

Summary Sheet

Name of Organization: Greater Sitka Arts Council (GSAC)

Contact: Sarah Lawrie, Executive Director

Phone: (907) 738-5234 Cell (907) 747-2787 Office

Email: sitkaarts@yahoo.com / justsosarah@gmail.com

Mailing Address: P.O. Box 564, Sitka AK 99835

Physical Address: 131 John Brady Street, Sitka AK 99835

Grant Category: Cultural & Educational Services

Dollars requested: \$8,000.00

Match Dollars Committed: \$8,000.00 Percentage: 100%

Sources of Matched Dollar: Greater Sitka Arts Council event fees, prior fund raising, in-kind services, and donations.

Brief Description of the Purpose of Grant: To assist the Greater Sitka Arts Council in achieving its goals of providing a platform for the community of Sitka to engage in the arts and humanities, producing arts and cultural events, supporting emerging and established local artists and artisans, provide economic benefit, and enhancing Sitkans' quality of life.

These funds will allow for the Greater Sitka Arts Council staff to do the following:

- a. Continue a revitalized Community Theater: produce two shows a year, support amateur thespians and stage crew and generates revenue to reinvest in Greater Sitka Arts Council.
- b. Continue to develop and produce the annual *Paris of the Pacific* melodrama.
- c. Continue to develop the recently acquired Sitka Artisans Market. Assist with the addition to the Market of the Holiday Craft Party and workshops, demos and local live music.
- d. Continue to develop the Sitka Arti-Gras Arts & Music Festival into a regional event, and one that generates income to reinvest into GSAC.
- e. Continue the Sitka Wearable Arts & Runway Show Extravaganza, now in it's seventh successful year.
- f. Diversify the membership base and Board composition of the Greater Sitka Arts Council.
- g. Increase the capacity of GSAC's youth scholarship program.
- h. Continue partnering with arts and humanities organizations to provide opportunities and events for the community to engage in the arts and with one another.
- i. Support production of the second annual Sitka-Themed Wait Wait Don't Tell Me event.

I, SARAH LAWRIE, do hereby certify that all information provided for this grant application is accurate and complete to the best of my knowledge.

Name: 

Title: Executive Director

Date: 8/1/2014

Detailed project description overview

1. Category applying for – Cultural and Education Services
2. What will be done with these funds? The funds requested, \$8,000.00 will assist the Greater Sitka Arts Council (GSAC) in achieving its goal of offering a platform to engage in the arts and humanities, in producing arts and cultural events, to support emerging and established local artists and artisans, to provide community economic, and to enhance Sitkans' quality of life.
3. Specifically the requested funds will be used:
 - a. For re-grants to Sitka youth for arts-related scholarships.
 - b. To support the annual Sitka Artisans Market & Holiday Craft Party, now it's second year under GSAC leadership. Funds will go towards employing local artists to lead workshops, the purchase of workshop supplies, the rental of Market venue, the hire of local musicians, hosting out-of-town artists and promotion.
 - c. To support our melodrama, the *Paris of the Pacific*, now in it's second year. Funds will go towards the purchase of permanent props, sets and costumes and the rental of a performance space.
 - d. To support the second annual Sitka-themed *Wait Wait Don't Tell Me* Event. Funds will go towards transportation of comedy talent to and from Sitka, venue rental, to pay local musicians, to support local and out-of-town comedy writers and event advertising.
 - e. To support the annual Sitka Arti-Gras Arts & Music Festival, including the Wearable Arts Show & Runway Extravaganza; now in it's seventh year. This week-long event offers a curated variety of arts events to the community. Funds will go towards employing local and regional artists and artisans to offer workshops, to pay local and out-of-town musicians to offer workshops, for the rental of performances spaces, and promoting the event.
 - f. To support the Community Theatre in it's production of two annual shows. Funds will go towards the purchase of sets, costumes, scripts and venue rental.
4. Who will do it? The Greater Sitka Arts Council Executive Director, Sarah Lawrie, and the Greater Sitka Arts Council Contract Program Director, Jeff Budd, will be responsible for the implementation of the requested funds with oversight from the GSAC board of directors.
5. Who will be served? The target for these programs are the entire community of Sitka, but specifically youth, the elderly, the Alaska Native community, those with special needs, local and regional artists and artisans and the economically underserved.
6. When will this service be provided? Between June 2014 through May, 2015

