



Meeting/Event Grant Application

Requests Must be Submitted Prior to the 1st Tuesday of Each Month to be included in the Chamber of Commerce Executive Board Agenda.

Applications should be mailed to: The Clinton Chamber of Commerce 101 S. 4th St. Clinton, OK 73601.

Organization Applicant Information

Organization/Agency Name: <u>Buffalogus Arts Institute, Inc.</u>		Date: <u>05/31/2022</u>
Mailing Address: <u>501 Prairie Chief Avenue</u>		Phone: <u>405-657-6804</u>
City: <u>Clinton</u>	State: <u>OK</u>	ZIP Code: <u>73601</u>
Year Founded/Established: <u>2016</u>	Non-Profit: <input checked="" type="radio"/> Yes <input type="radio"/> No (Please circle)	Website: <u>N/A</u>
Type of Organization/Agency (brief description of activities and primary purpose): <u>501(c)3 corp. with purpose to foster the arts in Oklahoma, with focus on children, youth & multi-cultural relationship-building.</u>		

Event/Emergency Contact Information

Event Contact Person: <u>Donelle Rathel Wallmann</u>		Title: <u>Pres/Ex. Director</u>
Address: <u>(work - same) Home - 22409 E. 1110 Rd</u>		Phone: <u>405.657.6804</u>
City: <u>Bessie</u>	State: <u>OK</u>	Zip: <u>73622</u>
Email Address: <u>donellerathel@gmail.com</u>		2 nd Phone: <u>580-323-2764</u>

Meeting/Event Information

Name of Meeting/Event: <u>Clinton Fall Festival</u>			
Date Event Begins: <u>4th Saturday in Sept.</u>	Date Event Ends: <u>Same Date</u>		
Full Description of proposed Fund usage for Meeting/Event: (Be specific): <u>Please see attached.</u>			

Date of Last Meeting/Event:	<u>9/2017</u>	Number/Years Previously Received Funds	<u>2017</u>	Meeting/Event Funding Amount Requested:	\$ <u>10,000</u>
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Meeting/Event Grant Application (Continued)

Organization/Agency Name: Buffalograss Arts Institute, Inc. Date: 05/31/2022

Economic Impact

Anticipated Economic Benefit or Impact to the City of Clinton: Year One - \$3,000 - \$5,000 Year Five - \$15,000 \$20,000

Expected Visitor Attendance to Clinton:	<u>150-350</u>	Local Visitors (within 75 miles):	<u>200-225</u>	Area Visitors (outside 75 miles):	<u>@150-160</u>	Out of State Visitors:	<u>@20</u>
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Total Expected Number of Hotel/Motel Room Nights Required (# nights x # rooms): Year One 3-5 Host Hotel/Motel: Days Inn for Artists

Overflow Hotels/Motels: Hampton Inn - Holiday Inn Express

Anticipated Meeting/Event Facilities Required: N/A

Dispersal Information

Name and Address to Appear on Check: Buffalograss Arts Institute, Inc.

Name: _____
 Address: 501 Prairie Chief Avenue
 City: Clinton State: OK ZIP Code: 73601

Terms

We acknowledge the Organization information included in this application is true and accurate with no facts having been in any way misrepresented. Should an approved event be CANCELED after the funds have been disbursed, then we, the Organization, agree to repay all funds received within 30 days of the scheduled event or date of cancellation.

Authorized Applicant Signature: [Signature] Applicant Title: President/Executive Director
 Printed Name: Donelle R. Rathel Application Date: 05/31/2022

Before submitting this request, please ensure all pages have been completed in their entirety and proper signatures are included. If a question is not answered, please state why it is not answered.

Funding Process

The Clinton Chamber of Commerce Executive Board will review all applications during the Executive Session scheduled on the 2nd Wednesday of each month. Once reviewed, recommendations will be presented to the City of Clinton City Council during 3rd Tuesday regularly scheduled meetings. A representative from the organization requesting funds may be present at the Clinton Chamber of Commerce Executive Board meeting and the Clinton City Council meeting to address any questions or concerns.

