

# American Rescue Plan Act (ARPA) Funding Application

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

- [ARPA-Charleston-WVMHOF-Attachments-2021-1215.pdf](#) - 2021-12-15 07:03:16 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:**

Revitalizing the WV Music Hall of Fame &amp; Museum of Music

**\* Organization Name:**

West Virginia Music Hall of Fame Inc.

**\* Address:**

1427 Lee Street E, Charleston, WV 25301

**\* Primary Contact Person:**

Michael Lipton

**Title:**

Executive Director

**\* Phone:**

(304) 444-5474

**\* Email:**

mlipton@gmail.com

**Federal Tax ID:**

510523797

**If applicable: DUNS Number:**

014620305

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:**

WV MUSIC HALL OF FAME BOARD OF DIRECTORS BOARD CHAIR Bob Brunner TV Journalist/author (retired) VICE CHAIR Joshua Barrett DiTrapano, Barrett & DiPiero, PLLC FISCAL OFFICER Patrick Donahoe, CPA SECRETARY Mary Clare Finly BOARD MEMBERS Danny Cline, Farmer, Cline, & Campbell Todd Burge, Musician Parkersburg John Cuthbert, Curator and director WV University Libraries Ted Harrison, Musician St. Albans John Lilly, Editor (retired) Golden Seal Magazine John T Miesner, Esq. Charleston John Inghram, Musician South Charleston Tim O'Brien, Musician Nashville Bob Thompson, Musician Charleston Charles Bockway Charleston Barbara Bayes Charleston Rick Modesitt Parkersburg EX OFFICIO Michael Lipton, Director

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

THE CHARLESTON TOWN CENTER - The mall is currently providing in-kind support of \$102,000 a year by foregoing rent for the two museum spaces (former storefronts). THE WV HUMANITIES COUNCIL - The council awarded the WVMHoF a grant of \$18,200 to create the WV Museum of Music. THE JAMES F.B. PEYTON FUND - The fund awarded the WVMHoF a grant of \$5,000 to create the WV Museum of Music. THE HAMILTON FAMILY FOUNDATION - The fund awarded the WVMHoF a grant of \$5,050 to create the WV Museum of Music. THE CHARLESTON CONVENTION & VISITORS BUREAU – pro bono marketing support. WV ARTS & CULTURE – Funding support for exhibits, and arts and event programming. THE WV DEPARTMENT OF EDUCATION – Funding support for educational programming.

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

\$ 32,000

**\* Total Program/Project Cost**

\$ 91,879

**Annual Organization Budget**

\$120,000 (2022)

**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

In 2017, The Charleston Town Center invited The WV Music Hall of Fame to take over a 3,600 square foot former storefront. With displays featuring the current inductees, computer stations and displays of memorabilia, it became the Hall of Fame's most visible and accessible public and event space to date. A pre-COVID monthly concert series attracted 50-75 attendees per show. In 2020, based on the success of the Music Hall of Fame, the Town Center offered a second store front, the 5,600 square foot space that previously housed Books-A-Million. With \$28,000 in grant monies from the WV Humanities Council, the Hamilton Family Foundation and the James Peyton Fund, we created The WV Museum of Music. The new space includes a 10' x 20' stage and a resident sound system, and museum-quality display cases. The grand opening in June 2021 drew nearly 250 guests. Both the Music Hall of Fame and Museum of Music serve to attract visitors into downtown Charleston and The Charleston Town Center, provide a welcoming and holistic space for City of Charleston community members of all ages and background, and offer a unique "West Virginia experience" to tourists, hotel guests, and convention attendees from the nearby Charleston Coliseum and Convention Center and area hotels. The 'Hall of Fame' and museum business model has been a proven economic driver in both major and small cities across the U.S. But besides out-of-state visitors, these two music destinations together have attracted both City of Charleston and state-wide West Virginia residents as many of the featured artists have had extremely successful careers and

have influenced the music of both the state and the country. We look forward to creating a positive impact on West Virginia in collaboration with the City of Charleston and the West Virginia Division of Tourism. The WV Music Hall of Fame and Museum requests ARPA funds to respond to and recover from the impact of the pandemic by being able to recover lost operating income that would have paid staff. Our programming, and therefore our income, was severely impacted when we were required to cancel our live events and convert them to virtual online presentations. Adding The Museum of Music allowed us to expand our presentation space in order to reach a wider audience and provide sufficient social distancing. However, this expanded space has required us to add staffing hours. The ARPA funding support would allow us to bring back our programming, add virtual programming and displays, and also keep our museum spaces safe for visitors. Specifically, this grant will fund the operating expenses required for the staffing to produce the programs and keep the doors to the Music Hall of Fame and Museum open. The timeline for implementing the ARPA funding would be through May 2023, to account for getting past the after-effects of the pandemic.

