



STATE OF MISSOURI  
MISSOURI ARTS COUNCIL  
**GRANT AGREEMENT OVER \$5,000**

815 OLIVE STREET, SUITE 16  
ST. LOUIS, MO 63101-1503  
(314) 340-6845  
(866) 407-4752 TOLL FREE  
(800) 735-2966 TDD

**Grant Number  
18ADS00038**

This Grant Agreement, entered into this **1st** day of **July, 2017**, between the **MISSOURI STATE COUNCIL ON THE ARTS**, an agency of the State of Missouri, (the "Council"), and **City of Columbia (Parks and Recreation Department)**, (the "Grantee").

**WHEREAS**, pursuant to Section 185.050, RSMo, the Council may award grants to organizations to stimulate the growth, development, and appreciation of the arts in Missouri.

**WHEREAS**, Grantee has submitted its proposal (the "Project Proposal," attached as Attachment A and incorporated herein by reference or on file) to the Council for a project entitled "**2017-2018 Festival Program**," (the "Project"); and

**WHEREAS**, the Council has authorized funds to be reserved, on a matching basis, in an amount stated in Section 3 of this Grant Agreement for the performance of the Project.

**NOW, THEREFORE**, the Council and Grantee do mutually agree as follows:

1. Grantee agrees, for the consideration hereinafter set forth, to provide the necessary personnel, facilities, supplies, equipment, and related resources and skills to perform and accomplish the Project in accordance with the Project Proposal.

2. Grantee shall perform all work necessary to complete the Project between the date of this Agreement and June 30, 2018 (the "Project Period") and in accordance with the schedule contained in the Project Proposal.

3. The Council agrees to provide partial funding for the Project, up to a maximum of **six thousand six hundred twenty-two dollars and no cents (\$6,622.00)**, conditioned upon the terms of this Grant Agreement, including, but not limited to, the following:

- (a) The successful completion of the Project in accordance with the Project Proposal;
- (b) Unless otherwise approved in the Project budget, the Council's grant funds shall not exceed fifty percent (50%) of the total cost of the Project; and
- (c) Grantee understands and agrees that the grant amount set forth herein may be reduced unilaterally by the Council and the State of Missouri due to the unavailability of funds or reduced appropriation authority, including, but not limited to, withholdings made pursuant to MO. Const. Art. IV §27. Grantee further understands and agrees that neither the Council nor the State of Missouri shall be liable for any costs associated with termination caused by lack of funds, appropriations or withholdings.

4. Grantee agrees that funding provided by this Grant Agreement shall not be used to pay for any current or future debts or deficits of the Grantee.

5. Grantee agrees that it will include the Council logo and the following credit line in all advertising, website, title panels, catalogues, flyers, posters, literature, film/video credits, news releases, printed programs, public broadcasts, promotion and publicity set out in a prominent location and type size: "**FINANCIAL ASSISTANCE FOR THIS PROJECT HAS BEEN PROVIDED BY THE MISSOURI ARTS COUNCIL, A STATE AGENCY.**"

6. Grantee agrees that any variance in the total Project costs exceeding ten percent (10%) of the approved Project budget contained in the Project Proposal must be approved by the Council.

7. Grantee agrees that the State of Missouri's execution of this Grant Agreement is predicated, in part and among other considerations, on the utilization of the specific individual(s) and/or personnel qualification(s) identified and/or described in the Project Proposal. Therefore, the Grantee agrees that no substitution of such specific individual(s) and/or personnel qualification(s) shall be made without the prior approval of the Council, which approval shall not be unreasonably withheld.

8. Grantee agrees to notify the Council in writing if, for any reason, the Grantee cannot perform all or part of the Project and therefore may be required to release all or a portion of the Council funding for the Project.

9. Grantee agrees that the Council may withhold payment of the funds awarded under this Grant Agreement until the Grantee has satisfied all requirements of this Grant Agreement and Grant Agreements previously entered into between this Grantee and the Council.

10. Grantee agrees that it will conform with the following conditions, if applicable:

**N/A**

11. Grantee agrees that any changes in the approved Project Proposal, including, but not limited to, Project description, personnel, or schedule must be approved by the Council prior to the time the Project occurs.

12. The Council agrees to pay the Grantee funds up to the amount stated in Section 3 of this Grant Agreement upon receipt of a duly executed invoice(s) evidencing Project costs incurred in accordance with the Project Proposal.

13. Grantee agrees to invoice the Council for reimbursable Project costs as soon as the Grantee has completed the following:

- (a) Spent the money for the approved Council-funded project between July 1, 2017 and June 30, 2018.
- (b) Spent the matching funds. Most Council awards must be matched with cash.
- (c) Ensure the signed Grant Agreement is on file with the Council.
- (d) Ensure the completed E-Verify documentation is on file with the Council.

