Charleston. These types of performances tradonally earn artists relatively good money in a setting that is more artistically respectful than restaurants and bars while providing a way for audiences to make meaningful connections with artists and otehr attendees.	\$1,800

<b>Total</b>	<b>\$88,424</b>
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## Charleston Placemaking Council Members 2020

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Barrie Kaufman	Artist
Callen McJunkin	Art Consultant
Charles Loeb, Jr.	Attorney, Jackson Kelly
Ian Bode	Artist
Jane Powell	Greater Kanawha Valley Foundation Communications Director
Jeff Pierson	Artist, Charleston WV Director of Public Art
John Auge	Artist , Auge+Gray+Drake Collective Works
John Inghram	Musician
Maria Belcher	Executive Director. FestivALL, Inc.
Michelle Foster	Greater Kanawha Valley Foundation President and CEO
Morgan Robinson	Clay Center Vice President of Marketing & Sales
Renee Margocee	Director of the Tamarack Foundation for the Arts
Stephanie Hyre	Greater Kanawha Valley Foundation Senior Program Officer
Sue Sergi	Chairs the Board of Directors of the Charles and Mary Fayne Glotfelty Foundation
Susie Salisbury	Charleston Area Alliance Vice President of Community Development
Tim Brady	President and CEO Charleston Convention and Visitors Bureau
Will Carter	Musician, McKinley Carter Wealth Advisors, Carter Family Philanthropy

## Five Year Budget (2022-2026)

<b>Proposed City ARPA Funding</b>	\$935,000
<b>Internal/Self-Funding</b>	\$50,000
<b>Donations/Other Fundraising</b>	\$979,500
<b>Government Grants/Other</b>	\$20,500
<b>TOTAL REVENUE</b>	\$1,985,000

<b>1-Salaries/Wages</b>	
Amount Requested from City	\$290,000
Amount from Other Sources	\$350,000
Total Estimated Expenses	\$640,000

<b>2-Benefits &amp; Matchings</b>	
Amount Requested from City	
Amount from Other Sources	
Total Estimated Expenses	

<b>3-Contracted Services</b>	
Amount Requested from City	\$208,000
Amount from Other Sources	\$100,000
Total Estimated Expenses	\$308,000

<b>4-Program Materials</b>	
Amount Requested from City	\$30,000
Amount from Other Sources	\$25,000
Total Estimated Expenses	\$55,000

<b>5-Marketing</b>	
Amount Requested from City	\$57,000
Amount from Other Sources	\$50,000
Total Estimated Expenses	\$107,000

<b>6-Supplies</b>	
Amount Requested from City	
Amount from Other Sources	
Total Estimated Expenses	\$0

<b>7-Other (Programming and Mini-Grants)</b>	
Amount Requested from City	\$350,000
Amount from Other Sources	\$425,000
Total Estimated Expenses	\$775,000

<b>Total Expenses</b>	
Amount Requested from City	\$935,000
Amount from Other Sources	\$1,050,000
Total Estimated Expenses	\$1,985,000

## Yearly Budget By Category

category	Year 1 ARP Funds Budget	
3	Art Passport App	\$10,000
7	Slack Programming	\$50,000
3	Slack Plaza Production	\$50,000
4	Art Center Study	\$30,000
5	Marketing	\$25,000
1	Interns/student workers	\$10,000
7	Student Night Out	\$10,000
3	Accounting/Admin	\$18,000
1	Staffing	\$48,000
7	Mini-grants	\$10,000

total: \$261,000

category	Year 4 ARP Funds Budget	
3	Art Passport App Upkeep	\$2,000
7	Slack Programming	\$50,000
3	Slack Plaza Production	\$12,500
5	Marketing	\$8,000
1	Interns/student workers	\$10,000
7	Student Night Out	\$10,000
3	Accounting/Admin	\$18,000
1	Staffing	\$48,000
7	Mini-grants	\$10,000

total: \$168,500

category	Year 2 ARP Funds Budget	
3	Art Passport App Upkeep	\$2,000
7	Slack Programming	\$50,000
3	Slack Plaza Production	\$12,500
5	Marketing	\$8,000
1	Interns/student workers	\$10,000
7	Student Night Out	\$10,000
3	Accounting/Admin	\$18,000
1	Staffing	\$48,000
7	Mini-grants	\$10,000

total: \$168,500

category	Year 5 ARP Funds Budget	
3	Art Passport App Upkeep	\$2,000
7	Slack Programming	\$50,000
3	Slack Plaza Production	\$12,500
5	Marketing	\$8,000
1	Interns/student workers	\$10,000
7	Student Night Out	\$10,000
3	Accounting/Admin	\$18,000
1	Staffing	\$48,000
7	Mini-grants	\$10,000