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?

2023

3. Which eligible ARPA Expenditure Category does this program/project represent (See

<https://home.treasury.gov/system/files/136/SLFRF-Compliance-and-Reporting-Guidance.pdf> for further details)? Please check all that apply:

\*

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

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

The WV Music Hall of Fame and Museum of Music would use the ARPA funds to respond to and recover from the impact of the pandemic by being able to meet staffing costs. As a non-profit cultural institution, we do not charge entrance fees for our Hall of Fame and Museum. We have several grantors who regularly fund our programming, but none provide support for personnel. Because of this, during normal times all our staffing costs are covered by fundraising events. But during 2020 and 2021 the covid pandemic required us to cancel our fundraising events, therefore severely impacting our income and ability to pay staff. In addition, we are currently under agreement with the owner of The Charleston Town Center to operate at \$0 rental cost in exchange for us keeping our two museum storefronts open and staffed for a minimum of 29 hours per week. Therefore our request for staff funding is based on a 30 hour weekly pay schedule.

5. Describe the need for this program/project:

This project demonstrates how the arts can impact a city in three major ways: (1) Community Development, (2) Jobs, (3) Economic Development. Visitors to the Hall of Fame and Museum quickly understand the important role that music plays in the lives of West Virginians, the rich international heritage of our people, and the important role that West Virginians have played in the music of this country. They learn about these people - perhaps not unlike themselves - who frequently came from poverty but were able to forge a career that brought them to national attention. They experience the unity and the legacy these artists bring to the people of our State. And when they attend our events, they experience this unity together, as a community. Recent examples of our museums being utilized by the community included visits from public school classes. The teachers arranged for tours of our exhibits along with time for the children to work with the interactive displays. The field trip included time for the students to eat in the food court of the mall. Having the Hall of Fame and Museum of Music spaces required us to add four jobs to our staff to cover the management, event planning, technical support, and customer service needs. An additional job requirement is for the employees to expand their knowledge and gain a sense of community development. Downtown Charleston revitalization efforts include attracting visitors to support economic development endeavors. The Charleston Town

Center in particular has seen a mass exodus of retail tenants and is in need of tenants that will increase traffic. Based on our surveys, we have seen the shift toward people visiting our Hall of Fame and Museum as a destination. This adds to the downtown area attractions which draw people to additional events, restaurants, and lodging.

---

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

The only other non-profit arts organizations in Charleston that address these needs would possibly be FestivALL, or concerts and other events at various venues. But those are not year-round physical spaces dedicated to museum-quality exhibits along with events. WV Culture and History is a State organization that houses the state museum, but they are not focused on music or presenting community-based events. The WV Music Hall of Fame and Museum of Music is unique in what it presents to the community and how the programming and events are offered.

---

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

THE CHARLESTON TOWN CENTER - The mall is currently providing in-kind support of \$102,000 a year by foregoing rent for the two museum spaces (former storefronts). THE WV HUMANITIES COUNCIL - The council awarded the WVMHoF a grant of \$18,200 to create the WV Museum of Music and continually awards grant funding for museum exhibits and special presentations. THE CHARLESTON CONVENTION & VISITORS BUREAU – pro bono marketing support. WV DIVISION OF ARTS & CULTURE – Provides funding support for arts and event programming. THE WV DEPARTMENT OF EDUCATION – Provides funding support for educational programming. KANAWHA COUNTY SCHOOLS – Provides funding support for educational programming.

---

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

Because the WV Music Hall of Fame and Museum of Music is unique in what it presents to the community, we do not foresee how services could be duplicated in this case. But through annual programming planning any potential for duplication would be kept in check.