Invoice the Council for reimbursable Project costs no later than thirty (30) days after completion of the Project, or by the third Monday in June 2018, whichever occurs first.

14. Grantee agrees that Council and governmental auditors and representatives shall have access to any and all of the Grantee's books, documents, papers, memoranda, and other records for the purpose of audit or examination of any information submitted to the Council, or contained in the Project Proposal, and/or the receipts and disbursements of the funds made available to Grantee from any source under this Grant. Grantee further agrees that costs to resolve or ameliorate any audit exception noted by governmental auditors or representatives shall not be reimbursed by the Council and shall be the sole responsibility of the Grantee. The Grantee agrees that it will maintain adequate records to substantiate all information reported for a period of no less than three (3) years from the end of the Project Period.

15. Grantee agrees that all funds received from the Council and expended by the Grantee under this Grant Agreement shall be held and used by the Grantee for the sole purpose of accomplishing the Project, and none of the funds so held or received shall be diverted to any other use or purpose.

16. Grantee agrees to abide by and comply with all applicable regulations and policies of the Council, as well as all other applicable state and federal laws, regulations, and executive orders. This Grant Agreement shall be construed in accordance with the laws of the State of Missouri. In any action between the parties arising out of or relating to this Agreement or any of the transactions contemplated by this Agreement, each party irrevocably and unconditionally consents and submits to the exclusive jurisdiction of (i) the state courts located in Cole County Missouri and, if jurisdiction is established, (ii) the United States District Court for the Western District of Missouri.

17. Grantee agrees that it will furnish a completed Final Report to the Council, as described in the Council Grant Requirements, no later than thirty (30) days after the completion of the Project, or by July 16, 2018, whichever occurs first.

18. Grantee agrees to comply with all civil rights and anti-discrimination laws, and further agrees not to discriminate against any employee or applicant for employment on the basis of race, color, religion, creed, national origin, sex, sexual orientation, age, or veteran or disability status.

19. Grantee agrees to furnish a written notice to any labor union with which Grantee has a bargaining or other agreement, stating that Grantee does not discriminate in his employment practices on the basis of the categories stated in Section 18 of this Grant Agreement.

20. Grantee agrees to state, in all solicitations and advertisements for employees placed by or on behalf of Grantee, that all qualified applicants shall receive consideration for employment without regard to race, color, religion, creed, national origin, sex, sexual orientation, age, or veteran or disability status.

21. Grantee agrees to include the provisions of Section 18, 19, and 20 of this Grant Agreement in every subgrant entered into by the Grantee for the purpose of completing the Project as outlined in this Grant, such that these provisions as included in the subgrant will be binding upon the subgrantee.

22. Grantee shall not knowingly employ any person who is an unauthorized alien and, to the extent applicable, shall comply with federal law (8 U.S.C. § 1324a) requiring the examination of an appropriate document or documents to verify that each individual is not an unauthorized alien.

23. Grantee understands that, pursuant to Section 285.530.5, RSMo, a general contractor or subcontractor of any tier shall not be liable under Sections 285.525 to 285.550 when such general contractor or subcontractor contracts with its direct subcontractor who violates Section 285.530.1, if the contract binding the contractor and subcontractor affirmatively states that the direct subcontractor is not knowingly in violation of Section 285.530.1 and shall not henceforth be in such violation and the contractor or subcontractor receives a sworn affidavit under the penalty of perjury attesting to the fact that the direct subcontractor's employees are lawfully present in the United States.

24. Grantee understands that, pursuant to Section 285.530.5, RSMo, a Grantee or sub-grantee of any tier shall not be liable under Sections 285.525 to 285.550 when such Grantee or sub-grantee contracts with its direct sub-grantee who violates Section 285.530.1, if the contract binding the Grantee and sub-grantee affirmatively states that the direct sub-grantee is not knowingly in violation of Section 285.530.1 and shall not henceforth be in such violation and the Grantee or sub-grantee receives a sworn affidavit under the penalty of perjury attesting to the fact that the direct sub-grantee's employees are lawfully present in the United States.

25. Grantee understands that if it is found to have employed an unauthorized alien, Grantee may be subject to penalties pursuant to Sections 285.025 and 285.535, RSMo.

26. Grantee hereby agrees that, upon request, it will grant representatives of the Department of Economic Development (DED) access to the Grantee's property and furnish DED with copies of any records that may be necessary for the administration of this Project or to assess compliance with any other statute, rule, or requirement.

