

Fayetteville A&P Commission Funding Application

Name of Organization: Community Creative Center (AKA Northwest Arkansas Community Creative Center)

Year organization was established: 2007

Address: 505 W. Spring Street City: Fayetteville State: AR Zip: 72701

Project Title: Marketing Support

Year Project was established: 2007 Frequency (i.e. semi-annual, etc.): Year-round

Name of Primary Contact/Project Manager: Barbara Putman

Phone: 571-2703 Email: barb@communitycreativecenter.org

Project Start Date: 1/1/17 Project End Date: 12/31/17

Project Location: Community Creative Center in Walton Arts Center's Nadine Baum Studios

Dollar Amount Requested: \$10,000

Give a summary of your event and its target audience. (limit to 2000 words)

See Attached

How will these funds be used? (limit to 1000 words)

See attached

How will you recognize the Fayetteville Advertising and Promotion and Commission during your event or in its promotion? Please be specific. (limit to 1000 words)

See Attached

Is the project seeking funding from other sources? If so, please indicate from where and for how much. (limit to 1000 words)

See Attached

Have you received prior A & P funding for this project? If so, please indicate when and the total amount received. (limit to 1000 words)

See Attached


If the project is not funded or only partially funded, what impact will this have on the project? Will the event still take place? Will the venue or location change? (limit to 1000 words)

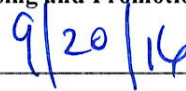
See Attached

It is required that you attach a budget for your proposed project.
Optional: You may attach supporting documents to further communicate your project or idea

Attached along with marketing examples.

I have read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.


Applicant Signature


Date

Please email completed application to:
fundingrequest@experiencefayetteville.com

All applications must be submitted by 11:59 p.m. on October 1, 2016.
Upon review, applicants will be contacted regarding next steps.

Final funding decisions will be made and communicated November 21, 2016



Fayetteville A & P Request – Narrative Attachment

1. Give a summary of your event and its target audience. 2000 words

Community Creative Center respectfully requests support from the Fayetteville Advertising & Promotion Commission to help support **annual marketing efforts**. The major goals of these marketing efforts are to:

- Continue to raise the overall awareness of Community Creative Center as a high quality, fully equipped studio arts education facility accessible to all community members
- Increase enrollment in art classes, specialized workshops, birthday and teambuilding parties, art exhibitions and sales
- Attract artists and studio arts enthusiasts from throughout Northwest Arkansas and beyond to our studios

Community Creative Center (CCC) is a non-profit visual arts organization whose mission is to *awaken the extraordinary power of art to engage individuals and the community through accessible arts education*. Following the dissolution of Walton Arts Center's visual arts studio program in 2007, the Center's teaching artists joined efforts with several local artists to keep this valuable studio arts resource available to the Northwest Arkansas community. Established as a 501(c) 3 non-profit in April 2007, CCC provides classes and workshops in many art forms including pottery and ceramics, watercolor, acrylics, figure drawing, mosaics and mixed media. We serve children, youth and adults of all ages and skill levels. Our vibrant, energized arts space includes a fully equipped pottery studio, two multi-purpose arts spaces and gallery display space in the Nadine Baum Building lobby.

In addition, CCC serves Northwest Arkansas schools with curriculum-based on-site workshops, afterschool residencies, summer and spring break art camps. We partner with other non-profit organizations including Walton Arts Center, the Donald W. Reynolds Boys and Girls Club, Fayetteville Public Library, Peace at Home Family Shelter, Big Brothers Big Sisters, Single Parent Scholarship Fund of NWA and Washington Regional Cancer Support Home. CCC makes full and partial scholarships available for the community's underserved children and adults to help underwrite class fees.

Our target audience includes children ages 2 ½ through 16 and adults 17 and up from Fayetteville, Washington and Benton counties. Last year more than 3300 youth and adults attended classes, workshops and camps at CCC. Another 10,000 community members attended CCC art sales, community outreach events and visual arts exhibitions. This year we project to serve a total of 15,000.