Clinton Chamber of Commerce Executive Board Funding Recommendation

Grant Amount Recommended to the Clinton City Council for Final Approval:	<u>\$ 10,000</u>	Date:	<u>07/08/22</u>
Signature of Clinton Chamber of Commerce Board Chair or Acting Chair:		Printed Name:	
<u>[Signature]</u>		<u>Billy Goodwin</u>	

SPECIAL EVENT PERMIT APPLICATION
BUFFALOGRASS ARTS INSTITUTE, INC.

- I. Date:** September 24, 2022 (in future years, the fourth Saturday in September).
- II. Location:** Downtown Clinton;
Frisco Avenue, between 4th Street and 8th Street, inclusive of side streets intersecting Frisco Avenue, between Gary Boulevard and Avant Avenue.
- III. Type of Event:** Festival; visual and performance art, music, beer garden.
- IV. General Public:** Invited. Advertising through social media, traditional advertising, and through Oklahoma Department of Tourism
- V. Sponsoring Organization:** Buffalograss Arts Institute, Inc.
- Type:** Non-Profit (IRC 501c3 approved).
- Primary Contact:** Donelle Ratheal Wollmann
donelleratheal@gmail.com
405.657.6804 (cell phone)
580.323.2764 (law office)
580.309.7651 (store)
- Secondary Contact:** Kathryn Biggers
biggersk@gmail.com
580.302.2054 (cell phone)
- Fundraiser:** No.

VI. Event Summary:

Set Up Date: 09/24/2022
Set Up Time: 7:00 o'clock a.m.
Event Start Date: 09/24/2022
Event Start Time: 10:00 o'clock a.m.
Event End Date: 09/24/2022
Event End Time: 4:00 o'clock p.m.
Dismantle Date: 09/24/2022
Dismantle Time: 4:45 o'clock p.m.
Expected Attendance: 250-350 (first year)

VII. Special Arrangements:

Trash Receptacles: Yes (1 per side street for food vendors and meals; 1 per block for artists and attendees).

Water Service: Yes (for food vendors if needed).

Electrical Service: Yes (electrical cords for artist and staff/volunteer tents).

Restroom Facilities: Yes (porta-johns if available; if not, will be rented with grant monies).

Site Cleanup: Yes (removal of trash receptacles and sweep truck).

Food Sales & Service: Yes (food trucks and vendors).

Beverage Sales & Service: Yes (alcoholic and nonalcoholic).

Event Stage/Sound System: Yes.

Tents On-Site: Yes.

Special Event Pole Banners: Yes.

Notice to Adjacent Property & Business Owners: Written notice upon approval of permit.

VIII. Site Plan: See attached.

IX. Food/Beverage/Sales:

Charge for Booth/Vendors: Yes. \$30 per booth space; \$15 for electrical access/use; \$100 for tent rental % 5% commission on all sales (adult artists only); food vendors, based upon Clinton Chamber recommendations.

Alcoholic Beverages: Yes.

Type: Sale of Beer, Ale, Hard Cider.

Alcohol Permit: In process with Application to Able Commission.

Food Preparation: By food vendors only.

County Health Dept Permits: In process as applicable.

X. Traffic & Parking:

Interruption of Traffic Flow: Yes.

Street Closings Requested: Yes. See site map.

Traffic Control Required: No. But, one police officer is requested to be on-site during the festival.

Parking Arrangements: Yes. Use of Frisco Center parking lot is requested on event date.

On-Site Parking Control: No.

XI. On-Site Security/Medical:

Event Security Required: No. But see Traffic Control response.

Fireworks/Pyrotechnics: No.