total: \$168,500

category	Year 3 ARP Funds Budget	
3	Art Passport App Upkeep	\$2,000
7	Slack Programming	\$50,000
3	Slack Plaza Production	\$12,500
5	Marketing	\$8,000
1	Interns/student workers	\$10,000
7	Student Night Out	\$10,000
3	Accounting/Admin	\$18,000
1	Staffing	\$48,000
7	Mini-grants	\$10,000

total: \$168,500

<b>2022 CCC Annual Budget</b>	
CCC Director Salary	\$70,000
Programming (seed investments, pop-up shops, artist grants, etc.)	\$85,000
Evaluation/Impact Measurement	\$20,000
Charleston Creativity Connector Meetings	\$5,000
Miscellaneous (Business cards, PO Box, etc.)	\$5,000
Professional Development (CCC)	\$5,000
Promotional Materials (Website, Graphic Design, Printing, etc.)	\$10,000

Total CCC Budget: \$200,000

<b>2022 ARP Project Specific Funding Budget</b>	
Art Passport App	\$10,000
Slack Programming	\$50,000
Slack Plaza Production	\$50,000
Art Center Study	\$30,000
Marketing	\$25,000
Interns/student workers	\$10,000
Student Night Out	\$10,000
Accounting/Admin	\$18,000
Staffing	\$48,000
Mini-grants	\$10,000

Total ARP Project Budget: \$261,000

<b>Total Combined 2022 Budget: \$461,000</b>
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<b>2023 CCC Annual Budget</b>	
CCC Director Salary	\$70,000
Programming (seed investments, pop-up shops, artist grants, etc.)	\$85,000
Evaluation/Impact Measurement	\$20,000
Charleston Creativity Connector Meetings	\$5,000
Miscellaneous (Business cards, PO Box, etc.)	\$5,000
Professional Development (CCC)	\$5,000
Promotional Materials (Website, Graphic Design, Printing, etc.)	\$10,000

Total CCC Budget: \$200,000

<b>2023 ARP Project Specific Funding Budget</b>	
Art Passport App Upkeep	\$2,000
Slack Programming	\$50,000
Slack Plaza Production	\$12,500
Marketing	\$8,000
Interns/student workers	\$10,000
Student Night Out	\$10,000
Accounting/Admin	\$18,000
Staffing	\$48,000
Mini-grants	\$10,000

Total ARP Project Budget: \$168,500

<b>Total Combined 2023 Budget: \$368,500</b>
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<b>2024 CCC Annual Budget</b>	
CCC Director Salary	\$70,000
Programming (seed investments, pop-up shops, artist grants, etc.)	\$85,000
Evaluation/Impact Measurement	\$20,000
Charleston Creativity Connector Meetings	\$5,000
Miscellaneous (Business cards, PO Box, etc.)	\$5,000
Professional Development (CCC)	\$5,000
Promotional Materials (Website, Graphic Design, Printing, etc.)	\$10,000

Total CCC Budget: \$200,000

<b>2024 ARP Project Specific Funding Budget</b>	
Art Passport App Upkeep	\$2,000
Slack Programming	\$50,000
Slack Plaza Production	\$12,500
Marketing	\$8,000
Interns/student workers	\$10,000
Student Night Out	\$10,000
Accounting/Admin	\$18,000
Staffing	\$48,000
Mini-grants	\$10,000

Total ARP Project Budget: \$168,500

<b>Total Combined 2024 Budget: \$368,500</b>
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<b>2025 CCC Annual Budget</b>	
CCC Director Salary	\$70,000
Programming (seed investments, pop-up shops, artist grants, etc.)	\$85,000
Evaluation/Impact Measurement	\$20,000
Charleston Creativity Connector Meetings	\$5,000
Miscellaneous (Business cards, PO Box, etc.)	\$5,000
Professional Development (CCC)	\$5,000
Promotional Materials (Website, Graphic Design, Printing, etc.)	\$10,000

Total CCC Budget: \$200,000

<b>2025 ARP Project Specific Funding Budget</b>	
Art Passport App Upkeep	\$2,000
Slack Programming	\$50,000
Slack Plaza Production	\$12,500
Marketing	\$8,000
Interns/student workers	\$10,000
Student Night Out	\$10,000
Accounting/Admin	\$18,000
Staffing	\$48,000
Mini-grants	\$10,000

Total ARP Project Budget: \$168,500

**Total Combined 2025 Budget: \$368,500**

<b>2026 CCC Annual Budget</b>	
CCC Director Salary	\$70,000
Programming (seed investments, pop-up shops, artist grants, etc.)	\$85,000
Evaluation/Impact Measurement	\$20,000
Charleston Creativity Connector Meetings	\$5,000
Miscellaneous (Business cards, PO Box, etc.)	\$5,000
Professional Development (CCC)	\$5,000
Promotional Materials (Website, Graphic Design, Printing, etc.)	\$10,000