COMMUNITY CREATIVE CENTER™

at Walton Arts Center's Nadine Baum Studios | communitycreativecenter.org

2. How will these funds be used? 1000 words

A&P Funds will be used to support the following annual marketing efforts:

- Paper and Electronic CCC Class Schedules will be produced for each class session (Fall, Winter, Spring and Summer) and distributed to our e-mailing list of 2500+ and schools, libraries, businesses and other community outlets.
- Media Advertising: Class and event ads (12-14/yearly) will be placed in print and radio media. Feature stories will be advanced to local media outlets. CCC places ads (in-kind) in Walton Arts Center's Season Guidebook, their *OnStage* in-house program and their Education Guidebook, (100,000+ annual reach.)
- Website, Email and Social Media will be used to distribute class schedules, promote upcoming events, and raise interest in CCC and its activities utilizing Constant Contact (4-6/month), Facebook and Instagram (daily), Fayetteville Chamber of Commerce website, Macaroni Kids, Motherlode and other electronic distribution outlets, and the *WAC Weekly* (2/year), Walton Arts Center's weekly email blast. CCC is also strategically placed on WAC's website homepage (40,000 hits monthly.) As a resident company of Walton Arts Center, CCC receives in-kind WAC email and website support.
- Booth Presence and Clay Wheel Demonstrations to promote CCC at the Block Street Block Party, Farmer's Markets and other area community events.

3. How will you recognize the Fayetteville Advertising and Promotion and Commission during your event or in its promotion? Please be specific 1000 words

CCC is honored to include the Fayetteville A&P as a supporter in all our marketing efforts. Specifically:

- The Fayetteville A&P logo will be included on all our print brochures (2000 distribution – see attached example)
- The Fayetteville A&P logo will be included on all CCC constant contact emails (2500 mailing list sent 4-6 times a month – see example)
- The Fayetteville A&P logo will be included on the CCC website supporter page
- The Fayetteville A&P logo is included on lobby signage promoting CCC in Walton Arts Center's Nadine Baum Studios outside the CCC studio.

4. Is the project seeking funding from other sources? If so, please indicate from where and for how much. 1000

Yes, we will receive almost \$17,000 in in-kind marketing support for website placement, email blasts and hardcopy materials from Walton Arts Center and in-kind printing from the Walmart Museum.



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Organizational funds of \$6729 realized through class enrollment fees will be applied to direct marketing expenses not covered by the A&P funds if the grant is awarded.

5. Have you received prior A & P funding for this project? If so, please indicate when and the total amount received 1000 words

Yes, CCC received \$5,000 in 2015 for marketing support.

6. If the project is not funded or only partially funded, what impact will this have on the project? Will the event still take place? Will the venue or location change? 1000 words

If funding is not awarded, CCC's marketing and communications strategies will have to be scaled back to fit the amount of operational income we can acceptably devote to these efforts. We know there is a direct connection between enhanced marketing efforts and increased attendance. Previous A&P marketing grants have been critically important to our recent growth. We will continue to market our classes and events. There are very few sources that support marketing efforts and CCC is grateful for this opportunity to apply for A&P funds.

2016-2017 Marketing Budget

Direct Expense	Expense
Magazine and Newspaper Ads	\$ 4,410
KUAF Radio Ads	\$ 3,584
Constant Contact and Email Blasts	\$ 2,505
Design	\$ 2,500
Online Magazines	\$ 3,280
<i>Direct Expense Subtotal</i>	\$ 16,279
In-kind	
WAC Website placement: 2 weeks carousel banner placement on home page (\$350) + 50 weeks bottom tier placement (\$200)	\$ 10,700
Email Blasts to WAC's E-mailing list - 2 per year	\$ 1,000
WAC <i>OnStage</i> and Education and Season Guidebook Ads	\$ 3,195
Brochure Printing	\$ 2,000
<i>In-kind Subtotal</i>	\$ 16,895
Direct and In-Kind Total	\$ 33,174
Personnel	
Marketing Coordinator (3/4 time)	\$ 23,400
Total Marketing Budget	\$ 56,574