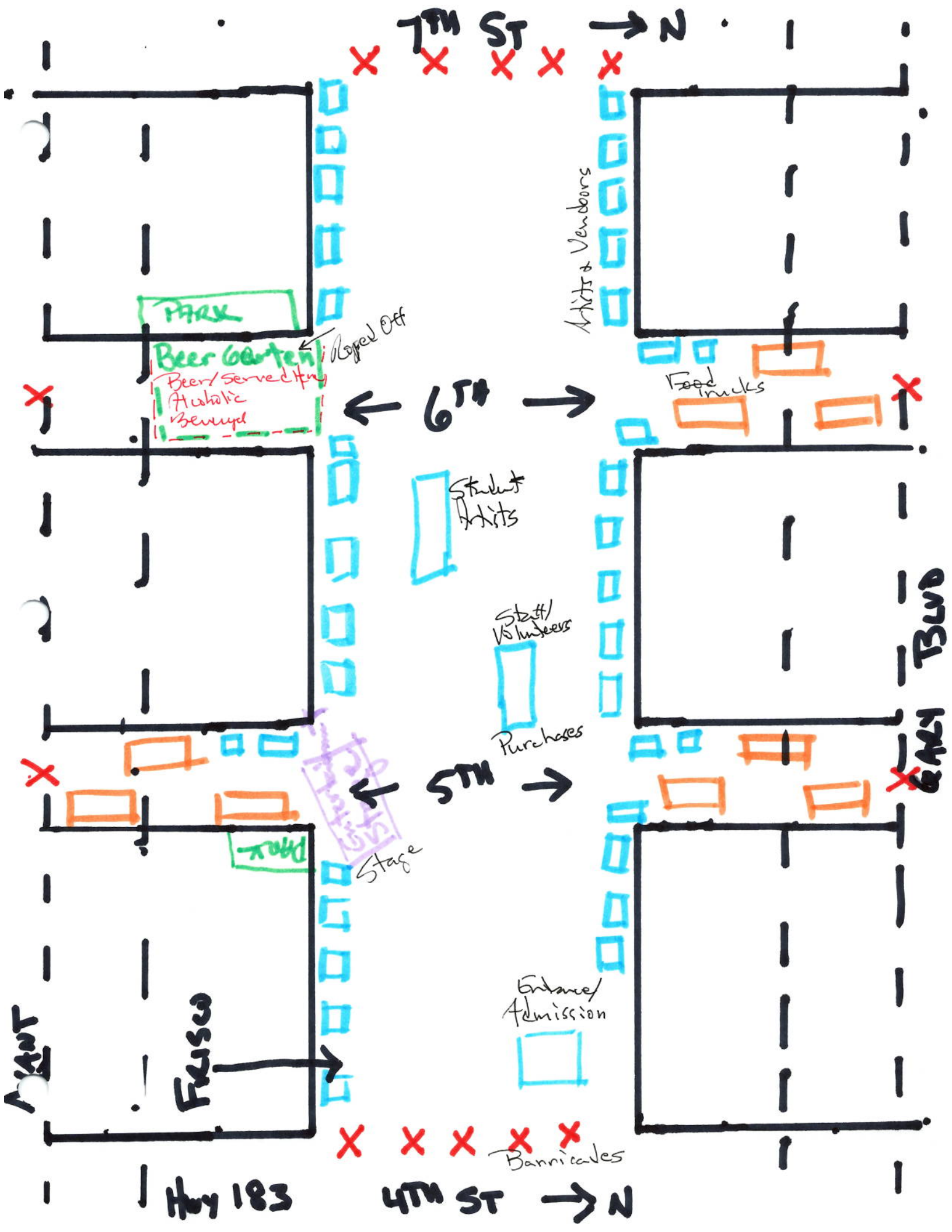
Hazardous Materials: No.

Firearms/Original & Replica No.

On behalf of Buffalograss Arts Institute, Inc., I certify that the information contained in this Application is true and correct to the best of my knowledge and belief. I have read, understand and agree to abide by the rules and regulations governing the proposed Special Event under the City of Clinton Municipal Code. Buffalograss Arts Institute, Inc. will be responsible for any damages to city equipment or facilities. Buffalograss Arts Institute, Inc. will comply with all other requirements of the City of Clinton, Custer County and the State of Oklahoma, and any other applicable entity which may relate to the use of the Event venue. If a possessory interest subject to property tax is created by this use permit, Buffalograss Arts Institute, Inc. agrees to pay all possessory interest taxes and the City of Clinton will not be liable for the payment of said taxes. Buffalograss Arts Institute, Inc., further agrees to abide by these rules. I am authorized to commit Buffalograss Arts Institute, Inc. to the terms and requirements of this Application and agreement.

