



## Walton Arts Center

September 30, 2016

Molly Rawn  
Fayetteville Advertising and Promotion Commission  
P.O. Box 4157  
Fayetteville, AR 72701

Dear Molly,

Thanks to the Fayetteville Advertising and Promotion Commission for the opportunity to apply for funding to support the eighth annual Artosphere: Arkansas' Arts and Nature Festival. Enclosed please find Walton Arts Center's request for support in the amount of \$20,000, required budgets and attachments.

The Fayetteville Advertising and Promotion Commission's past support was critical to the success of previous Artosphere Festivals. Please know we are truly grateful for your past support, and hope the Commission will once again support this important project. If you have any questions or need additional information, please contact me at your convenience at 479-571-2786 or via email at [sdixon@waltonartscenter.org](mailto:sdixon@waltonartscenter.org).

Sincerely,

Shannon Butler Dixon  
Director of Foundation Relations

Enclosures

Contact: 479.443.9216 / [info@waltonartscenter.org](mailto:info@waltonartscenter.org)  
Office: 255 N. School Avenue / Fayetteville, AR 72701  
Mailing: PO Box 3547 / Fayetteville, AR 72702

[waltonartscenter.org](http://waltonartscenter.org)

## Fayetteville A&P Commission Funding Application

Name of Organization: Walton Arts Center

Year organization was established: 1986 (first season: 1992)

Address: PO Box 3547 City: Fayetteville State: AR Zip: 72702

Project Title: Artosphere: Arkansas' Arts and Nature Festival

Year Project was established: 2010 Frequency (i.e. semi-annual, etc.): Annual

Name of Primary Contact/Project Manager: Shannon Dixon

Phone: 479.571.2786 Email: sdixon@waltonartscenter.org

Project Start Date: May 4, 2017 Project End Date: May 20, 2017

Project Location: Fayetteville (Walton Arts Center, Botanical Garden of the Ozarks, Fayetteville Square, Block St, Fayetteville restaurants, Walker Park, St Paul's Episcopal Church, Lake Fayetteville)

Dollar Amount Requested: \$20,000

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

See Attachment 1. (page 3-4)

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

Requested funding will help defray expenses tied to Artosphere Festival events taking place in Fayetteville. Expenses include artist fees, artist travel and lodging, marketing and production costs. Scheduled festival performances and events will positively impact Fayetteville's economy by attracting more than 38,000 patrons to the area, many of which will dine and shop locally and attend other local arts and community events and attractions.

**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)

The Fayetteville A&P logo will be included in printed and electronic event materials and on the Artosphere website with a link to the Fayetteville A&P website, [experiencefayetteville.com](http://experiencefayetteville.com). The Fayetteville A&P website and its toll free number, 1-800-766-4626, will be included in correspondence with our visiting musicians. Walton Arts Center will provide ad space (size based on funding level) in its Artosphere program or phone app. The Fayetteville Convention and Visitors Bureau will also have an opportunity to have an information booth present at Trail Mix.

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

FY17 committed funds: Walton Family Foundation: \$400,000; Walmart Foundation: \$100,000; Individual donors: \$39,250; National Endowment for the Arts: \$28,500; Corporate sponsorships: \$25,000  
FY17 projected funds: Fayetteville A&P Commission: \$20,000; Other grantors: \$15,000; Ticket sales, concessions, and merchandise: \$66,600

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

Yes. FY16: \$10,000; FY15: \$10,000; FY12: \$15,000; FY11: \$20,000; FY10: \$30,000

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)

If A&P Funding is not secured, we will continue to seek funding from other organizations that will allow us to present the proposed Artosphere project activities. If necessary, we will decrease the number of proposed activities in Fayetteville in order to not exceed budget.

**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

Attachment 1: "Summary of Artosphere and Its Target Audience

Attachment 2: "Festival Event Descriptions"

Attachment 3: "2017 Artosphere Budget"

Attachment 4: "2017 Artosphere Marketing Budget"

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

*Shannon Dixon*

Signature (you may sign digitally by typing in your name)