Total CCC Budget: \$200,000

<b>2026 ARP Project Specific Funding Budget</b>	
Art Passport App Upkeep	\$2,000
Slack Programming	\$50,000
Slack Plaza Production	\$12,500
Marketing	\$8,000
Interns/student workers	\$10,000
Student Night Out	\$10,000
Accounting/Admin	\$18,000
Staffing	\$48,000
Mini-grants	\$10,000

Total ARP Project Budget: \$168,500

**Total Combined 2026 Budget: \$368,500**



## ARP Funding Five Year Estimated Timeline

### 2022

- Mini-Grant applications accepted, reviewed and awarded monthly
- Interview and hire part-time contract staff to implement Higher Education Partnerships
- Part-time staff will connect with college and university student affairs offices
- Begin assembling Slack Plaza Productions Programming Committee members
- Hold meetings with Slack Plaza Productions Programming Committee and various community-based consultants to identify needs for Slack Plaza
- Work with Slack Plaza Productions Programming Committee to plan for year round programming
- Identify a production company for Slack Plaza Productions programming
- Begin first season of Slack Plaza Programming
- Identify developer to create Charleston Arts Passport Program (CAPP) application
- Implement CAPP beta launch and train small group of event holders
- Prepare scope of work and retain consultants for Arts Center feasibility study

### 2023

- Mini-Grant applications accepted, reviewed and awarded monthly
- CAPP roll-out to the public, artist, event holders, and venues
- Continue working with Slack Plaza Productions Programming Committee to provide year round programming at Slack Plaza/City Center
- Programming Committee regularly consults community-based organizations, local churches, arts agencies and nonprofits, individual artists, entrepreneurs and businesses to develop programming, especially events that have built-in, multi-generational audiences
- Oversee part-time staff to develop and implement Higher Education partnerships, working with students majoring in arts and design fields to activate arts projects
- Begin recruiting college student interns to work on CCC projects
- Identify and begin working on partnerships with local arts and culture-focused organizations and businesses to identify intern needs
- Continue to implement Charleston Arts Passport Program, begin collecting data around app use, efficiency, and traffic at arts events and venues
- Implement feasibility study for Arts Center (projected 6-month period)

## 2024

- Mini-Grant applications accepted, reviewed, and awarded monthly
- Monitor effectiveness of CAPP program based on data and sales
- Continue working with Slack Plaza Productions Programming Committee to provide year round programming at Slack Plaza/City Center
- Programming Committee regularly consults community-based organizations, local churches, arts agencies and nonprofits, individual artists, entrepreneurs and businesses to develop programming, especially events that have built-in, multi-generational audiences
- Oversee part-time staff to develop and implement Higher Education partnerships, working with students majoring in arts and design fields to activate arts projects
- Continue to work with college interns on CCC projects
- Begin placing college interns at various arts and culture-related businesses and community-based organizations
- Expand CAPP program, potentially by identifying Charleston hotels interested in promoting CAPP among their guests as a way to gauge what kind of arts and culture events are occurring during their stays in Charleston
- Review Arts Center feasibility study; if Arts Center appears a viable business venture, begin working with consultant to develop Arts Center business plan

## 2025

- Mini-Grant applications accepted, reviewed, and awarded monthly
- Monitor effectiveness of CAPP program based on data and sales
- Continue working with Slack Plaza Productions Programming Committee to provide year round programming at Slack Plaza/City Center
- Programming Committee regularly consults community-based organizations, local churches, arts agencies and nonprofits, individual artists, entrepreneurs and businesses to develop programming, especially events that have built-in, multi-generational audiences
- Oversee part-time staff to develop and implement Higher Education partnerships, working with students majoring in arts and design fields to activate arts projects
- Continue to work with college interns on CCC projects
- Manage and coordinate college interns at various arts and culture-related businesses and community-based organizations
- Complete Arts Center business plan and present to possible investors and organizations interested in managing such a venture

**City Center Business Improvement District**

**170 Summers Street, Suite 300**

**Charleston, WV 25301**

December 13, 2021

Mayor Amy Goodwin  
Charleston City Hall  
501 Virginia Street East  
Charleston, WV 25301

Dear Mayor Goodwin,

The City Center Business Improvement District is in full support of the Charleston Creative Connector (CCC) American Rescue Plan application. The CCC has made great strides in the past couple of years of dedicating resources to elevating the arts during the pandemic. As we all are aware, the arts were hit harder than most other industries when the pandemic shut down venues and events. However, the CCC was able to reach out into the arts community and keep nearly 100 artists employed.

The City Center BID understands the proposal is a comprehensive approach to creative placemaking including enhancing the mini-grant program, implementing a digital arts passport program, and partnering with the City Center BID on an arts incubation feasibility study and activating Slack Plaza. We all learned during the pandemic the value of creating and activating outdoor spaces providing the community safe places to gather and socialize.

Thank you in advance of your support for the Charleston Creative Connector ARPA application.