**CCC's A&P Request of \$10,000 is 18% of CCC total Marketing Budget

Barb Putman

From: Community Creative Center <communitycreativecenter+yahoo.com@ccsend.com>
Sent: Thursday, September 01, 2016 9:21 AM
To: barb@communitycreativecenter.org
Subject: New Grants Awarded to Community Creative Center

Community Creative Center Receives Three Grants Supporting Arts Education



COMMUNITY CREATIVE CENTER
at Walton Art Center's Nadine Baum Studios

Walton Family Foundation Grant



community.

Community Creative Center has been awarded \$246,000 from the Walton Family Foundation in a three-year grant to enhance arts education programming in Northwest Arkansas. The award will support CCC's mission of providing hands-on studio arts programming for adults and children; underwrite community arts partnerships; and enhance access to arts education opportunities for all members of the NWA

Walmart Foundation and Windgate Charitable Foundation

CCC also received a \$20,000 grant from the Walmart Foundation to support an afterschool arts program in underserved schools throughout NWA. Through ***Curious Minds*** CCC teaching artists go into the schools for a 4-day art residency designed to inspire curiosity and creativity without placing additional financial or transportation burdens on schools or parents. More than 700 students will take part in *Curious Minds* this year.



CCC's collaborative ***Stage to Studio*** program will again be supported by a \$20,000 grant from the Windgate Charitable Foundation. In its fourth year, ***Stage to Studio*** brings students to a live performance at Walton Arts Center then to CCC studios for a hands-on art workshop that more fully explores the art, themes and learning standards introduced by the WAC performance.

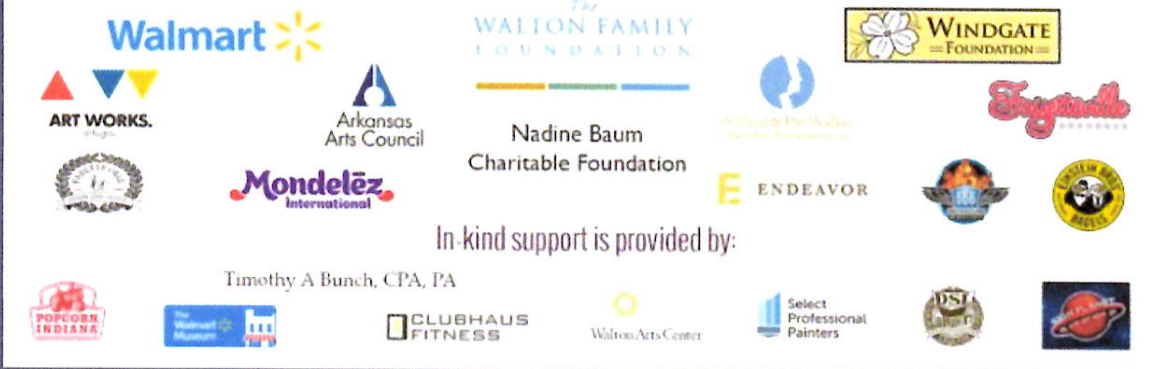
THANK YOU!



CCC Board Chairman Kim Peters says, "Our board is so proud of the impact these enriching arts education programs are making in Northwest Arkansas. We are especially grateful to the Walton family, Walmart and Windgate Foundations for their leadership and extraordinary commitment to accessible arts experiences."

[CLICK HERE TO LEARN MORE ABOUT CCC](#)

Support for Community Creative Center is provided by:



In-kind support is provided by:

STAY CONNECTED:



Community Creative Center, 505 W Spring St, Fayetteville, AR 72701

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NEW THIS FALL!