September 30, 2016

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



**artosphere**  
ARKANSAS' ARTS + NATURE FESTIVAL  
PRESENTED BY WALTON ARTS CENTER

## Summary of Artosphere and Its Target Audience

Artosphere: Arkansas' Arts and Nature Festival brings sustainability to the forefront of our community and invites audiences to experience art both inside and outside the walls of Walton Arts Center. Featuring performing and visual arts, education, community outreach and sustainability elements, Artosphere provides access to high-quality artistic experiences for students, families and community members, most at low or no cost. Artosphere artists and programs will encourage participants to re-imagine their sense of place in an altering biosphere; think about how we interact with nature and our relationships with the creatures that inhabit our landscape; and ponder how nature influences the world we imagine and create. In 2016, the seventh annual Artosphere Festival attracted over 37,400 community members through 89 events in 29 locations throughout Northwest Arkansas including the Fayetteville Square, Lake Fayetteville, St. Paul's Episcopal Church and several local Fayetteville restaurants and businesses, along with Walton Arts Center's Baum Walker Hall, Starr Theater and Nadine Baum Studios and generated \$77,970 in local government revenue (based on Americans for the Arts's *Arts & Economic Prosperity IV* Calculator). Artosphere 2017 performances and activities are estimated to reach 38,000 audience members, most of which reside in a 150-mile radius including Northwest and Central Arkansas, southern Missouri and eastern Oklahoma.

Some of the proposed 2017 Festival activities in Fayetteville include the *Trail Mix Concert Tour*, a two-day event on Saturday, May 13 and Sunday, May 14. On Saturday, patrons will bike or walk along the Razorback Greenway while enjoying nature-inspired performances stationed along the trails. For the second year, WAC will be partnering with the Square 2 Square bi-annual regional bike ride along the entire Razorback Greenway for Saturday's Trail Mix events. Sunday's Trail Mix will be at Fayetteville's Walker Park, where patrons will be able to walk along the park's sidewalks

and enjoy nature while listening to bands performing on stages powered by solar, pedal or other renewable resources.

Comprised of the finest musicians from around the world and conducted by Maestro Corrado Rovaris, the Artosphere Festival Orchestra has returned to Northwest Arkansas each year since 2011 for a 2-week residency. The 86 musicians will rehearse, perform and visit schools, parks and other venues in the community. While in residence, Artosphere Festival Orchestra members will stay at the Chancellor Hotel in Fayetteville, occupying 55 hotel rooms during the Festival dates (12 total nights per room). In addition, the orchestra members will receive \$40 each per day to spend on meals during their residency in Fayetteville, totaling more than \$41,280.



Children and families rode on the Austin Bike Zoo's animal-inspired bicycles, including this 80-foot-long snake and 17-foot-tall butterfly, at the 2016 Trail Mix on Frisco Trail in Fayetteville.

Artosphere is one of several efforts WAC has undertaken to raise awareness of the Arts Center, Fayetteville and Northwest Arkansas with regional and national audiences. A compelling visual identity and strong marketing plan has proven critical to the Festival's success and has led to a very strong presence in the regional arts Festival market. The quality and diversity of artists, low cost of events and important theme of sustainability continues to resonate with patrons, supporters and other arts and non-profit organizations on a local, regional and national level. For example, the Artosphere Festival Orchestra's performance recordings have been broadcast 38 times on the nationally-broadcast radio program, Performance Today. The AFO, along with other outstanding Artosphere programs, will continue to position us to attract and retain Artosphere audiences as well as acquire new patrons from the increasing number of cultural tourists travelling to Crystal Bridges Museum of American Art. By drawing regional and national visitors to this area, we will promote and elevate the attractiveness of Fayetteville and Northwest Arkansas.

(See attachment 2 for a list of 2017 Festival events and descriptions.)



**artosphere**  
ARKANSAS' ARTS + NATURE FESTIVAL  
PRESENTED BY WALTON ARTS CENTER

## Festival Event Descriptions

**Artosphere: Arkansas' Arts and Nature Festival** is a major regional arts initiative conceived to *celebrate artists who are influenced by nature and help inspire us to live more sustainable lives*. Featuring performing and visual arts, education, community outreach and sustainability elements, Artosphere provides access to high-quality artistic experiences for students, families and community members. In 2017, more than 50 activities will be presented in multiple locations throughout Northwest Arkansas, most at low or no cost.

The 2017 Artosphere Festival will take place during the month of May, which is also National Bike Month. Bikes will once again be an integral component of the Festival, emphasizing sustainable modes of transportation and the bicycle's connection to nature. Artosphere Festival artists and programs will encourage participants to reimagine their sense of place in an altering biosphere; think about how we interact with nature and our relationships with the creatures that inhabit our landscape; and ponder how nature influences the world we imagine and create.

### Proposed 2017 *Artosphere Festival* Events, Activities and Artists Presented by Walton Arts Center

#### **Manual Cinema's *Lula del Ray*: May 4**

Performed with vintage overhead projectors, shadow puppets, actors in silhouette and live music, *Lula del Ray* tells the story (almost entirely without dialogue) of an adolescent girl who lives with her mother in the middle of the desert. After a chance encounter over the radio, Lula becomes obsessed with a soulful country music duo and decides to run away from home. Inspired by the music of Hank Williams, Roy Orbison and Patsy Cline, *Lula del Ray* is a mythic reinvention of the classic coming of age story, exploring themes of loneliness, femininity and the iconography of 1950s and 60s Americana through live cinematic shadow puppetry. Two school performances will be

offered as a part of Walton Arts Center's Colgate Classroom Series in addition to one public performance in Baum Walker Hall.