27. Grantee shall enroll and participate in a federal work authorization program (E-Verify) as defined in Section 285.525(6), RSMo. The Grantee shall verify the employment eligibility of every employee in the Grantee's hire whose employment commences after the Grantee enrolls in a federal work authorization program. The Grantee will maintain and, upon request, provide documentation demonstrating the Grantee's participation in a federal work authorization program with respect to employees working in connection with the activities that qualify the Grantee for this Grant.

28. Grantee agrees that if it fails to comply with any of the terms and conditions of this Grant Agreement, such failure shall entitle the Council to a recapture of any Grant funds previously distributed by the Council to the Grantee. It shall be the sole discretion of the Council to determine whether the Grantee has failed to comply with the Grant Agreement and the amount of funds that shall be repaid.

29. Grantee agrees to furnish the Council with: (1) the Certification attached hereto, signed and notarized; and (2) a copy of a fully-executed E-Verify Program for Employment Verification Memorandum of Understanding between Grantee and the Department of Homeland Security, United States Citizenship and Immigration Services (DHS-USCIS) and Social Security Administration. Grantee that has received over \$5,000 in funding in a previous fiscal year agrees to furnish only (1) the Certification.

30. The parties mutually agree that either party may terminate this Grant without penalty by giving thirty (30) days advance written notice to the other party. Grantee may not submit any invoices for expenses incurred after submission or receipt of a notice of termination. The Council, in its sole discretion, may require the Grantee to return any Grant funds distributed to the Grantee prior to termination which were not used for Project purposes.

31. This Grant may not be assigned by Grantee without the prior written approval of the Council.

EXECUTIVE DIRECTOR, MISSOURI STATE COUNCIL ON THE ARTS	DATE
GRANTEE'S AUTHORIZING SIGNATURE <b>(IN BLUE INK)</b> →	DATE →
PRINT NAME AND TITLE IN ORGANIZATION →	

**Applicant Information****Organization Name** City of Columbia (Parks and Recreation Department)**FEIN Number** 43-6000810**DUNS** 071989024**Mailing Address** PO Box 6015,  
Columbia, Missouri, 65205-6015**Phone** 573-874-6397**Fax****Website** www.como.gov**Physical Address** 1 S 7th St,  
Columbia, Missouri, 65201-4809**State House District** 45**State Senate District** 19**Congressional District** 04**Primary Contact** Karen Chandler**Title** Superintendent of Recreation & Community Programs**Phone** 573-874-6397**Email** karen.chandler@como.gov**Mission Statement**

"The Department of Parks & Recreation is committed to improving our community's health, stability, beauty, and quality of life by providing outstanding parks, trails, recreational facilities, and leisure opportunities for all Columbia citizens."

**Applicant Status** Government - Municipal**Applicant Institution** Parks and Recreation**Applicant Discipline** Multidisciplinary (variety of projects in different disciplines)

## A. Additional Applicant Information

<b>1. Popular Name, Department, Art Program or Doing Business As</b>	Heritage Festival, Columbia Parks & Recreation
<b>2. Are you a new or returning MAC applicant?</b>	Returning Applicant
<b>3. Grant Program</b>	Festivals
<b>4. Secondary Contact Name</b>	Cassie Dins
<b>4a. Secondary Contact Title or Position in Organization</b>	Recreation Specialist - Special Events and Facility Management
<b>4b. Secondary Contact Phone</b>	573-874-6341
<b>4c. Secondary Contact Email</b>	Cassie.Dins@como.gov
<b>5. What is the ending date of your organization's most recently completed fiscal year?</b>	09/30/2016
<b>6a. Organization's Operating Income</b>	\$4,400,926
<b>6b. Organization's Operating Expenses</b>	\$6,497,657
<b>6c. Dept./Program Operating Income</b>	\$256,056
<b>6d. Dept./Program Operating Expenses</b>	\$247,802

## B. Demographics

### Demographics

	Current Staff	Current Board	Current Volunteers
Asian	0	0	4
African American	3	0	10
Hispanic	1	0	2
American Indian/Alaska Native	0	0	0
White	24	7	59
Pacific Islander	0	0	0
Total	28	7	75

## C. Project Description

### 1. Proposed Project Title

Heritage Festival

### 2. What is the proposed project for MAC funding? What are the artistic components, project date(s) and location(s)?

40th Annual Heritage Festival and Craft Show

September 16th and 17th 2017

Historic Nifong Park, Columbia, Missouri

The festival, coordinated by Columbia Parks & Recreation, brings the community of Columbia together and welcomes visitors, to celebrate and recognize traditional entertainment on three stages that includes music, dancing and storytelling.