Girls Night Out | 6:30-8:30pm

Get together with the girls at CCC! Price includes all project supplies, a glass of wine, and an evening of friends and fun.

Oct 13 Mosaic Wine Coasters

Nov 12 Make a Mug

\$35 per workshop

The Finer Things | 6:30-8:30pm

These upscale workshops offer the best materials for students to create finished pieces they will treasure. Price includes instruction and all project materials.

Dec 2 Glass Fusion with **Bill Bailey** - create beautiful one-of-a-kind glass pendants and ornaments.

Dec 16 Jewelry with **Marietta Camilleri** - create your own custom necklaces, earrings, and bracelets!

\$45 per workshop

COMMUNITY EVENTS

Clay Yellow Spotted Lizards | Oct 20 | 4-5:30pm | Ages 6 and Up **\$15 per person**
As part of the Fayetteville Public Library True Lit Festival, families come to CCC to sculpt yellow spotted lizards inspired by the children's classic *Holes*.

Walton Arts Center Grand Re-Opening | November 19 | 10am-1pm **FREE**
Come and help us celebrate the grand re-opening of Walton Arts Center. Visit CCC's art activity station in the Pace Balcony Lobby. This event is free and open to the public!

Open Studio available by the month or 15 visits over 3 months **\$100**
Artists and CCC clay students interested in working independently have access to studio space, wheels, glazes, and equipment. Kiln firings and locker fees included.

Scholarships Available!

479.571.2706 - www.communitycreativecenter.org

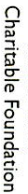
505 W Spring Street, Fayetteville AR

www.facebook.com/CommunityCreativeCenter

www.instagram.com/communitycreativecenter/



Support for Community Creative Center is provided by:



Timothy A Burch, CPA, PA
In-kind support is provided by:



COMMUNITY CREATIVE CENTER

at Walton Arts Center's Nadine Baum Studios

ART CLASSES

Fall 2016

Cover and Inside Art By Shawna Elliot

YOUTH & FAMILY CLASSES

Kreative Kids| Mondays, Sep 26-Oct 31| 10:30-11:30 am| Pre-K \$85
 Kids and their parents/careers paint, prod, and sponge together to explore the amazing world of art. Classes focus on discovery and self-expression rather than the finished product. **Instructor: Sonya Coleman**

Crazy for Clay| Mondays, Sep 26-Oct 31| 3:45-5:15 pm| Ages 6 & up \$125
 Imaginations go wild as kids create everything from animals to teacups! Classes focus on the process yet helps students explore and develop their creativity. **Instructor: Dani Pugel**

Crazy for Art| Tuesdays, Sep 27-Nov 1| 3:45-5:15 pm| Ages 6 & Up \$115
 A little painting, a little sculpting, and a lot of fun! Students will spend the afternoon exercising their creativity through a variety of hands-on art projects. **Suzie Sanford**

Crazy for Drawing| Wednesdays, Sep 28-Nov 2| 3:45-5:15pm| Ages 8 and Up \$115
 Sketches, scribbles, shading, contours, and more! From making big charcoal drawings to creating your own character, discover new ways to express your imagination with drawing. **Instructor: Leana Fischer**

Youth Wheel| Thursdays, Sep 29-Nov 3| 4-6 pm| Ages 8 & Up \$135
 Children work closely with the instructor to learn the potter's wheel. Classes are kept small to ensure individual instruction. Clay, glazes and firing fees included. **Dani Pugel**

Super Saturdays! September - December| 10-11:30 am \$25 per workshop
 Kids ages 6 and up are sure to enjoy these fun & creative hands-on workshops!

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|------------------------------|-------------------------------------|
| Sep 3 Bubble Painting | Oct 29 Halloween Treat Sacks |
| Sep 17 Pottery Wheel | Nov 12 Clay Turkeys |
| Oct 15 Wizard Wands | Dec 3 Santa's Cookie Plates |

Family Fridays| 6:00-8:00 pm \$20 per person
 Put away the electronics and come to CCC for an evening of family fun and creativity!