Applicant Name: Donelle Ratheal Wollmann Application Date: 05/31/2022

Applicant Signature: 



CLINTON EVENT GRANT APPLICATION

CLINTON ANNUAL FALL FESTIVAL – YEAR 2022

I. 2022 GRANT REQUEST:

A. Amount: \$10,000

B. Purpose: Infrastructure

C. Purchases:

(1) Digital and Hard Copy Branding for Regional and National Advertising; and,

(2) Commercial Quality Canopy Tents and Tent/Artwork Accessories

II. BACKGROUND:

The Clinton Arts Council (“CAC”) is a longstanding cultural organization in our community. It was and remains a 501c3 organization in good standing, per its president. Several years ago, funding sources disappeared for rural cultural events, including CAC’s Arts and Crafts Festival.

In early 2017, the CAC was reactivated with a new board and directors. It submitted a grant to the Clinton City Council for financial assistance to resume the annual Clinton Arts Festival in fall 2017. Prizes for outstanding artistic works were awarded. Several local individuals committed to buy artwork through purchase awards.

The event was a resounding success. The event had 28 adult artists participate in the 2017 festival. A large percentage of Clinton’s children and student artists participated. Adult artist response to the event was extremely positive, and all who were orally polled responded that they would return.

Festival attendance was strong. The Festival event included the daytime arts festival, and an evening band concert.

2018 and 2019 did not include an annual arts Festival, based upon several factors. The major factor was CAC's decision to give itself a reasonable time frame to allow it to develop long-term strategies and goals for the Festival event.

CAC goals included decisions regarding infrastructure and hardscape, funding sources through performing arts grants, and creating a brand/logo. All of these discussions and decisions were taken to sustain and promote the Festival within and outside of the "Hub City" area, with a multiple year commitment, rather than an ad hoc preparation year by year. CAC agreed that the Festival event should have a consistent community presence, local and regional.

In the fall of 2019, some of CAC's members formed a Festival Committee with other individuals to build on CAC's initial goals. The Festival Committee is comprised of local retail owners, CAC members, and volunteers from Clinton and surrounding communities.

The Retail Committee of the Clinton Chamber of Commerce expressed support and offered volunteers for the Festival. Buffalograss Arts Institute, another local 501c3 organization¹, offered to write the necessary grants and co-sponsor the Festival event.

The Festival Committee reached the following conclusions after a series of in-person meetings and informal discussions:

- (a) The Festival will be held on the last Saturday of September every year, to allow artists, visitors and local citizens to plan ahead for attendance and/or participation in the event.
- (b) A "brand" will be created for the Festival event, through a marketing company, The Festival brand/logo will be consistently used in local and regional advertising and for submissions to the Oklahoma Department of Tourism and Route 66

¹ See Exhibit "A" – Notice of IRS Approval of 501c3 Organization.

publications/organizations. It will be used on all Festival paper goods, including T-shirts and memorabilia.

- (c) The Festival will be comprised of components that recognize and celebrate the diversified community of Clinton and Western Oklahoma.
- (d) The components will include performance and visual art, food offerings and an atmosphere that reflects the cultural history of Clinton and Western Oklahoma.
- (e) The Festival will encourage all forms of art, including but not limited to performance (storytelling and theater), musical and visual art experiences from a diversity of cultures found within the State of Oklahoma and Western Oklahoma.

To facilitate the above goals, the following tasks have been identified for a successful annual event:

- (a) Invitations will be extended to schools within the “hub” community, private and public, so that all children may participate as artists, from kindergarten through high school.
- (b) Invitations will be extended to past participants of the Festival, and potential participants; the invitation to participate will include a request for a summary of the artwork/performance presentation, and a facsimile, if possible (e.g., photographs of some of the artist’s work, a brief audio file of the musical performance).
- (c) Each artist who shows/performs will have a volunteer assistant (high school through adult) to facilitate breaks, run errands, and make the day easy and pleasant (we anticipate one volunteer for two artists in adjoining tents).
- (d) Each adult artist will have the option to bring his/her own canopy tent or may rent one, set up and ready for use on the day of the Festival.