Sincerely,

A handwritten signature in blue ink, appearing to read 'L. Payne', is written over the typed name.

Lewis Payne  
Acting Chair

FestivALL Charleston  
PO Box 11287  
Charleston, WV 25339



[www.festivallcharleston.com](http://www.festivallcharleston.com)

December 13, 2021

City of Charleston  
501 Virginia St E  
Charleston, WV 25301

Dear ARPA Grant Review Committee,

On behalf of FestivALL, I am writing in support of Charleston Creativity Connections' application to the City of Charleston for the American Rescue Plan funding.

Since its launch in 2020, Charleston Creativity Connection (henceforth CCC) has proved to be a dependable and enthusiastic partner. As both a collaborator and member of the CCC Advisory Council, FestivALL is in a unique position to comment on this perspective and advocate for the positive impact that CCC has on our city's creative economy.

Most recently, we partnered with CCC for special editions of Live Music Bingo during FestivALL and FestivFALL. We were very pleased with the quality of the musicians, the influx of patrons to a local business, and the collective joy that community members experienced by attending live arts events. In addition to continuing partnerships such as this, FestivALL also anticipates supporting and assisting CCC with efforts outlined in their proposal in the years ahead.

CCC's work is more important than ever as our city - and its businesses and artists continue COVID-19 recovery efforts. FestivALL believes in the mission of CCC and that its impressive results in the last two years provide a solid foundation to expand the scope and depth of efforts.

Please feel free to contact me with any questions or comments.

Sincerely,

A handwritten signature in blue ink that reads "Maria Belcher".

Maria Belcher  
FestivALL Charleston, Executive Director  
304-470-0489  
[maria@festivallcharleston.com](mailto:maria@festivallcharleston.com)





December 10th, 2021

Dear Mayor Goodwin,

The Downtown Charleston Association (DCA) is writing in support of Charleston Creativity Connections (CCC) American Rescue Plan application. In their first year, CCC has been making incredible contributions to the Charleston business community and local artists. We recently contacted Bryan Cooper, Director of CCC, with a crazy idea. We wanted to expand on last year's downtown tree decorating project. Through collaborating with Bryan we came up with a plan to incorporate local art into Holly Jolly Brawley, our new holiday event that launched November 26th and continues to bring visitors to downtown Charleston.

CCC oversaw the artist commissioning process for us from beginning to end. They took care of commissioning the art, organizing the art, preparing the art, hanging the art, and distributing our payments to the artists. CCC did all of this with a single staff member and a small group of volunteers. CCC's efforts freed the DCA to focus on all of the other aspects of Holly Jolly Brawley and through the work of the artists brought a special touch to this event. The DCA was happy to pay 28 local artists over \$6,000 for their contributions to Holly Jolly Brawley. We could not have incorporated local artists at this level without the work of Bryan and the CCC.

We look forward to working with the CCC and their network of artists on all of our future events and we can't wait to see the other ways the CCC will help make downtown Charleston a special place for our community and visitors. This is a much-needed organization in Charleston and I hope that you can help fund their efforts for years to come.

Sincerely,

Morgan Morrison  
DCA Vice President

December 9, 2021

To: City of Charleston ARP Grants Committee

RE: Charleston Creativity Connections

My name is Loren Allen and I am an 18 year resident of the City of Charleston. Professionally, I have practiced law in Charleston since 2003. I am also an artist working primarily in the theatre and the fine arts. I write today in support of the Charleston Creativity Connections and the remarkable resource it has become for artists and creators in our community as well as the great value it adds to the quality of life for all residents of Charleston and the surrounding areas.

As an artist myself, I am so grateful for the opportunity to showcase my talents in a way that facilitates meaningful exchange between myself and my patrons and other artists in the community and opens doors for new opportunities to share my skills, collaborate with others and make my community a more vibrant place through my craft. Charleston's Creativity Connections makes it easy for individuals and members of our local business community to engage artists in new and unique ways that benefit everyone who lives, works or visits our community.

I applaud the work that Charleston's Creativity Connector is doing to promote and enhance the arts in Charleston and in supporting the artists that play such an important role in the culture and of our capital city.

Sincerely,

A handwritten signature in cursive script that reads "Loren C. Allen". The signature is written in black ink and has a fluid, connected style. The first name "Loren" is written in a larger, more prominent script, and "C. Allen" follows in a similar but slightly smaller script. The signature ends with a long, horizontal flourish that extends to the right.

Loren C. Allen

[https://www.wvgazette.com/life/art-at-new-putnam-kroger-highlights-nearby-farming-community/article\\_bbc721d6-4b1e-5e71-91ca-55122dd897a4.html](https://www.wvgazette.com/life/art-at-new-putnam-kroger-highlights-nearby-farming-community/article_bbc721d6-4b1e-5e71-91ca-55122dd897a4.html)

## Art at new Putnam Kroger highlights nearby farming community

By Maria Young Features editor

Jun 12, 2021



An oil painting on four canvases by St. Albans artist Michael Teel hangs in the entry to the new Scott Depot Kroger grocery store. Long time were honored at an opening ceremony for the new store held on Tuesday.