The proposed project for MAC funding is to *increase the visual and performing arts related component* of the Heritage Festival through the addition of performers that have previously been unavailable to us due to booking and travel costs. We will use the funding to diversify the cultures and arts represented through dance, music and other traditional arts. The Missouri Arts Council funding would be used to broaden the scope and diversity of performers and the historical aspect of their art. Entertainment being considered, if MAC funding were provided, include the following performances to diversify and add quality to the festival:

- Jim "Two Crows" Wallen - Mountain Man storyteller
- Kansas City Celtic Pipes and Drums
- Taiko Drumming
- Professor Farquar Medicine Man
- El Grupo Folklorico Atotonilco or Grupo Atlantico
- St Louis Irish Arts Musicians and Dancers
- Turpin Tyme Ragsters
- World African Arts
- Lemuel Shepard - Traditional Blues

Visitors to the Heritage Festival are able to listen, learn and see history as it comes alive. *Listen* to traditional and roots music performances including:

- American Indian Dancing
- German Music and Dance
- Dutch Clogging



- Portrayals of Historic Characters.

Styles of music represented include but are not limited to:

- Old Time Western
- Ethnic / Cultural
- String Bands
- Bluegrass
- Folk

Beyond the formal stages visitors will be immersed in the culture and arts of the past, involving all of their senses. They will *hear* children laughing as they attempt to milk our wooden “cows”, or reenactors telling the stories of the old west complete with cowboy dialect and slang. *Learn* about lost arts from artisans and tradesmen dressed in 19th century attire demonstrating their craft and selling their wares. *See* traditional wares, dress, instruments, dance regalia and handmade crafts, and the intricate details preserved inside of the Historic Maplewood Home, the Walter’s Boone County Historical Museum and Village. Even the *smells* of freshly baked bread, or hand carved wood add to the festival’s ability to re-connect the attendees with history through performance and visual art, and to do so in an environment that is free to attend and friendly to all ages.

Other activities offered at the festival include:

Children’s activities in the “Fun for Young’uns” area:

- Wax candle dipping, "Cow" Milking, Rope Making, Paper Hats, Stilts, Button Buzzies, Book Mark Stamping, Hayrides, Leaf Rubbings, Rag Doll Making, Ball N Cup game, Print Making

Numerous Traditional Artisans are also be on site demonstrating “lost arts” which include:

- Quilting, Weaving & Spinning, German Bobbin Lace, Tin Smithing, Rug Making, Basket weaving, Bread Making, Black Smithing

Reenactors and other interactive attractions include, but are not limited to:

- Cowboys with chuck wagons, Lewis and Clark Outpost, Mountain Man Camp

- Ghost Stories presented by the Mid-Missouri Organization of Storytellers
- Boone County Historical Museum and Village Tours- including the Historic Maplewood Home

**3. What is the purpose of the project? How does the project fit into the scope of the organization's mission and long range plans?**

City of Columbia's Parks & Recreation Department Mission:

*"The Department of Parks & Recreation is committed to improving our community's health, stability, beauty, and quality of life by providing outstanding parks, trails, recreational facilities, and leisure opportunities for all Columbia citizens."*

The purpose of the Heritage Festival is to provide a unique, educational and family friendly experience highlighting the cultural history to residents and visitors. A quote by Christian Metz, written in 1846 sums up the purpose - "Behold the work of the old, let your heritage not be lost, but bequeath it as a memory, treasure and blessing...gather the lost and the hidden and preserve it for thy children." Heritage oriented programs are valuable to our community as they provide a link to the arts and culture of our forefathers. We aim to preserve and share the beauty of these arts with the continuation of the Heritage Festival. As per our Mission Statement, we believe that quality leisure opportunities should be available for all of Columbia's citizens, which is why this festival is free to the public and accessible for all. Showcasing Columbia's events, culture and parks to people from all over the state and nation promotes tourism and the health of our community as a whole.

**4. Exhibition Support Applicants Only. What are the viewing hours?**

## **D. Artistic Quality**

### **1. What are the artistic criteria for choosing the project?**

We strive to find a wide variety of artistic styles to represent the cultural landscape of the past that represent a variety of genres of traditional, cultural and roots music. A goal is to feature traditional forms of music, to keep dying art forms alive and pass them along to the next generation. The performers share the history of their music and dance as well during their performance providing an educational experience.

Cajun, German, bluegrass, Native American, Dutch, Celtic, Traditional Blues, African, Old Time Western, American Country, Folk, String bands, and American Revolutionary are just a few of the styles of music and dance that have been represented at the Festival in recent years.

To ensure that performers will be contributing quality and authentic artistic performances and demonstrations, artists submit video. Some bands are reviewed live and many are suggested via respected musicians whom we consult such as Jane Accurso, Bill Thompson and Pat Kay. Jane is a member of Ironweed and Swampweed bands with extensive experience booking entertainment as director of First Night/Eve Fest, Bill is a musician and has also booked many performers for events and Pat Kay is the Regional Talent Buyer for The Blue Note and a musician as well.