- (e) The artist Festival entry fee will include the volunteer, free bottled water, and a free box lunch.
- (f) The artist will have the opportunity during the Festival to complete an application for next year's Festival, with a 10% discount for a prepaid application submitted by the end of the Festival day.
- (g) Child visual artists will be shown in a separate area, under a large canopy tent. Inclusion requires completion of an art show application by a guardian, and participation is free.
- (h) Prizes will be:
 - (1) Adult Grand Prize: \$750 for Best Overall Art Performance/Work;
 - (2) Adult First Prize: \$500 each for best Visual, Musical and Performance (storytelling/theater) in its class;
 - (3) Children: \$125 for best artwork in the 10th – 12th grades; \$100 for best artwork in the 7th – 9th grades; \$75 for best artwork in the 4th – 6th grades; \$50 for best artwork in the 1st – 3rd grades; and \$25 for best artwork in kindergarten. Each child artist may post one piece of art.
- (i) Post-Festival surveys will be emailed to artist participants for helpful feedback and improvements to the following year's Festival. Post-Festival surveys will be emailed to attendees who accept the email invitation when paying the Festival entrance fee.
- (j) Festival participation will be free to all children/youth artists up through 12th grade; the adult artist Festival participation fee is \$35 for booth space (no supplies provided); \$15 for electrical access/set up for the booth space, and \$100 to rent a Festival artist tent. A 5% commission will be charged for all of the artist's sales.

(k) Festival entrance admission will be free for all children 12 and under accompanied by a paying adult. Adults 18 or older will pay \$15 (individual) or \$25 (family) and receive a ticket for a drawing to win artwork valued at \$500 or more.

The Festival Committee discussed the definition of “art” at length. Art is an expression of creativity, whether its format/basis is cultural, historical (quilting), classic, traditional or modern (digital). All forms of art are welcomed, so long as the artwork and/or performance are adequately described in the application and the Festival Committee approves it.

To ensure a pleasant, inclusive experience for all Festival artists and attendees, a standard of acceptable artwork/performance is established. No artwork/performance will be approved if it includes hate speech, is denigrating or demeaning in any manner toward any person, or if it falls within the definitions of “pornography” and/or “child pornography” in federal law.

The Festival has the right to decline a submission of artwork that violates this standard. It also has the right to ask an artist to leave the Festival if the artist refuses to remove artwork that violates this standard.

III. STATUS OF FESTIVAL PLANS:

The Festival Committee’s initial goal was to resume the Festival in fall 2020. Unfortunately, the COVID-19 pandemic, together with the subsequent Delta and Omicron variants, scuttled Festival plans. The current goal is to re-start the Festival event this year, with a five-year plan for growth and outreach. A late start is due to the Omicron variant, and concerns that another break out of the variant would occur in spring.

The Festival event application has been completed and concurrently submitted to the City of Clinton for the necessary permits and licenses. The date of September 24, 2022 was discussed with the City Manager’s office to ensure that there are no conflicts on the calendar.

A marketing/design company has been selected. This is considered a “small” project, as it has a specific purpose for a specific event.

It is anticipated that the timeline for the logo/design/brand will be approximately four (4) weeks from the date of the execution of the contract with the marketing/design company. The estimated cost is approximately \$5,000. The logo will not be available for initial marketing but should be available in August for the Festival itself (with the assumption that funding will be available by the end of June 2022).

Invitations are being sent to the 2017 Festival attending artists. The “Call to Artists” is being prepared for submission to Oklahoma artist venues and publications, including but not limited to Native American publications.

The primary infrastructure costs for which the grant monies will be used are:

- (1) Artist tents with grid panels and accessories;
- (2) Tent(s) for the children/youth artist entries; and,
- (2) Staff tents (welcome/ticket/admission and volunteer/service/first aid).