Expected Outcomes

1. How will the project be measured as successful?
 - a. Re-grants to youth will be measured as successful after the contribution of \$1,000 towards arts scholarships to youth specifically for arts education and/or expansion of skills.
 - b. The Sitka Artisans Market will be measured as a successful community arts event through the number of participating local artists and artisans, attendance at art workshops and demonstrations, annual Holiday Craft Party, and supporting local musicians. Success will be measured by attendance and public and vendor surveys.
 - c. The Paris of the Pacific Melodrama will be measured as successful by the attendance at the October show and critical review of the Alaska Day festivities. The Melodrama is an opportunity for 25 new amateur thespians and those interested in theater to gain stage and set experience.
 - d. The second Sitka-Themed *Wait Wait Don't Tell Me* event will be considered a success upon it's attendance. This event sold out last year and promotes greater understanding of, and appreciation for, our community through the use of humor and an opportunity for local writers to practice their craft. Public surveys will be collected.
 - e. The successful operation of seventh annual Arti-Gras Arts & Music Festival including the Wearable Arts Extravaganza & Runway will be measured by both amateur and professional artist participation, out of town participants, and participation from the public attending a gallery walk, workshops by local and regional artists, access to performances by local musicians, and by partnering with Sitka businesses and other non-profits.

2. What will the tangible community benefit be?
 - a. Increased opportunities for fine artists and artisans to contribute to the communities understanding of itself and to explore new and challenging ideas through visual means .
 - b. Offering funds for young artist(s) who do not have the opportunity to up-skill.
 - c. Increased revenues for local merchants as regional people come into town for events.
 - d. Additional revenue for businesses in Sitka as participants and organizers shop for materials in support of the shop local policy.
 - e. Promotion of community cohesion as families and individuals enjoy events geared toward them.
 - f. Enhances the quality of life for Sitkans

3. What are some benchmarks during the project that indicate things are going in the right direction?
 - a. An indicator that the re-grants are going in the right direction would be the awarding of competitive scholarship funds to faculty endorsed applicants.
 - b. Indications the Sitka Artisans Market & Holiday Craft Party is moving in the right direction include existing commitments from 25 vendors as of August 2014, commitments from 3 local artists for workshops and demos, and a musician roster in place. Benchmarks will be: Attendance of 1500 or more. Vendor and public satisfaction as measured by surveys,
 - c. Benchmarks for the Melodrama include:
 - i. A performance in contribution to the Alaska Day festivities.
 - ii. High attendance at the event- 200 or more in the audience.
 - d. Benchmarks for Sitka-Themed *Wait Wait* and Arti-Gras Art & Music Festival:
 - i. Execution of arts events for and by the community such as "In the Trees".
 - ii. Buy-in from participants and audience measured by attendance and anecdotal feedback.
 - iii. Participant and audience surveys.

Statement of Need

1. How does this project align with the funding category that you are applying for?

GSAC is one of the foremost organizations that represents the arts and humanities in Sitka. The Arts Council has a proven track record of offering community oriented, inclusive and successful events. Greater Sitka Arts Council exists not only to promote the value of the arts, but to support artists, artisans, and other arts organizations. To that end GSAC provides umbrella services for Sitka Folk Community Theater, and the Monthly Grind. In our efforts to provide arts experiences and support to the whole community GSAC has partnered with the Sitka Sound Science Center, Sitka Tribe of Alaska, Sitka Summer Music Festival, Sitka Seafood Festival and the Juneau Opera. In the works is a partnership with the Forest Service and Sitka National Historical Park to celebrate 50 years of Wilderness. GSAC is proud to support emerging artists through our scholarship program; youth financial support for the arts is limited. Over the past year, GSAC has produced the Paris of the Pacific Melodrama, the Sitka Artisans Market, offered a Sitka-themed Wait Wait Don't Tell Me event, produced our annual Arti-Gras Arts & Music Festival, the Wearable Art Runway Show & Extravaganza, offered a one-of-a-kind Iconography workshop with Deacon Charles Rohrbacher, and many more side projects. Success can be measured by the interest and participation of both audience and artists. In line with our mission, GSAC has created an online artist registry which is an online compendium of Sitka's established and emerging artists. The registry is ongoing and is located on our new and updated website, another of our endeavors. Also on the website, along with information about all of our events and other art events in the community, is documentation of Sitka's public art, also ongoing. The website is intended for use by locals and visitors and offers free exposure for artists and artisans. GSAC has built a successful roster of programs and demonstrated it's sincere desire to act as an advocate for artists, artisans and arts events.