The submissions are reviewed by the festival director, who has 30 years of experience working with musicians that perform traditional and roots music. In addition to this screening process, we pursue entertainers listed on the Missouri Arts Council Touring Performers roster. In 2016, we utilized 12 groups and individuals from the touring roster out of the 32 performances.

Once selected as an entertainer for the Heritage Festival, the artist's performance is evaluated at the festival. Staff watch the performances and seek additional feedback to determine whether the performance achieved our goal of providing entertaining, historically accurate and/or quality entertainment.

### **2. What makes the project creative and innovative in your community? How does the project challenge and develop your audience artistically?**

The visual and performing arts demonstrated at Columbia's Heritage Festival are arts that are infrequently seen outside of heritage events. Many of the arts demonstrated have long since been replaced by mechanization and assembly lines hidden behind factory walls. The public rarely thinks of how things are made. The music and dance and the traditional artisans and tradesmen demonstrating "lost arts" provide a unique experience and education for the audience. Heritage Festival provides a rare venue for these culturally and historically important artists, crafts, dances and musical stylings. Visitors can connect to a simpler time when music was made with family and neighbors on the front porch and everyday items were made by hand.

Live demonstrations of the methods used to create the following goods and wares are provided to immerse the visitor in the craftsmanship of the past:

- German Bobbin
- Weaving and Spinning
- Toy Making
- Tinsmithing and Blacksmithing

The visitors can purchase these items to keep and be reminded of the art and craft behind the practical item. Our visitors have likely seen the crafts and art forms displayed at our festival in video or behind glass at a museum, but this festival creates a unique audience experience. The audiences are able to see, touch, hear and smell the creation of a handmade spoon - and ask questions as the blacksmith crafts the piece.

Musicians such as The Rhineland Wurstjaegers and Swampweed Cajun Band invite the audience up and onto their feet to dance along to traditional German and Cajun music. Visitors may be enthralled by their first encounter with traditional Native American dance regalia, and have their questions answered about a folk musician's mandolin. The average festival attendee, including many "Millennials" have had very limited exposure outside of an event like this to the diverse and sometimes forgotten music and dance genres exhibited.

Our hope is that the adults and especially the children, are impressed by the artistry and skill of everyday life in earlier times. Understanding the craftsmanship that once went into sustenance and entertainment will hopefully challenge our audiences to appreciate quality over instant gratification, and prompt understanding of the cultural significance of dance and music. Visitors will find connections to their own history and heritage, or (as there are many international residents in our community) be exposed to an entirely different cultural heritage than their own. These connections to the past will pique the interest of, and create memorable arts experiences for our visitors that we feel to be the most valuable takeaway.

### **3. Folk Arts Program Applicants Only.**

**How does the project support living traditional arts and the artists who practice them? Describe the cultural significance of the art form(s) and the cultural heritage of the artists.**

### **4. Arts Council Project Applicants Only.**

**What services do you provide to artists and arts organizations.**

## E. Community Involvement

### 1. How does the project meet community needs?

The Heritage Festival and Craft Show is a free festival offering two days of entertainment on three stages, traditional performers and artisans, handmade crafts, and a variety of activities. **It meets the communities need for a unique arts experience, that focuses on tradition and heritage. For low income families and individuals looking for a family friendly or educational event, they are served by a high quality experience at no cost.** The community as a whole benefits from awareness of and access to traditional music and art as well as enjoying the historic portrayals, the historic buildings and historically themed activities.

Columbia is fortunate to have many festivals that call it home, but the need for family friendly entertainment is met most wholly by the Heritage Festival. **The Heritage Festival is the only heritage themed festival in Columbia.** It also serves the overall community need to enjoy a festival and the ability to come together as a community and to welcome guests to Columbia. In a survey conducted for the citizens of Columbia, special events were ranked the highest in the categories of: participation in city recreation programs, need for recreation programs, most important recreation program, and programs participated in most often at city facilities. Based on this survey, special events serve an important community need.

The festival brings people together to celebrate art, music, family, entertainment and heritage in a beautiful setting. Being located at a historic park also highlights the public park land and county historical museum and buildings. The population for Boone County is 175,000.

Local artists also need an outlet for their arts. Through the festival, it provides these artists with reason and incentive to continue sharing their art forms (some considered "lost arts"), and hopefully to pass them on to the next generation or at least introduce awareness of the art. The need of local businesses including hotels, restaurants, and retail stores is served through the provision of the festival as a tourist attraction bringing out-of-town visitors to Columbia and supporting their businesses and the local economy.