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| Sep 2 Pottery Wheel | Nov 11 Clay Gingerbread Houses |
| Oct 7 Clay Pumpkins | Dec 2 Pottery Wheel |

FAMILY HOLIDAY WORKSHOPS

6:00-8:00pm \$20 per person per workshop
 Gather your family members and join us for one or all of CCC's special holiday workshops. Price includes instruction, supplies, and an evening of family fun and holiday cheer!

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| Dec 19 Pottery Wheel | Dec 21 Mosaic Christmas Trees |
| Dec 20 Snowy Owls | Dec 22 Clay Nutcrackers |

ADULT CLASSES

Monday Night Wheel| Mondays, Sep 26-Nov 14| 6:30-8:30 pm \$210
 Learn the basics of making a pot on the wheel, along with wedging, centering and glazing. Clay, glazes, and firing fees included. **Instructor: Leana Fischer**

Intro to Drawing| Mondays, Sep 26-Oct 31| 6:30-8:30 pm \$160
 Students explore various drawing media while learning the fundamental drawing techniques of the masters in capturing line, shape, light, and shadow. **Jessica Debari**

Wheel Class 2.0| Tuesdays, Sep 27-Nov 15| 6:30-8:30 pm \$210
 In a continuation of the beginning wheel class, students hone their skills and explore more advanced ceramics techniques. Clay, glazes, and firing fees included. **Bryce Brisco**

Acrylic Painting| Tuesdays, Sep 27-Nov 1| 6:30-8:30 pm \$160
 This class is for beginning students who want to learn and advance their acrylic painting skills. Students will paint several pieces using a variety of brushes, styles, and color schemes. **Instructor: Shawna Elliott**

Plein Air Watercolors| Wednesdays, Sep 28-Nov 2| 6:30-8:30 pm \$160
 Students learn watercolor fundamentals while getting out in the fresh autumn air! Classes are held both outside at Fayetteville locations and inside at the CCC studios. **Jessica Debari**

Thursday Night Clay| Thursdays, Sept 29-Nov 3| 6:30-8:30 pm \$160
 Students learn clay hand building techniques including coils, pinch pots, and slab building to create vases, platters, and more. Clay, glazes, and firing fees included. **Maura Miller**

Oil Painting| Thursdays, Sep 29-Nov 3| 6:30-8:30 pm \$160
 For beginners as well as experienced painters, this class introduces drawing, composition, color, values, edges, and personal style. A materials list is provided. **Jessica Debari**

Thursday Night Wheel| Thursdays, Sep 29-Nov 17| 6:30-8:30 pm \$210
 Learn the basics of making a pot on the wheel, along with wedging, centering and glazing. Clay, glazes, and firing fees included. **Instructor: Leana Fischer**

Date Night | 7:00-9:00pm \$80 per couple

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| Oct 1 Mosaic Wine Coasters - the perfect project for those "non-artsy" dates. |
| Oct 8 Ghost Pottery Wheel - Learn to throw a pot just like Patrick and Demi. |
| Oct 22 Fall Lanterns - Build beautiful clay lanterns that are perfect for your patio |
| Nov 5 Ghost Pottery Wheel - Learn to throw a pot just like Patrick and Demi. |
| Dec 10 Holiday Mugs - Eggnog, Hot chocolate, Irish Coffee - you choose! |

Studio Sampler| Wednesdays, 6:30-8:30 PM \$35 per workshop

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| Sep 14 Pottery Wheel - Always wanted to try it? Now's your chance! |
| Oct 12 Fall Planters - Build beautiful clay planters that are perfect for your patio. |
| Oct 26 Plain Air Painting - Relax and enjoy the fresh air while you paint. |
| Nov 9 Thanksgiving Mosaic Serving Tray - Perfect for your holiday meal. |
| Dec 7 Holiday Mugs - Eggnog, Hot Chocolate, Irish Coffee - you choose! |