---

## 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.**

Because of the nature of our programs and services, we have a wide-ranging target audience, appealing to middle-school ages through senior adults. And the data we collect on our visitors proves this: our public-school groups include both middle and high school ages; young adults and millennials find the music topics appealing; older adults identify with the WV musicians being honored for their life's work. All ages enjoy the performances as well as the museum displays. We do not cater only to Charleston residents – our Hall of Fame and Museum spaces welcome visitors from outside the city, outside the State, and even outside the country. But we do offer the opportunity for all Charleston residents to easily visit and participate in our programs at no cost. Based on recent demographic data from the Charleston Area Alliance, the potential number of Charleston residents who fit our core target audience is 120,360. According to that data, the total population of the Charleston region is approximately 177,000 with nearly 22% of the population over age 65, 10% of the population under age 10, and the remaining population, 68%, quite equally distributed between ages 10-65. Because of the nature of our programs and topic areas, our core audience covers that age 10 to 65 range or 68% of the Charleston area population (120,360).

---

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

We have absolutely no eligibility requirements for our programs. Even though we identify our core audience range to be ages 10-65, we have many senior citizens age 65+ who regularly visit and contribute to our efforts. And when families visit with children under age 10 there are plenty of interactive displays to interest them; and they are especially attracted to our live feature performances. Music is a universal language and the mission and goals of our organization provide citizens of all ages, gender, ethnicity, income level and residence, access to the message of West Virginia's role in the world of music.

---

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

Two measurable outcomes from the previous year, based on visitor surveys, are (1) total number of visitors to the Hall of Fame and Museum spaces, and (2) number of destination visitors. When we first opened the Music Hall of Fame in the Charleston Town Center in 2017, we averaged 200 visitors per weekend, based on being open only Saturdays and Sundays, or an estimated 10,000 visitors per year. When we have been open four days per week our numbers naturally increase. By funding the staff needed for more consistent open hours, based on four days per week, we should be able to increase our annual visitors to well over 15,000. With additional event planning our total attendance could be easily estimated at over 20,000. Based on visitor surveys, an increasing number of people are coming to the Hall of Fame and Music Museum as a planned destination. When we first opened at The Charleston Town Center people would happen to discover us during their trip to the mall. This change is significant in proving a Hall of Fame and Museum are an ideal attraction for 'destination marketing' to Charleston's downtown.



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

N/A - This is not a new program.

**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.**

WV DIVISION OF ARTS, CULTURE & HISTORY October 2021. \$20,527. ARPA funding for restoring operations of the main office (not for the two museum spaces). WV HUMANITIES COUNCIL September 2021. \$20,000. ARPA funding for restoring operations of the two museum spaces (not for the main office).

**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.**

Please note: The following grants were for programs offered for free to the public. None covered operating costs such as staffing. In addition to the following grants, we have a WV legislative line-item annual funding of \$20,792, representing our only unrestricted funding. THE GREATER KANAWHA VALLEY FOUNDATION September, 2018. \$11,000. Music Career Counseling/Traveling Museum. (completed) November, 2019. \$7,000. Music Career Counseling Program. (completed) June, 2020. \$7,000. Interactive Map Distant Learning Project. (completed) May, 2021. \$5,000. Music Career Counseling Video Project. (ongoing) JEANNE C. AND LARSON W. HAMILTON JR. FAMILY FOUNDATION February, 2020. \$6,000. Music Career Counseling Program/Traveling Museum. (completed) November, 2020. \$5,050. WV Museum of Music. (completed) THE JAMES F.B. PEYTON FUND November, 2020. \$5,000. Creation of The WV Museum of Music. (completed) THE WV DIVISION OF ARTS, CULTURE & HISTORY July, 2018. \$12,520. Arts in Education Project/Music Career Counseling Project/Traveling Museum. (completed) June, 2020. \$4,038. Covid Aid Grant. (completed) February, 2021. \$2,019. CARES. (completed) THE WV HUMANITIES COUNCIL October, 2019. \$9,100. Vignettes for 2020 Induction Ceremony. (completed) February, 2020. \$2,275. CARES. (completed) May, 2020. \$7,750. CARES Act. (completed) April, 2021. \$18,297. Creation of The WV Museum of Music. (completed) CHARLESTON CREATIVITY CONNECTIONS / CITY OF CHARLESTON May, 2021. \$5,000. Local Artist Concert Series. (ongoing) THE GLOTFELTY FOUNDATION June, 2020. Interactive Map. \$3,600. (completed)