What documented needs does this project address ?

- a. A report by the Fine Arts Fund finds, after a year of investigation, that "...a thriving arts sector creates "ripple effects" of benefits throughout our community." In particular the study found that the arts contribute directly to a "vibrant, thriving economy", and "a more connected population."
- b. The 2007 Sitka Comprehensive Plan in the General Goals and Policies which was "adopted by the Assembly as official policy for subsequent actions of the Assembly and Borough staff, boards, and commissions" states, in item 1.1.6. "Recognition of the positive effect of the Arts in Sitka's civic and economic framework."
- c. "Quite often when I'm doing work on economic development projects or thinking about what a community can do to make an economy grow I come back to two things: education and quality of life. The arts are a big part of the quality of life piece." Dan Robinson, Senior Economist McDowell Group. From an informal e-mail communication.
- d. In 2012 the Greater Sitka Arts Council hosted the first Youth State of the Arts Summit in Sitka. Participants came from Sitka's public schools, Pacific High school, Mt. Edgecumbe High School and home schools to discuss the arts and brainstorm ideas for improvement. Two dominant themes emerged from the summit and GSAC continues to work towards meeting the discovered needs. Sitka's youth suggested more "spontaneous" art opportunities and more public art with youth participation.

3. Does the funding from this request help leverage other funds for the project?

Yes. The Rasmuson Foundation, the Alaska State Council on the Arts, Rube Crossett and other projected funding sources request or require matching funds for their grant applications. Support from the City of Sitka will demonstrate belief in the economic contribution of the arts and the role the arts play in shaping how a community comes together.

Organizational Capacity

1. **Track Record:** As discussed above, GSAC has an established history of successful programming and is poised to continue refining and adding to this programming. The transition to a new Executive Director will leverage GSAC into a sustainable, professional and leading organization.
2. **The new Executive Director** (as of August 1, 2014), Sarah Lawrie, recently achieved her Masters in Fine Arts from Dunedin School of Art in New Zealand. This three year immersive experience combined with a previous ten involved in the arts have provided Mrs. Lawrie with a solid background in contemporary art history, theory and practice. While in art school Mrs. Lawrie volunteered for the non-profit Literacy Aotearoa and *Gyro*, the student newspaper. Mrs Lawrie serves as secretary on the Friends of Sheldon Jackson museum board. Most recently employed as the Program Director for GSAC, Mrs. Lawrie was responsible for the successful delivery of the Sitka Artisans Market and worked with the executive director to deliver GSAC's events, including administrative duties, creation and maintenance of web presence, advertising, grant writing, and promotion. Prior to entering the arts field, Mrs. Lawrie owned Southeast Marine Services (a yacht detailing service), worked as an administrative assistant at Sitka Dental Clinic and as an assistant librarian at Stratton Library and is an artist herself.
3. **The contract Program Director**, Jeff Budd, holds a Masters degree in Juvenile Corrections, and brings a wealth of experience to this position, having served as the Executive Director of GSAC for four years. Mr. Budd's career has largely been dedicated to community and youth support having been employed as a career guide with the State of Alaska, the executive director of Sitka Prevention and Treatment Services, the executive director of the Sitka Teen Center, working to implement the Ready for Work program in Ketchikan, and was the executive director for Ketchikan Youth Services. In the private sector Mr. Budd was the owner/operator of Sitka Bike & Hike with a staff of thirty. Mr Budd serves on Rotary, Junior Achievement, State of Alaska (Outdoor Recreation Trail Advisory Board), and Sitka Summer Music Festival boards.
4. **Community Support:** The Greater Sitka Arts Council has increased membership each of the last three years and are proud to report that our membership has grown to 382-its highest ever. In total, our events were attended by an estimated 5,000 Sitkans and 275 youth participated in our programs. GSAC's board is a one hundred percent giving board.
5. **Board Attendance:** The Greater Sitka Arts Council meets ten to eleven times a year. The board has established committees and has a five year strategic plan. Currently, GSAC has eleven board members and is actively seeking additional members.
6. List of Board Members and Officers:

John Stein, President

Pat Hughes, Vice President

Cleo Brylinsky, Treasurer

Ana Dittmar, Member

Sandra Fontaine, Member

Ted Howard, Member

Eugene Solovyov, Member

Jackie Fernandez, Member

Heather Bauscher, Member

Sandra Rudd, Member

Larisa Manewal, Member

Budget

Statement of assets, revenues, and expenditures for previous year.