CHRIS DORST | Gazette-Mail

When Michael Teel first saw the canvases on which he'd been commissioned to paint a mural, "It was kind of intimidating," he said.

Each panel stood eight feet tall and six feet wide. There were four of them.



“I had the canvasses made and brought into my studio downstairs. And I’m looking at them, going, ‘Wow, that’s a lot of paint,’” said the long-time West Virginia resident and artist.



The new Scott Depot Kroger grocery store is located in the former Kmart store and next to its former building (far left).

CHRIS DORST | Gazette-Mail

That was in December.

The final product, delivered in mid-April, was “the largest piece I’ve ever painted, by a long stretch,” Teel said.

He was chosen from a field of 36 area artists to create a visual representation of the area for Kroger’s swanky, brand new, 94,000-square-foot grocery store, located at 101 Great Teays Blvd. in Scott Depot.

“This is a mural that, when you first come in, it’s right in the vestibule,” said Kerri Parkins, store leader for the new facility.

“I think it’s just a good representation of our community so when a customer comes in they know it’s from a local artist – and it’s just something that ties the community together.”



Patches of the mural show rural fields, residential areas, churches and farm land.

TAMARACK FOUNDATION | Courtesy photo



Kroger worked with the Tamarack Foundation for the Arts as a non-profit fiscal sponsor and The Greater Kanawha Valley Foundation's Get Creative WV to select three finalists for the project who were each paid \$400 for a detailed submission. Teel was commissioned for \$10,000.

"It was a call to artists living in the footprint of the build," said Renee Margocee, executive director of the Tamarack Foundation.

It was limited, she added, to artists in Kanawha and Putnam Counties, in order to showcase truly local talent from within the community the store will serve.

"By putting the art at the front of the store, it's kind of a nice gateway. ... And I think that corporate America is becoming more aware of the value of creating relationships within a community. Maybe it's not necessarily a new idea, but the investment is in honoring the traditional art, honoring artists who live in the area, realizing that there is a sense of the aesthetic that will resonate with the population there."



A close-up section of one panel shows cows in a pasture and nearby woods – all typical of the area surrounding the new store.

TAMARACK FOUNDATION | Courtesy photo

To develop a concept for the piece he wanted to submit, Teel did extensive research, and spent time driving the interstate and area roadways in and around Scott Depot – which was once a bustling community built along the C&O railroad line connecting Washington, D.C. and the East Coast to areas west. —

“You’re passing some farms and residential areas. There’s a lot of farming in the area that’s kind of off the beaten path,” Teel said.

He wanted the mural to start at the Kanawha River and head toward Teays Valley. He put in a railroad track at the base, and a railroad crossing icon to depict its history as a busy depot.



After sketching the painting on each of four panels, artist Michael Teel begins to apply the first colors.

TAMARACK FOUNDATION | Courtesy photo



“And then when you look at the mural, it’s kind of dark at the base. And as you get further into the painting, the open scape of Teays Valley where the commercial area is, I had that real bright, kind of pure color hitting the light – representing the future, ‘cause that’s where the future of the area is, that commercial hub,” he added.

The end result, said Bryan Cooper with Get Creative WV, is so much better than stock images from a catalog.

“When customers see a beautiful piece of art that represents their town and was created by a local artist, it speaks to them in a unique way,” Cooper said.

“I can honestly say when I saw Michael’s piece in person for the first time I was taken aback and immediately felt a sense of connection to the area. To have that quality of art welcoming customers is a powerful thing.”

The store opened on Wednesday. It is almost double the size of the nearby, old Kroger that closed Tuesday evening. The new place has lots of wow factors, including a Murray’s Specialty Cheese Shop, a Starbucks – and the colorful mural at the store entrance.

“The scale of the store, the architectural design, all makes it a little more fun for me to tell my relatives that’s where they have to go shopping now,” Teel said.

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Reach Maria Young at [maria.young@wvgazette.com](mailto:maria.young@wvgazette.com), 304-348-5115 or follow

@mariapyoung on Twitter.

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**Maria Young**

Features Editor

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[https://www.wvgazettemail.com/arts\\_and\\_entertainment/new-effort-aims-to-connect-charleston-area-artists-and-funds/article\\_cac60aef-96d4-58b2-97ba-57623e3b6d11.html](https://www.wvgazettemail.com/arts_and_entertainment/new-effort-aims-to-connect-charleston-area-artists-and-funds/article_cac60aef-96d4-58b2-97ba-57623e3b6d11.html)

TOP STORY

## New effort aims to connect Charleston area artists and funds

By Maria Young Features Editor

Aug 26, 2020



Bryan Cooper speaks during the Charleston Creative Placemaking Council's official launch of its new Charleston Creativity Connections at the Carpet Lounge Wednesday.