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

Our project funding consists of two components: staffing and equipment. Our greatest need is for unrestricted funds for staffing. Most granting organizations provide support for programming or capital needs but not for personnel. To truly revitalize and expand the Hall of Fame and Museum presence in downtown Charleston, we need consistent and expanded hours of operation. In addition, we are currently under agreement with the owner of The Charleston Town Center to operate at \$0 rental cost in exchange for us keeping our two museum storefronts open and staffed for a minimum of 29 hours per week. While this puts an additional demand on expanded and consistent hours of operation (and staffing), it also equates to an in-kind donation of \$8,500/mo (\$5,000 storefront 1, \$3,500 storefront 2) or \$102,000 per year. STAFFING/PERSONNEL Each of the jobs listed below assumes the following: 2 days per week (Wed, Thursday) x 6 hour days x 52 weeks per year = 624 hrs/yr per job 2 days per week (Friday, Saturday) x 7 hour days x 52 weeks per year = 728 hours/year per job 1 days per week (Sunday) x 5 hour days x 52 weeks per year = 260 hrs/yr per job Total Hours/Year Each Job: 1,612 hours (624 hrs + 728 hrs + 260 hrs) Job 1: Curator/Technician = \$15/hr x 1,612 hrs = \$24,180 Job 2: Manager/Operations = \$15/hr x 1,612 hrs = \$24,180 Job 3: Docent/Sales Clerk 1 = \$11/hr x 1,612 hrs = \$17,732 Job 4: Docent/Sales Clerk 2 = \$11/hr x 1,612 hrs = \$17,732 ----- \$ 83,824 annual wages (no benefits) EQUIPMENT Today, interactive displays are necessary components in all museums, especially when a large portion of the intended audience is under age 50. For better or worse, these are the exhibits they are drawn to, and which keep their attention. The items we would like to purchase are floor-standing kiosks that will be loaded with videos of the eight WVMHoF induction ceremonies, the biographical vignettes of each of the 56 WVMHoF inductees, the WVMHoF documentary "WV My Home: Musicians and the Mountain State," and future original programming created by the WV Music Hall of Fame. The items are: 6 iPads x \$525 each = \$3,150 6 kiosks (for iPads) x \$400 = \$2,400 3 A/V kiosks x \$835 each = \$2,505 ----- \$8,055 total equipment costs PROJECT BUDGET \$ 83,824 wages (annual) 8,055 equipment ===== \$91,879 TOTAL PROJECT EXPENSE - 24,500 SBA EIDL received - 20,000 WV Humanities ARPA funds - 15,379 Internal funding - 32,000 This Request ===== \$ 91,879 TOTAL PROJECT INCOME

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

As a non-profit arts council, we continually research and write grants for on-going funding support. If we are unable to secure replacement funds and our funding drops below what is required for staffing both the main office and the Hall of Fame and Museum spaces, we can resort to two interim options. One is reducing hours and/or days of operation at the museum spaces, and the other option is to temporarily reduce staff and filling the void with volunteers. Many times in the past our board members and other supporters have volunteered their time to continue our programming. Neither of these options are desirable or sustainable.

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

As the name suggests, this is a cultural museum with few options for funding. To truly reach the local population and to attract visitors (both in-state and out-of-state) to downtown Charleston, it is not reasonable at this juncture to charge an entrance fee. There will be membership support campaigns, donation jars, and merchandise but to match actual expenses will require more. The nature of non-profit funding is to continually research for and write grants, and that is what we will continue to do to support this project. More significantly, by strengthening our operations now through this funding request, we will gain more presence and more exposure to attract an increased number of visitors which in turn builds on our reputation and suitability for ongoing and possibly more advanced collaborations and support funding.

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

The WV Music Hall of Fame is a registered 501c3 with executive oversight by a full board of directors. Board meetings are held monthly and include review of financial accounts through reports prepared and presented by the board treasurer, Patrick Donahue, CPA. Bookkeeping is handled by the Office Administrator while account disbursements, including check signing, is authorized by the Executive Director. All financial accounts are audited annually by an independent third-party CPA.