Assets - Computer \$500.00, Personal property \$9,000.00

GSAC FY June 2013 through May 2014

Gross Revenue 79,124.00

Gross Expenses 78,920.00

Greater Sitka Arts Council Current Organizational Operating Budget

FY 2015 Budget

<u>Income</u>	<u>Amount</u>
City of Sitka, this request	\$8,000.00
Grants	\$9,000.00
Box Office receipts	\$29,000.00
Membership contributions/donors	\$5,000.00
Sitka Artisan Market	\$5,000.00
Equipment Rental	\$300.00
Pick Click	\$1,200.00
Board contributions	\$500.00
Total Income	\$58,000.00

<u>Expenses</u>	<u>Amount</u>	<u>In-kind</u>
Wages		
Travel/Training	\$2,000.00	\$1500.00
Gas		\$1,500.00
Supplies	\$1,000.00	
Facilities:		
Rent	\$4,200.00	\$2,000.00
Phone/internet	\$600.00	\$700.00
Postage/box rent	\$300.00	
Equipment:		
Purchases	\$3,000.00	\$500.00
Other		
Contractual Services/AmeriCorps	\$14,400.00	\$2000.00
Contractual Services, Executive Director	\$12,000.00	\$1,000.00
Contractual Services/Program Director	\$3000.00	\$2000.00
Intern	\$1000.00	\$1500.00
Theater	\$2,500.00	
Art Scholarship Grants	\$1,000.00	
Performance Grants	\$1000.00	
Melodrama	\$1,500.00	
Sitka Arti Gras	\$3,000.00	
Sitka Artisan Market	\$3,500.00	
Wearable Art Show	\$2,500.00	
Holiday Art party	\$300.00	
Accounting	\$500.00	
Insurance	\$1,200.00	
Licenses Fees	\$500.00	
Bank fees	\$100.00	
Contingency	\$1,500.00	
Total expenses	\$57,100.00	\$12,700.00

Itemized list of grants received or pending:

Received:

Sitka Charitable Trust - \$1098.00
State of Alaska Council on the Arts - \$3,100.00
Alaska Community Foundation \$2981.00
Greater Sitka Legacy Fund - \$550.00

Pending:

City of Sitka (this request) - \$8,000.00

Required Documentation

Attached:

Copy of Nonprofit documentation
Current State of Alaska nonprofit business license

Internal Revenue Service

Date: September 9, 2005

GREATER SITKA ARTS COUNCIL INC
BOX 564
SITKA AK 99835-0564

Department of the Treasury
P. O. Box 2509
Cincinnati, OH 45201

Person to Contact:
Sheila Schrom 31-02836
Customer Service Representative
Toll Free Telephone Number:
8:30 a.m. to 5:30 p.m. ET
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
23-7279104

Dear Sir or Madam:

This is in response to your request of September 9, 2005, regarding your organization's tax-exempt status.

In August 1973 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Janna K. Skufca, Director, TE/GE
Customer Account Services

Alaska Business License #

919977

Alaska Department of Commerce, Community, and Economic Development

Division of Corporations, Business and Professional Licensing

P.O. Box 110806, Juneau, Alaska 99811-0806

This is to certify that

GREATER SITKA ARTS COUNCIL INC

P.O. BOX 564 SITKA AK 99835

owned by

GREATER SITKA ARTS COUNCIL INC

is licensed by the department to conduct business for the period

November 27, 2012 through December 31, 2014
for the following line of business:

92 - Public Administration

This license shall not be taken as permission to do business in the state without having complied with the other requirements of the laws of the State or of the United States.

This license must be posted in a conspicuous place at the business location. It is not transferable or assignable.

Susan K. Bell
Commissioner