CHRIS DORST | Gazette-Mail photos

The Charleston Creative Placemaking Council, organized by the Greater Kanawha Valley Foundation, on Wednesday launched Charleston Creativity Connections, a new effort to help a diverse cross-section of visual and performing artists in the area secure paying opportunities the council believes will help drive the Charleston economy.

“Statistically, it’s been proven that a thriving art scene drives people to want to live here. It improves real estate pricing, it improves wages for people. The effects of a rich arts community has been proven over and over again to enrich all facets of a community,” said Bryan Cooper, recently hired as the “connector” charged with overseeing the effort.

Addressing a small crowd on the patio of the Red Carpet Lounge, beneath a colorful, two-story mural by Ian Bode, Charleston Mayor Amy Shuler Goodwin said, “This is what we know art does for our community – it makes our city vibrant, and that’s exactly what we need right now in the city of Charleston right now.”

Charleston Creativity Connections includes visual art; music; performing arts such as dance, film, theater and street performers; literary art including authors, poets and storytellers; and culinary artists like chefs, bakers and mixologists.

The immediate projects include:

- A new website, GetCreativeWV.com, which aims to connect potential customers to artists;
- A grant program to provide up to \$5,000 for new, art-focused projects in Charleston;
- “The Common Thread,” a YouTube series that features two local artists from different genres; and
- Scholarships for Arts Education, offered to Charleston area artists for a training program through the Tamarack Foundation for the Arts.

The initiative is the result of a years-long effort by the council, comprised of artists, funders, The Greater Kanawha Valley Foundation, the city of Charleston and other community organizers, to secure the funds and the platform needed to move the vision forward.

“Charleston has an amazing, rich and diverse artistic community already and the goal of the CCC is to really expand on that, creating new paying opportunities for artists, making the connection between businesses and artists and organizations to really make a new project and enrich our community for all of us,” Cooper said.

More information on Charleston Creativity Connections is available on the website.

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Reach Maria Young at [maria.young@wvgazette.com](mailto:maria.young@wvgazette.com), 304-348-5115 or follow [@mariayoung](https://twitter.com/mariayoung) on Twitter.

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**Maria Young**

Features Editor

[https://www.wvgazetteemail.com/life/finding-an-audience-mini-grants-connect-performers-to-their-fans-with-a-backstage-invite-for/article\\_6c55ecb3-9266-5285-9e62-004e33942242.html](https://www.wvgazetteemail.com/life/finding-an-audience-mini-grants-connect-performers-to-their-fans-with-a-backstage-invite-for/article_6c55ecb3-9266-5285-9e62-004e33942242.html)

## Finding an audience: Mini-grants connect performers to their fans with a 'backstage' invite for donors

By Bryan Cooper For the Gazette-Mail  
Dec 11, 2020



Ian Jessee founded the Allianz Music Ensemble in an effort to give himself and his fellow musicians a means of performing during a pandemic. RUDI ARROWOOD | Courtesy photo

If a band gives a stellar performance and there's no one around to hear it – or a painter creates a glorious picture that sits in a corner unseen – is it still art? Sure. But what a tragedy, for artist and audience alike.

Yet how, exactly, are artists supposed to connect with an audience – especially a paying audience – in the middle of a pandemic? Not all of them have the marketing skills or technical equipment to sell tickets, take payments online, or set up a performance with good lighting, audio and the kind of professional presentation their fans are going to rightfully expect.

That was the reality facing a group of musicians and support workers when the West Virginia Symphony Orchestra canceled the majority of its performances in 2020, leaving them without paychecks or a venue in which to perform.

“We wondered how could we stay connected with local audience members and community and still bring quality music performances in this time of separateness,” said violinist Ian Jessee who founded the Allianz Music Ensemble and, with other musicians, created The Great Composers Concert Series.

They envisioned a live, interactive performance that would allow viewers to watch and then interact with performers in a live stream afterwards. Like getting a personal invitation to go backstage and meet the stars, without the crowds.

They turned to the Charleston Creativity Connection’s Mini-Grant program, which aims to support Charleston-area artists by helping bring art-focused projects to life.

With additional assistance from FestivALL, the \$5,000 grant helped fund three performances – one still to come – and paid musicians, as well as videographers and production specialists.

The “Magic of Mozart” was pre-recorded at Christ Church United Methodist with a live, online reception that followed on Oct. 11 for anyone who donated at least the \$15 price of one ticket. It was a chance for audience members to ask questions, for example, about the “singer’s mask” work by soprano Ashley Dannewitz Miller.

Roughly 3,000 people tuned in to the first performance, with an additional 400 viewers since then. Twenty donors joined the musicians for the live reception, including an 8-year-old who asked how the soprano knew when to come in when she wanted to sing.