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

The WV Music Hall of Fame office utilizes the Quickbooks accounting software program for all financial accounting. All funding, including grant funds such as ARPA, have individual sub-accounts to ensure the funds received from each source can be identified, tracked and reported on. Monthly review by the board of directors verifies the funds reporting by program.

**REQUESTED BUDGET WORKSHEET**

**Revenue Source Projections**

List all Estimated Funding for this Program/Project

**\* Proposed City ARPA Funding**

\$ 32,000

**Internal/Self-Funding**

\$ 15,379

**Donations/Other Fundraising**

\$ 24,500

**Government Grants/Other**

\$ 20,000

**\* TOTAL REVENUE**

\$ 91,879

**Expenses Projections**

List all Estimated Expenses for this Program/Project

**Salaries/Wages**

**Amount Requested from City**

\$ 32,000

**Amount from Other Sources**

\$ 51,824

**Total Estimated Expenses**

\$ 83,324

### Benefits & Matchings

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses

### Contracted Services

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses

### Program Materials

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
\$ 0	\$ 8,055	\$ 8,055

### Marketing

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses

### Supplies

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses

### Other

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses

### Total Expenses

* Amount Requested from City	* Amount from Other Sources	* Total Estimated Expenses
\$ 32,000	\$ 59,879	\$ 91,879

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.

Founded in 2005, The West Virginia Music Hall of Fame (WVMHoF) is a non-profit organization dedicated to documenting and preserving the rich and lasting contributions West Virginians have made to all genres of music, from country, classical and jazz to rock, R&B, gospel and traditional. One of the primary goals of the WVMHoF is to provide education through themed displays, curriculum development, and outreach sessions with students and teachers around the state. The WV Music Hall of Fame has proven itself time and again over the course of its 16 years of existence through an impressive array of accomplishments reaching a national audience, all with extremely limited resources. In 2021 the Charleston Area Alliance honored the organization with their "Arts to the Max" award for its efforts to chronicle and celebrate the rich history of West Virginia music and for creating two attractive museums in The Charleston Town Center. The organization's most notable, ongoing projects include:

- Eight induction ceremonies (52 inductees) that have been broadcast live on WV Public Broadcasting.
- Production of five music album projects. Each of these projects capture and present some of the most significant music and musicians to come out of The Mountain State. The two most recent are: "The Rhinestone Hillbilly: A Tribute to Little Jimmy Dickens"; and "Courting the Muse: The Songs of Billy Edd Wheeler."
- Collaboration with the WV Department of Education to create a Traveling Museum to present innovative programs for K-12 and WV's at-risk youth. To date, the Traveling Museum has visited more than 650 schools in all 55 West Virginia counties and reached approximately 20,000 students.
- Creative programs for WV Public Broadcasting including the documentary "WV My Home: Musicians and the Mountain State Experience." The film was screened at festivals in West Virginia, Kentucky, Ohio and Indiana.
- The "Music Career Counseling Program" (MCCP) was created in response to the need for new and innovative career opportunities for WV's emerging job force. It utilizes music industry professionals to introduce students to performing and non-performing careers in music.
- In 2017, the WV Music Hall of Fame partnered with The Charleston Town Center to turn a vacant mall store into The Hall of Fame's first public space, reaching approximately 10,000 visitors a year in its first year.
- Following the success of the Music Hall of Fame in the Town Center, the companion WV Museum of Music was established. In addition to the museum-quality displays and educational programming, a 10'x20' stage was constructed for performances. The opening day drew more than 200 people, and together the museums continue to attract hundreds of visitors weekly.

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

The WV Music Hall of Fame's founding mission is documenting and preserving the rich and lasting contributions West Virginians have made to all genres of music. We accomplish our mission through these goals:

- Inducting important West Virginian musicians into the WV Music Hall of Fame
- Providing educational outreach through themed exhibits, curriculum, and specialized programming
- Collecting, preserving, and displaying historic music memorabilia

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

- The WV Humanities Council – Eric Waggoner (letter of support attached)
- Charleston Convention & Visitors Bureau – Tim Brady (letter of support attached)
- Kanawha County Schools – Mark Davis (letter of support attached)
- WV Division of Culture & History – Lance Schrader
- The Greater Kanawha Valley Foundation – Stephanie Hyre
- The Glotfelty Foundation – Sue Sergie

## 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.

Prior to the pandemic our main source of operating funds came from fundraising events we planned and produced, including our most significant and expansive event, the WV Music Hall of Fame Induction Ceremony. We were forced to cancel all those live and in-person events in both 2020 and 2021. The biennial Induction Ceremony was postponed until Fall 2020 and repurposed as an on-line event with no live audience and very limited groups of performers. This means there were no ticket sales, and a greatly reduced number of sponsors from normal years. Some sponsorship monies that had been sent in early was requested to be refunded. In addition, as we began to reopen in 2021 and bring back staff, our staffing costs increased in order to satisfy the operational needs of the public-facing Hall of Fame and Museum of Music.