The festival is promoted through a variety of channels such as media sponsors, city promotional avenues and by performers and participants, to reach all members of the community. In addition to the broad promotion, our adapted recreation programs promote the festival in their newsletter, the community recreation program serving low income participants promotes the festival through fliers and newsletters as well.

### 2. How does the community show support for the project? This may include funding, in kind donations, volunteers, planning, execution, and evaluation.

The festival is supported by the City of Columbia by providing staff, funding, resources and property; generous sponsors providing promotion, funding and staff support; volunteers who stage the many historic camps to include the mountain man camp, Lewis & Clark Outpost, Cowboy Camp, 1859 Town in addition to the volunteers who assist with many tasks at the event. Numerous organizations, traditional artisans who attend for a stipend to share their love of the "lost arts" they practice, and the Boone County Historical Society (their staff and volunteers) who open the doors of the historic homes and village support the festival as well.

The Heritage Festival is sponsored by local radio stations 101.5 KPLA and 1400 KFRU, Missouri Life Magazine and local newspaper The Columbia Daily Tribune that provide in-kind promotional support. The Columbia Convention and Visitors Bureau Tourism Development Grant provides cash funds.

The event is also supported by a large contingent of community volunteers from Volunteer Columbia, local businesses, University of Missouri students, as well as a variety of other organizations. New last year, a group of FFA

students brought farm animals and left them in the large animal enclosure to provide an animal viewing experience. Each year a number of local businesses organize groups to volunteer at Heritage Festival. Contingencies from Target, Insurance Professionals of Mid-Missouri, and Smithton Middle School have supported Heritage Festival with volunteers in recent years. These volunteers, as well as many Parks and Recreation staff, help with the set-up and breakdown of the event, and help to monitor and manage parking, the children's crafts, and other areas of the event. Every full time employee of the Parks and Recreation Department Recreation Services Division supports the event by working at least one day of the event. Without support from these volunteers and employees, the Festival would not be the success that it is. The Convention and Visitors Bureau also uses volunteers to conduct a bi-annual survey to assess the tourism value of the Festival to the local economy.

Many organizations participate in the Heritage Festival- volunteering their time and expertise. A few of these organizations include:

- The Missouri River Community Network
- Mid-Mo Woodcarvers
- Mid-Missouri Organization of Storytellers
- Old-Time Fiddlers
- Shapenote Singers
- Daughters of the American Revolution

The festival is located at the park that also houses the Boone County Museum and Gallery, the historic Maplewood Home and Historic Village. The Boone County Historical Society provides a large number of staff and volunteers to coordinate tours of the museum, historic home and village. In addition to sponsorship and volunteer support, the general public, local businesses, and crafters from around the state and nation support the event with their participation and attendance. A number of local businesses choose to pay a business booth fee to advertise at and associate themselves with the festival. In 2016 vendors included 67 Handmade Craft and Traditional Artisan booths featuring handmade wares and 10 Food Vendors. The event draws 15,000 - 20,000 in attendance.

Local news organizations find the event important to the community as well, and the festival is usually featured in the Columbia Missourian Newspaper, as well as on KOMU 8 (NBC affiliate news station) and KMIZ 17 (ABC/FOX affiliate news station) in addition to coverage in the Columbia Daily Tribune newspaper, an event sponsor.

### **3. How does the project contribute to the education of the community?**

The Heritage Festival and Craft Show educates the community on the traditional performance and visual arts, craftsmanship and lifestyle of those who lived in this region before us. Traditional Artisans demonstrate and teach visitors how their craft was once made by hand instead of mechanized. Storytellers paint colorful images of the woes and comedy of everyday life. Musicians and dancers demonstrate cultures and traditions that have often been long forgotten and many talk about their culture/dance/music, and encourage audience participation and interaction in their art forms.

Heritage Festival performers are continually educating the community outside of the festival. The Hometown Cloggers for instance, teach children the art of clogging, and thus enrich the future of their art. The Rhineland Wurstjaegers, the Mid-Missouri Traditional Dancers and Mid Missouri Country Dance Connection also welcome and guide new members continuously, while many members of Swampweed Cajun Band and Ironweed Bluegrass Band give music lessons in the community on traditional and modern instruments including banjo, mandolin, guitar, fiddle

and vocals thus nurturing future artists. We find it especially important to support the groups of performers who make it their goal to teach and guide other performers- without opportunities to perform and demonstrate their arts, many would be dissuaded from continuing their craft.