“Heights of Haydn” was performed in the same venue on Nov. 15 with Jessee telling viewers, “Ask us questions in the live chat. Send us applause emojis. Make a request for future programming, anything you want. We want to hear from you,” before encouraging them to “grab that comfy blanket, pillow, relax, kick back.”

The third and final part of the series, "Beauty of Brahms," will be held January. To learn more about Allianz Music Ensemble's Great Composers Concert Series and to watch previous concerts in the series, visit [www.allianzmusicensembles.com](http://www.allianzmusicensembles.com).

Charleston Creativity Connections' mini-grants are available for visual, music, performing, literary and culinary arts. Individual artists and community-based organizations with an idea for such a project can apply for up to \$5,000 at [www.GetCreativeWV.com/Opportunities](http://www.GetCreativeWV.com/Opportunities).

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Bryan Cooper is the Charleston Creativity Connections' Creativity Connector. He can be reached at [Bryan@GetCreativeWV.com](mailto:Bryan@GetCreativeWV.com).



[https://www.wvgazette.com/life/grant-helps-diverse-local-artists-find-their-common-thread/article\\_843faba6-11f4-50ee-9b9e-d4437f329cdf.html](https://www.wvgazette.com/life/grant-helps-diverse-local-artists-find-their-common-thread/article_843faba6-11f4-50ee-9b9e-d4437f329cdf.html)

## Grant helps diverse local artists find their common thread

By Bryan Cooper Special to the Gazette-Mail  
Feb 5, 2021



John Ingram, left, and Morgan Morrison of Rock City Bakery, record a segment of “The Common Thread” for an upcoming show.  
CHARLESTON CREATIVITY CONNECTIONS | Courtesy photo

After years of touring as a musician and meeting other artists with their own unique styles across the country, Charleston native and resident John Ingram began to ponder: “What is it that connects artists from different disciplines and mediums? What is it that inspires them and others to create?”

A bass player for Landau Eugene Murphy Jr., Bob Thompson, Fletcher's Grove, Johnny Staats and many others, John is also an assistant producer of Mountain Stage. He naturally thought the best place to explore these questions would be a show. He imagined a show that would allow viewers to learn about local artists, dive into their creative process and perhaps discover their own sense of creativity. Thanks to the Charleston Creativity Connections mini-grant program, this show, "The Common Thread," will soon be premiering on your screens.

John partnered with a local filmmaker, Jason Adams, to help bring the show to life. Adams' work has taken him many different places, from the jungles of Belize to Munich, Germany, where he has met and worked with a wide variety of people.

"But the artists always seem to have a common drive. A common angst. A common joy. There is something connective about the people who dare to create and make things" said Adams. "When John asked me to help explore that, I was all in."

"The Common Thread" will feature a short-form documentary of each artist directed by Adams, followed by a second segment which will be a talk-show-style conversation filmed at The Clay Center. In the second segment, guests sit down with Ingram to deconstruct their process and journey of creativity to help find the common thread that connects all art. Ingram hopes that the show will inspire others to create, chase their passions and take the risk required to make something new.

The show has an initial pilot season of three episodes. The episodes feature musician Walter Debar, culinary artist Morgan Morrison (Rock City Cake Company and the soon-to-open Golden Bagel Co.) and actor Ted Brightwell (drag queen persona Vicki Williams). Adams and Ingram hope to find sponsors and patrons for the second season of "The Common Thread."

"We are very excited to bring this show to life and look forward to connecting artists in Charleston and beyond to their community," they said.

Once the show goes live, viewers will be able to go to [CommonThreadShow.com](http://CommonThreadShow.com) to see the episodes. For more information, visit [commonthreadshow.com](http://commonthreadshow.com).

Ingram sat down with Charleston Creativity Connections to answer a couple of questions:

**What common thread have you found with yourself and the artists so far?**

“Too many to list here! However, one of my favorite themes we’ve encountered is the idea that you must take risk. It seems like a simple-enough concept, but the reality is we live in a time where commercialism and critical ‘success’ seem to take precedent over originality and true self-expression. Among the first three guests in this pilot season, the topic of risk-taking has come up naturally in conversation. That’s the kind of thing director Jason Adams and I were aiming for throughout this process ... open up a dialogue and see what we can unearth. It’s really exciting to see it happen before our eyes, and I think people are going to feel that same excitement when they watch the show too.”

## What do non-artists have to learn from this series?

“When non-artists watch, I think they are going to see that artists and creators do their jobs a lot like anyone does. There’s a process. They’re paying dues. Their talent isn’t baked in, but rather cultivated over the course of time and with a lot of hard work. Just like any job really. Maybe folks will feel compelled to try their hand at something creative because they realized that they have more in common with these artists than they would have originally thought. I believe the best art imitates life and shows us things about ourselves that we may have had trouble seeing otherwise. My hope is that artists and non-artists alike will realize that we’re not all that different from one another. That maybe there’s some kind of common thread that is connecting us all.”