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

N/A – We are not requesting revenue replacement.

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



With ARP Act funding, the WV Music Hall of Fame and Museum will produce and present culturally significant programs and events in order to educate and inspire West Virginians and non-West Virginians, directly advancing our mission to spread the word about West Virginia's contribution to American music while contributing to the community and economic development of downtown Charleston. Adjusting to post-pandemic economic realities requires flexibility and creative use of resources. This funding helps us re-establish our programming and will possibly allow us to come back even stronger.

### **THE APPLICANT UNDERSTANDS:**

\*

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

\*

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

### **THE APPLICANT CERTIFIES THAT:**

\*

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

\*

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

\*

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

\*

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

\*

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

\*

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

\*

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

\*

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

\* Signature

\* Date

Michael Lipton

12/15/2021

Authorized representative of Applicant/Organization

Format: MM/DD/YYYY

\* PRINTED NAME:

Michael Lipton

---

**\* TITLE OF APPLICANT:**

Executive Director

---

**\* ORGANIZATION NAME:**

West Virginia Music Hall of Fame Inc.

---

**Upload a File**

No file chosen



# WEST VIRGINIA HUMANITIES COUNCIL

November 20, 2021

**BOARD**

Billy Joe Peyton  
President

Megan Tarbett  
Vice President

Margaret Mary Layne  
Treasurer

Kelli Johnson  
Secretary

Leslie Baker  
George "Gib" Brown  
Patrick Cassidy  
Bob Conte  
Leslie Dillon  
Laurie Erickson  
Rosemary Hathaway  
Charles Ledbetter  
Dan McCarthy  
Tia McMillan  
D. F. Mock  
Amy Pancake  
Patricia Proctor  
Lisa Rose  
Ray Smock  
Tom Sopher  
John Unger  
Bryson VanNostrand

**STAFF**

Eric Waggoner  
Executive Director

Kim Duff  
Fiscal Officer

Emily Hilliard  
State Folklorist

Mike Keller  
Media Editor/e-WV

Victoria Paul  
Development Director

Erin Riebe  
Grants Administrator

Tricia Stringer  
Operations Manager

Kyle Warmack  
Program Officer

To whom it may concern:

I'm pleased to write in support of the West Virginia Music Hall of Fame. Since its founding in 2005 the WVMHOF has worked steadily to curate, preserve, and promote the story of West Virginia musicians, and their many contributions to music of all traditions and genres. Over its sixteen-year life, the WVMHOF has become an established and respected "brand" within and beyond the Mountain State, representing committed and high-quality work in cultural preservation and education.

As its primary place-making initiative, WVMHOF maintains the West Virginia Music Hall Of Fame storefront, featuring its 56 inductees; and the West Virginia Museum of Music, a brick-and-mortar space displaying instruments, sound recordings, and various other material and ephemera from West Virginia's rich and varied musical history for public view. The organization's Traveling Museum brings that history, as well as interactive educational tools, to West Virginia schools in all 55 counties. Indeed, the WVMHOF's programming is among the most mobile offered by state cultural institutions: Documentaries, albums, digital recordings, live performances, touring exhibits, and public showcases are among the many diverse productions the institution has delivered to the public throughout the years.

WVMHOF has done much to preserve and promote what is often popularly thought of as West Virginia's "traditional" music, the playing styles and ballad traditions derived from Scots-Irish music. But the institution has also succeeded in showcasing the full range of music, performance styles, and creative innovators in West Virginia music's past and present. The WVMHOF's annual induction ceremonies honor West Virginia musicians whose work has enjoyed public fame. Equally importantly, the ceremonies also celebrate and promote musicians whose contributions to state and national music might otherwise be little known by the listening public. In large measure, WVMHOF is a special champion of musicians whose work deserves wider recognition, and through its commemoration and educational work has rescued many excellent West Virginia artists from potential historic erasure.