Children's craft areas show kids what children their age did for fun (and work) in the farms and settlements of early American times. Many of our vendors, performers and artisans also display traditional dress, often times handmade, and work on or with highly specialized and unique equipment, instruments, and even furniture. The crafts include candle dipping and rope making to show how essential items were made and used, cloth dolls made of scraps and other activities that use common materials. This immersive heritage experience challenges our visitors to relate to, learn about, and appreciate the time and labor intensive lifestyle of their forefathers and early settlers. They learn how things were made prior to factories and industry taking over, and how people found entertainment and enjoyment before televisions and internet.

Touring the historic buildings, and the museum and art gallery, adds another layer of education for the participant.

**4. Who are the target audiences for the project? Include efforts you are making to reach new and diverse audiences. How will the project be marketed?**

The target audience for the event is very broad due to the appeal of this festival to all ages. Many families with young children in elementary and middle school attend as they enjoy the children's activities, Haskell Indian Nations Dancers, the hayrides and the crafts. Senior attendees enjoy the craft booths, artisans, and traditional music and dance. Attendees come from all races and financial backgrounds due to the free event admission and broad attraction of the event. Our event attendees share common interests in history, exploration, and culture, and are generally family oriented and enjoy recreation opportunities. Families make up a majority of the festival attendees as the Heritage Festival is the largest family oriented and friendly festival in Columbia.

According to the Parks and Recreation and Convention and Visitors Bureau surveys distributed at Heritage Festival, 36% of attendees were under the age of 19 and 22% were over age 60. Visitors were also quite likely to attend the festival with others, as 40% of parties had 4 or more individuals. We look to serve the underserved with this event- making sure that people of all ages, abilities, and financial position feel welcome and able to participate in our community event. The distribution of annual household income at the Festival well displays our achievement in welcoming a variety of socioeconomic groups to the festival: 17.3 % of event goers reported an annual household income of less than \$25k, 34.7% reported \$25-55k, 27.6% reported \$55-85k, and 20.4% reported that their annual household income was over \$85k.

We reach new and diverse audiences by promoting through the University to attract students and their families, through schools for children and families, through local groups that provide services for people with low income and disabilities. Columbia Parks and Recreation's Adaptive Recreation Program in cooperation with Columbia Housing Authority and Boone County Family Resources promotes the event to residents with physical and financial limitations. We also utilize our Community Recreation Program to reach out to low income families and "at-risk" youth.

A large amount of our advertising comes from our newspaper, magazine and radio sponsors, who provide in-kind advertising for their sponsorship benefits. These sponsors are the media groups of choice for our target audiences listed above. The City of Columbia (organizers) also promote the event in our Leisure Times publication (50,000 copies), which is direct mailed and is available at a variety of local events and businesses. The City of Columbia Parks and Recreation Department is also afforded the opportunity to include fliers in Columbia Public Schools' Friday Folders, which reaches thousands of Columbia families directly. Additionally we promote the event on social media- reaching a variety of ages and demographics, as well as Columbia's City Channel television, a kiosk at the Columbia Mall and in a number of Parks and Recreation and City newsletters and web pages.

Outside of Columbia, the Festival is listed in community and statewide event calendars, and is advertised in

statewide publications like Missouri Life Magazine and Rural Missouri. Event participants and crafters are provided with promotional materials that many utilize to post on their own websites, social media, and distribute at their performances and events throughout the summer leading up to Heritage Festival, allowing us invaluable direct contact with like minded event goers.

**5. How will the project be accessible for persons with disabilities?**

The event features a dedicated and staffed accessible parking lot, ADA compliant restroom, and ADA compliant paved walkways with graded ramps throughout the park. Shuttle vans equipped with wheelchair lifts are available to access the event for those who choose to park in the shuttle lot and avoid the traffic closer to the event itself.

Columbia Parks and Recreation's Adaptive Recreation Program in cooperation with Columbia Housing Authority and Boone County Family Resources promotes the event to residents with physical and financial limitations. We also utilize our Community Recreation Program to reach out to low income families and "at-risk" youth through flyers on site at the Armory recreation center.

**6. If this project or a similar project has been previously conducted, how many individuals participated? How did you determine the number? When did the project occur?**

This project has occurred annually for 40 years. Last year's attendance was projected at 15,000. Since the event is free and there is not a ticketed entry, this number was determined by parking estimates including number of available parking spaces and parking lot turnover time.

**7. How many individuals do you expect to participate in the proposed project? How did you determine this number?**

15,000 - 20,000 This event has had steady attendance with surges in attendance depending on the weather. With good weather we expect to continue that growth in 2017. The number is determined based on past attendance over many years.