Charleston Creativity Connections’ Mini-Grant program is designed to help individual artists, community-based organizations and businesses bring more art to the Greater Kanawha Valley through paying opportunities for local artists. The mini-grants are available for visual, music, performing, literary and culinary arts. And the application process is short and simple. If you have an idea for such a project, you can apply for a mini-grant up to \$5,000 at [www.getcreative.wv.com/opportunities](http://www.getcreative.wv.com/opportunities).

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Bryan Cooper is the Charleston Creativity Connections’ Creativity Connector. He can be reached at [Bryan@GetCreativeWV.com](mailto:Bryan@GetCreativeWV.com).



## Appalachia Health News

Appalachia Health News tells the story of our health challenges and how we overcome them throughout the region.

# "Her Hope Haven" Casts West Virginia Women In Recovery For Locally Produced Pilot

West Virginia Public Broadcasting | By [June Leffler](#)

Published June 16, 2021 at 2:45 PM EDT



LISTEN • 3:43



June Leffler/ WVPB /

"Her Hope Haven" was filmed in Charleston at Bream Memorial Presbyterian Church

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Performance Today



The opioid crisis is at the center of a new project from West Virginia filmmaker [Tijah Bumgarner](#). She's producing a pilot for a fictional series that highlights the human connections formed during recovery, based on the real-life experiences of those who have endured the process themselves.

With funding from Charleston Creative Connections and private donors, the story is set at a fictional recovery center called Her Hope Haven, which is also the title of the video project. With hopes for an eventual full-fledged series, the pilot episode will air for a Charleston audience this fall.

Bumgarner enlisted women in recovery to act and shape the storyline.

"It's based on the treatment centers I've been in," said Ashley Ellis, a creative consultant on the project.

Ellis doesn't have acting, screenwriting or video expertise. But she offers her lived experience and a willingness to share painful truths with an audience of strangers.

"I don't care to tell my story. I don't care if it's out there. I think that helps people," Ellis said.



June Leffler/ WVPB

Director Tijah Bumgarner and director of photography Taylor Napier on the set of "Her Hope Haven".

Years ago, Ellis met filmmaker Tijah Bumgarner, who began making a documentary about her recovery process. Opioid use isn't a new subject for the [Marshall University film professor](#) and *Meadow Bridge* (2017) writer-director. She has dealt with it



personally through her father, who died from an overdose last year. But it is the first time she has tackled the issue from a fictional standpoint.

"There's something about fiction that can almost get to this other form of truth, because you can actually like build this world," Bumgarner said.

She builds that world from the stories of Ellis and other women on the set. All the characters in recovery are played by women who have lived through it themselves. There's a script, but actors are encouraged to make the lines their own.

"A story is written. But with the women who have had these experiences, we go into it and I'm like 'change it,'" Bumgarner said.

The cast is made up of amateur actors who are encouraged to give input on phrasing and costumes based on what feels most natural and believable.

Cast member Lauren Brothers has been through the same experiences as her character, Rachel.

"She is a young girl. And she just had a baby, and she needs to be a better mom," Brothers said.

Brothers spent a year at a recovery center similar to the one in the film.

In one scene, Rachel and her mother, Lisa, are daunted to find out how long the recovery program will take. The intake coordinator says Rachel needs to commit nine to 12 months to the process. They thought it would take only three.

The news comes as a shock to both of them. Rachel does not want to have to be away from her toddler, Pearl, for so long. Lisa gives her tough love throughout the episode, saying treatment is the only way to keep their family intact.

Brothers isn't a professional actor, but she brings her own process to these emotional scenes.

"I could picture my baby saying goodbye. So that's how I can relate to that and get involved in that scene to make it look real," she said.

Rachel's internal conflict with herself over whether or not she can stay in treatment plays out over the course of the episode.

"You get to see how hard it is, that struggle of going and getting help, but also how bad you want it down inside. It's like you are in a war between yourself," Brothers said.

**Tags**[Top Stories](#)[Recovery](#)[Film](#)[Tijah Bumgarner](#)



## June Leffler

June Leffler is WVPB's health reporter. She previously reported for public radio stations in Alaska and Kentucky. Contact her at [jleffler@wvpublic.org](mailto:jleffler@wvpublic.org) or 502-377-0438.

[See stories by June Leffler](#)

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A promotional image for WVPB featuring the cast of the TV show "All Creatures Great and Small". The image shows four people standing in front of a building. On the left, a man in a white lab coat and red vest. In the center, a man in a grey suit and blue tie. On the right, a man in a brown suit and a woman in a blue cardigan. The text "WVPB can do more ... BECAUSE OF YOU." is overlaid on the left side. Below it is the text "Your gift keeps the best in public broadcasting on the air." and a yellow button that says "MAKE A GIFT". In the bottom right corner, the text "All Creatures Great and Small" is visible.



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