

Fayetteville A&P Commission Funding Application

Name of Organization: Habitat for Humanity of Washington County

Year organization was established: 1991

Address: 1421 E. 15th St. City: Fayetteville State: AR Zip: 72701

Project Title: Springfest

Year project was established: 1983 Frequency: Annual

Name of Primary Contact/ Project Manager: Cami English

Phone: 479-883-7394 Email: cami@habitatwashingtoncoar.org

Project start date: April 8, 2017 Project end date: April 8, 2017

Project location: Dickson St. and surrounding areas.

Dollar amount requested: \$10,000

Give a summary of your event and its target audience:

Springfest is a celebration of all things Fayetteville. Originally started in 1983 by local merchants, the event has grown to include a 5K run, live music, local arts and crafts, a beer garden, and the famous bed races. This year, we hope to bring in larger music acts and expand the kid zone. For many years, the event proceeds have benefitted local non-profits, including Habitat for Humanity of Washington County. When the event organizers stepped away in 2016, Habitat took over the execution of the event. The target audience for Springfest is people of all ages in Fayetteville and the surrounding communities. As the event grows, we hope to appeal to audiences from greater distances.

whether other entities have received A&P funding for Springfest prior to 2016.

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?):

Without funding from A&P Commission, this event will still take place in 2017 and will remain on Dickson St. and surrounding areas, however, growing the event and its attendance will be much more difficult. This event is designed to raise money for Habitat for Humanity. If the event overhead is not covered through sponsorships, then there is little benefit to continuing the event in future years, as proceeds will be minimal. The event is a Fayetteville tradition, so we hope to keep it profitable for many years to come.

I have read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission funding request.

Signature and Title: *J. Development Director* Date: *9-27-16*

SpringFest 2017

Expenses

| | Estimated | Actual |
|-----------------------|--------------------|---------------|
| Total Expenses | \$18,300.00 | \$0.00 |

| Site | Estimated | Actual |
|---------------|-------------------|---------------|
| Stage | \$2,500.00 | |
| Electrician | \$2,000.00 | |
| Music Permit | \$50.00 | |
| Porta Potties | \$300.00 | |
| Totals | \$4,850.00 | \$0.00 |

| Artists | | |
|--------------------------|-------------------|---------------|
| Headliners | \$2000.00 | |
| Main Stage other artists | \$750.00 | |
| Satellite Artists | \$1,500.00 | |
| Totals | \$4,250.00 | \$0.00 |

| Publicity | | |
|-----------------------|-------------------|---------------|
| Graphics work | \$100.00 | |
| Photocopying/Printing | \$500.00 | |
| Signage | \$1,000.00 | |
| Radio/TV Ad | Sponsored | |
| Totals | \$1,600.00 | \$0.00 |

| Kid's Zone | | |
|---------------|-------------------|---------------|
| Entertainment | \$2,500.00 | |
| Prizes | \$500.00 | |
| Totals | \$3,000.00 | \$0.00 |

| Refreshments | Estimated | Actual |
|---------------|-------------------|---------------|
| Breakfast | \$500.00 | |
| Lunch | \$500.00 | |
| Drinks | \$300.00 | |
| Misc. | \$300.00 | |
| Totals | \$1,600.00 | \$0.00 |

| 5K | | |
|---------------|-------------------|---------------|
| Bandana | \$500.00 | |
| Timer | \$500.00 | |
| Misc. | \$500.00 | |
| Totals | \$1,500.00 | \$0.00 |

| Other | | |
|---------------|-------------------|---------------|
| T-shirts | \$1,000.00 | |
| Unexpected | \$500.00 | |
| Totals | \$1,500.00 | \$0.00 |

SpringFest 2107

Profit - Loss Summary

| | Estimated | Actual |
|-------------------------------|--------------------|---------------|
| Total income | \$42,350.00 | \$0.00 |
| Total expenses | \$18,300.00 | \$0.00 |
| Total profit (or loss) | \$24,050.00 | \$0.00 |