Through grantmaking, the West Virginia Humanities Council has partnered with the WVMHOF many times over the years, for projects ranging from the West Virginia Museum of Music to documentary film projects on Hall of Fame inductees. We know the WVMHOF to be an organization whose work reaches audiences worldwide, and whose programs are looked to by similar state organizations around the country as models of cultural preservation and promotion. I am glad to offer this letter in support of the West Virginia Music Hall of Fame, and would be happy to elaborate on any of these comments on request.

Dr. Eric Waggoner  
Executive Director, West Virginia Humanities Council  
[waggoner@wvhumanities.org](mailto:waggoner@wvhumanities.org)  
304.346.8500 (o)



November 16, 2021

To Whom it May Concern:

On behalf of The Charleston Convention & Visitors Bureau (CVB) I would like to offer my support for the West Virginia Music Hall of Fame (WVMHF) in their quest to receive *American Recovery Plan* funding through the City of Charleston.

As the region's primary tourism marketing entity, the Charleston CVB sees this project as an opportunity to grow visitation and service tourists in the city. We further understand and support the mission of the WVMHF to preserve West Virginia's rich musical heritage, thereby educating and engaging music fans for generations to come.

As our state and the country navigate a post-pandemic economy, we know that people are looking for not only an escape from their more urban lifestyles but are seeking out authentic experiences. The WVMHF is a key piece in telling the authentic story of West Virginia and the Appalachian region.

The Charleston CVB stands in strong support of the WVMHF.

Sincerely,

A handwritten signature in blue ink that reads "Tim Brady". The signature is stylized and cursive.

Tim Brady  
President & CEO, Charleston Convention & Visitors Bureau



November 19, 2021

To Whom It May Concern:

Please consider this a letter of support with reference to the West Virginia Music Hall of Fame's impact in regards to economic impact in the Kanawha Valley. As a music educator previously and now the Kanawha County Schools Fine Arts Curriculum Specialist, I have worked with the WV Music Hall of Fame on various projects since 2009 and have found the organization an amazing asset in terms of what it brings to the community at large, and in particular, what it offers to the educational community of WV.

One example of this programming is the Music Career Counseling Program. This initiative has been wonderful in terms of educating students as to the many West Virginia artists who have contributed to the great body of American music, all while introducing them to the many career opportunities that are available in the music industry. Schools in Kanawha County were among the first locations in the state to be offered this innovative program.

The museum's current location in the Town Center has the potential to influence even more WV youth in a positive direction as well as bring business and foot traffic into the mall. Though field trips were curtailed the last couple of years due to the Covid-19 pandemic, restrictions in our district are now easing up and these types of educational trips are starting to occur again. Having the WV Hall of Fame located in our downtown mall is a fantastic option for our schools! Teachers can reserve a time to tour the museum with their students, then venture upstairs to the food court to grab some lunch all in one stop. This is a win for everyone as the students learn about WV music and musicians all while supporting the mall's businesses during their trip. After having such a positive experience, it leaves me no doubt that these students will wish to return again to the WV Hall of Fame Museum with their families while taking time to shop and dine in the mall while they are there.

Please know that I, as well as many others in the educational community, appreciate all the WV Music Hall of Fame offers from its convenient location within our downtown mall. If there is anything else I can do to further show my support of this valuable resource, please feel free to contact me via email or phone.

Sincerely,

Mark Davis  
Fine Arts Curriculum Specialist  
Kanawha County Schools  
304-348-6152  
mbdavis@mail.kana.k12.wv.us



**WEST VIRGINIA  
MUSIC  
HALL of FAME**

---

C/O MICHAEL LIPTON, 1427 LEE STREET, CHARLESTON, WV 25301 • 304.342.4412 • INFO@WVMUSICHALLOFFAME.COM

December 14, 2021

To whom it may concern,

As board chair of The West Virginia Music Hall of Fame, I declare that the IRS has not revoked our tax-exempt status, nor changed that status since the issuance of the tax determination letter. In addition, the Board of Directors of the organization has approved submission of this application.



Bob Brunner

West Virginia Music Hall of Fame

Board Chair