**8. College or University Applicants Only.**

**What percentage of the audience is affiliated with the college or university (students, staff, or faculty) and what percentage is from the general community?**

NA

**9. Arts Council Project Applicants Only.**

**How do you support the long-term cultural development of the community?**

NA



## F. Management Ability

### 1. How has your organization maintained, diversified, and expanded funding?

As a free event, funding is provided through the Parks & Recreation's budget, from sponsors and from vendor fees. We maintain funding by providing quality visitor experiences to justify base funding for the festival in the Parks & Recreation budget. Exposure for our sponsors, in exchange for their support, has led to excellent relationships and high retention and return rates. The Convention & Visitor's Bureau provides \$7500 in funding assistance in addition to in-kind support from media.

Annually we have increased our capacity for the following revenue generators, and continually find ways to continue expanding

- Craft Booth fee
- Business Booths fee (higher than Crafters)
- Food Vendors (% of their gross sales)
- On site ice sales to food vendors

We have diversified and expanded funding by reaching out to new sponsors annually, and pursuing grant funding.

### 2. How will you evaluate the proposed project? How have you responded to previous evaluations?

The Festival is evaluated with two surveys. One survey is distributed by Parks and Recreation staff at two information booths on site at the Festival each year. We read and document the responses from each survey, which includes demographic and marketing information as well as perceptions of the event's value to the individual, and space for open ended commenting. In addition, we have gathered feedback on social media.

The Convention & Visitors Bureau also conducts a survey every other year to monitor the festival's quality and its tourism impact. This survey is also distributed on site at the festival and is administered by the CVB. The 2014 CVB survey resulted in 297 completed surveys accounting for 1,238 individuals once group size was taken into account. This number accounts for all festival attendees intercepted, but only visitors from outside of Boone County are invited to complete the full survey.

All feedback and suggestions from both surveys are recorded and consulted the following year to improve the festival. Based on the feedback received from these surveys over the years, we have made improvements including additional seating, restrooms, and trash receptacles as well as the implementation of the shuttle service to mitigate traffic and parking concerns.

### 3. If your operating figures for last fiscal year reflected a deficit, how did this deficit occur? How did your organization handle this deficit? How will your organization prevent deficits in the future? If not, type N/A.

NA

## G. Summary Budget

### CASH EXPENSES

1. Personnel - Administrative	13,450
2. Personnel - Artistic	\$0
3. Personnel - Technical/Production	0
4. Outside Artistic Fees and Services	29,500
5. Outside Other Fees and Services	400
6. Space Rental	0
7. Travel	0
8. Marketing	3,402
9. Remaining Operating Expenses See Help for what MAC CAN and CANNOT FUND.	3,125
10. Capital Expenditures - Acquisitions MAC does NOT FUND Capital Expenditures.	0
11. Capital Expenditures - Other MAC does NOT FUND Capital Expenditures.	0
<b>Total Expenses</b>	<b>\$49,877</b>

### CASH INCOME

1. Admissions	0
2. Contracted Services Revenue	0
3. Corporate Support	0
4. Foundation Support	0
5. Other Private Support	0
6. Government Support - Federal	0
7. Government Support - State/Regional	0
8. Government Support - Local	7,500
9. Other Revenue	9,243
10. Applicant Cash (used for this request) (Do NOT include MAC request in this line.)	13,134
11. Missouri Arts Council Request (Request amount cannot exceed 50% of total project expenses.)	20,000
<b>Total Income</b>	<b>\$49,877</b>

## H. Attachments and Support Material

<b>Budget Detail</b>	Attached
<b>Summary of Key Artistic</b>	Attached
<b>Summary of Key Administrators</b>	Attached
<b>Board List</b>	Attached
<b>Financial Statement - Statement of Financial Position</b>	Attached
<b>Financial Statement - Statement of Revenues, Expenses and Fund Balance</b>	Attached
<b>If Applicable Documents Checklist</b>	Festivals Only: Financial Statement, Festivals Only: Schedule of Events

### UPLOAD HERE

#### [Budget Detail](#)

Heritage Festival Budget Detail

#### [Summary of Key Artistic](#)

Key Artistic staff and performers

#### [Biographical Summary of Administrative Decision Makers and Key Management People](#)

#### [Board List HF](#)

#### [Financial Statement for Organization](#)

Financial Statements for past fiscal year. Both attached in this file.

#### [Financial Statement](#)

Financial Statement from last year's event

#### [Heritage Festival Schedule Map Program](#)

Heritage Festival stage and activity schedule

#### [Support Materials](#)

Marketing, survey selection, photos and a variety of materials used to promote and support the festival.



#### [Heritage Festival Video Promo](#)

Video from the City Channel promoting the Heritage Festival

## **Compliance Statement**

**Authorizing Official's First and Last Name**

Mike Griggs

**Authorizing Official's Title**

Parks & Recreation Director

**Submitting Person's First and Last Name**

Karen Chandler

**Submitting Person's Title**

Superintendent