The price range for a good quality 8 ft x 8 ft pop-up canopy tent (without sides) ranges between \$109 and \$209. A good candidate/example (Costway) is attached.² With three side walls and increasing the size to 10 ft x 10 ft, the price increases to \$260 (although it is on sale for \$189 at this time).

The price range for a Eurmax top quality 10 x 10 canopy tent (including 3 sides, an entry panel and an awning) ranges between \$266 and \$300. An example is attached.³ The 10 x 10

² See Exhibit “B” – customer reviews were very high, including tent’s sturdiness against the wind, and attached sandbags for added weight and stability.

³ See Exhibit “C” – customer reviews are high as to fire retardant fabric, sturdiness, and long-lasting quality.

canopy tent can be connected to make a tent of either 20 or 30 feet in length for the children/youth art show, and to house the administrative volunteers.

The price range for three sets (2 per pack) of grids, with legs for added stability, for each canopy tent is approximately \$232.50.⁴ Adding the gridwall sign holder is approximately \$10 per canopy tent. Adding the rain gutter for the double/triple tent is approximately \$30 - \$60 per unit, depending upon the length.

Purchasing commercial quality tents reduces weather complications affecting Festival attendance, protects artists and their artwork, and shades the festival attendees and volunteers during the day. It allows for placement of tent banners for identification and flexibility depending on weather. The only remaining detail is storage; with the compact size, the storage footprint of 10-20 tent units is relatively small.

IV. BENEFITS TO CLINTON:

The benefits to the Clinton community include (a) building up a consistent tourist revenue source: out of town visitors who will attend the Festival, purchase food, beverages, fuel and/or artwork; (b) artists who will attend the Festival, purchasing food, beverages and/or fuel, with some artists electing to spend the night either before or after the Festival event; (c) Clinton residents who will have the opportunity to purchase artwork in their town, rather than out of town or out of state; (d) the City of Clinton, which will receive city tax proceeds on the sale of food, beverages and artwork.

Art festivals are a known and proven vehicle for driving tourism and sales revenue to a community. Clinton has enjoyed the success of its arts festivals in past years; it is poised to do so

⁴ See Exhibit "D".

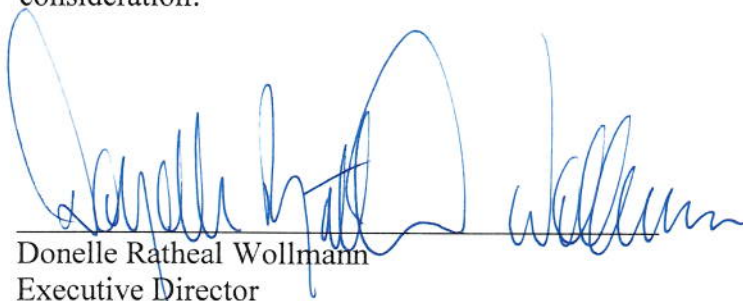
again, thanks to the hard work and long-term commitment of two nonprofit organizations and Clinton's Chamber retail member committee.

It is anticipated that sales revenue for the Arts Festival will be no less than in 2017, and most likely more as we build a consistent presence on the Oklahoma Department of Tourism calendar. Artists are eager to attend art festivals, as they lost the opportunity in 2020 and 2021. People are eager to return to the festivals as yet another indicator of returning to normal, after the extended pandemic.

An example is Elk City's fall festival, in existence for over forty years. The TravelOK website reflected anticipated attendance for the 2021 festival at approximately 6,000. A total of 6,000 people dining, buying fuel and artwork is a considerable sum in tax revenue.

It would be unrealistic to plan for 6,000 attendees for the 2022 Arts Festival. But, with our joint commitment to long-term strategy and goal-setting, and with the hope of no pandemics in the near future, Clinton can look forward to a pattern of growth in attendance and revenue in sales and taxes through its Fall Festival.

If you have any questions after a review of the Application, please email me at donelleratheal@gmail.com or call my on my cell phone, listed below. Thank you for your consideration!



Donelle Ratheal Wollmann
Executive Director
Buffalograss Arts Institute, Inc.
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