

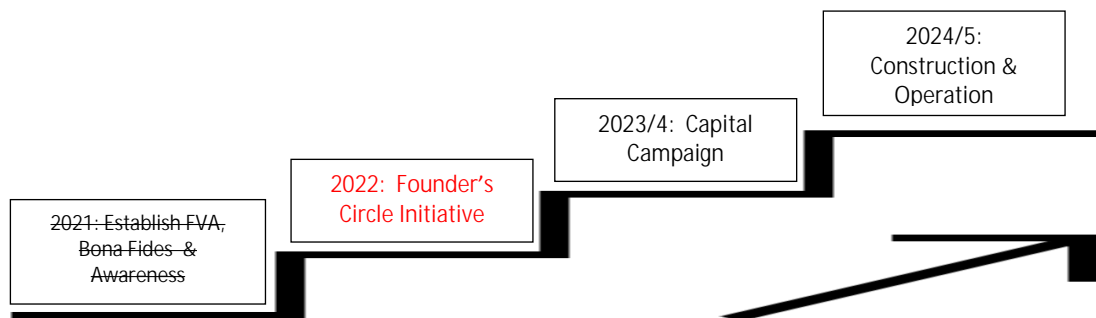
Fraser Public Arts and Fraser Valley Arts (501c3) Update and Strategy

2021

- Fraser Valley Arts 501c3 incorporated
 - Mission: Fraser Center for the Creative Arts
 - 2020 Goal: Establish credibility and financial track record
- Sculpture Dedication
- FMMF
 - Record fundraising for FVA
 - Robust business in town
- FVA: Plein Air @ Altitude (9/10 & 11)
 - Fundraiser for FVA
 - Underwriters: Koelbel, WP/F Chamber, Lions Club, Grand Foundation, REWP, FV Rec, Town, Grand County
 - Engaged with CCI, Grand County, other state bodies
 - Establish revenue & programming track record
- Add Fall Event: Artisan Oktoberfest (9/17-19)
- Historic Church Investigation

2022

- Build Fraser Valley Arts brand and enhance Fraser as an arts destination
 - Double down on FMMF, Plein Air @ Altitude, and Fire and Ice
 - Mural commissions
 - Sculpture installations (will be 7 in last 10 months by early summer)
 - Town of Fraser commitment: \$90k in arts budget, proceeds from Mural Fest to FVA, land donation, first into the Founder's Circle (TBD)
- Begin Founders Campaign for FVA
 - Challenge: Large grants require history and financial matching 30-50%
- Strategy:



Founder' Circle Initiative

- Modeled after the Art Center at Wilits in Basalt, which was modeled on the approach to the Hollywood Bowl in LA
- Focus = local, smaller sums 20-25 donors at \$30,000 over two years
 - Grand Foundation and Town of Fraser as key "connectors" to others

- Founders forever receive priority access to events and programming, along with recognition in/at the entry of the Center
- Goal: Annual Commitment of \$300,000, \$600,000 total
- \$30,000 over two years -- Towns of Fraser and Winter Park, Grand Foundation, Lions, Koelbel, Chamber, etc
 - (If successful, CCI Grant in 2022)
- Purpose:
 - Hire a staff member for grant writing and programming; accelerate fundraising
 - Allow Board to focus on fundraising, not programming
 - Be able to compete for national and regional 7 figure grants

Capital Campaign

- State and National Foundations for the Arts and Community Development
- CCI, Walton, Gates Family, Boetcher, El Pomar, Colorado Historic, etc
- Get to \$6m in commitments and then apply for bonds/low interest loans to accelerate

How You Can Help

Evidence of financial commitment to FVA/Creative Center

- √ Town of Fraser: Land donated, prior donations, 2019-22 budgets
 - Creative District
- Town and Grand Foundation: \$15/year added to PAC budget, earmarked to FVA, for two years
 - Host a meeting for other key players

Art in Public Places Budget	2018 Actuals	2019 Budget	2020 Budget	2021 Budget	2022 Proposal	2022 Comments
	22,713	75,000	60,000	91,100		
Mural Festival			20,000	35,000	50,000	Expand to 30-35 artists, hire an event company. Possibly add vendors. Build into stronger Sunday. Charge application fee.
Sculpture Program			15,000	15,000	15,000	1 Commission and 3 rentals. Sculpture park near ponds?
Mural Program			15,000	13,500	15,000	Use at least 10k for Mural Fest Award (pending travel requirements of artist)
Artisan Oktoberfest			10,000	10,000	3,500	Start a second event aimed at also driving arts reputation and visitation to Fraser and local businesses during shoulder season
Zepher Chair Upkeep				2,600	600	Repainting of about 1/3 of the chairs, prioritizing the ones showing the most wear. (\$200/chair)
Fraser Fire and Ice					7000	Expand based on reception of public last year
New: FVA					15,000	Annual commitment to Fraser Valley Arts, helps FVA with grants and fundraising for remainder of the funds
Totals					106,000	YoY Budget Unchanged except for Church Renovation \$