**Compagnia TPO: *The Painted Garden*: May 6**

The Painted Garden is a garden created by the painter Rebwar Saeed, where the colors of the Kurdish natural landscape and the geometric harmonies of the Islamic garden merge and play with each other. In this space, the painter invites the public to follow an imaginary path through four gates. Each of them leads to an area dedicated to a different color and element: the yellow garden (earth), the blue garden (water), the green garden (leaves), the red garden (love). The theatrical action ends in the 'garden of waterworks.' In this journey, children explore colors, matter, and the use of shapes and space, together with the beauty of Rebwar's imaginary gardens. On stage two dancers create choreography inside the different landscapes, each of which contains an animated play environment. The exploration develops through frames and the dancers invite the young audience to enter the places, where stones, ground, flowers, water and animals suggest a theatrical relationship which permits to the gardens to develop. In this technologically sophisticated scenery, the audience is invited to interact with a theatrical experience based on a 'tactile' relationship with images and sounds. Nine performances will be offered as a part of Walton Arts Center's Colgate Classroom Series in addition to two public performances in Starr Theater.

**MOMIX *Opus Cactus*: May 7**

Known internationally for presenting work of exceptional inventiveness and physical beauty for more than 20 years, MOMIX is a company of dancer-illusionists celebrated for its ability to conjure up a world of surrealistic images using creative props and costumes, lights and shadows, and the human body. Inspired by the flora, fauna and simple magic of the American Southwest, this multimedia experience brings the Sonoran Desert to life, creating dynamic images of cactuses, slithering lizards and fire dancers. Combining ingenuity, theatricality, humor and cunning imagination, this performance—with its visual splendor, wit and sheer physical daring—will leave you breathless. Two performances will be offered as a part of Walton Arts Center's Colgate Classroom Series in addition to one public performance in Baum Walker Hall.

**Trail Mix Concert Tour: May 13 & 14**

For the second time in Artosphere, the popular Saturday Trail Mix Concert tour will be expanded to include the entire Razorback Greenway. Walton Arts Center will partner with the four major Northwest Arkansas cities for Saturday's Trail Mix. This event will coincide with the Square to Square Bike Ride from the Fayetteville square to the Bentonville square as well as a family festival in Springdale. All Trail Mix activities will invite participants to walk, hike or bike any portion of the Razorback Greenway, enjoy nature, listen to bands performing along the way, and interact with site-specific artwork and even a bike parade. Sunday's Trail Mix will be at Fayetteville's Walker Park, where

patrons will be able to walk along the park's sidewalks and enjoy nature while listening to bands performing on stages powered by solar, pedal or other renewable resources.

**The Way Back Home: May 14**

When a boy discovers a single-propeller airplane in his closet, he does what any young adventurer would do: he flies out into outer space! Millions of miles from Earth, the plane begins to sputter and quake. The fuel tank is empty, and the boy must execute a daring landing on the moon. But as it turns out, he is not alone up there. *The Way Back Home* explores the boundless imagination of children. Through puppet animation and music, children explore the story of one boy's adventure into outer space and the quest he must undertake to help his new friend! Four performances will be offered as a part of Walton Arts Center's Colgate Classroom Series in addition to two public performances in Starr Theater.

**Food & Music Night – Tiny Concert Tour: TBD**

The Artosphere Festival Orchestra will once again perform pop-up concerts in local restaurants, coffee shops, pubs and other gathering places throughout Northwest Arkansas. Since they began in 2012, these concerts continue to receive positive responses from visitors allowing Walton Arts Center to expand the number of concerts and locations offered each year.

**Artosphere Festival Orchestra: May 17 & 20**

Comprised of eighty of the finest musicians from around the world and conducted by Maestro Corrado Rovaris, the Artosphere Festival Orchestra returns to Fayetteville for a 12-day residency. The musicians will rehearse, perform and visit schools, parks and gathering places in the community. In addition to pop-up concerts, two public performances will take place in Baum Walker Hall during the Festival.

**The Man Who Planted Trees: May 20**

This multi-sensory theatrical adaptation of Jean Giono's environmental classic tells the inspiring story of a shepherd who plants a forest, acorn by acorn, transforming a barren wasteland. As much a touching tale as it is a hilarious puppet show, *The Man Who Planted Trees* shows us the difference one man (and his dog!) can make to the world. Four performances will be offered as a part of Walton Arts Center's Colgate Classroom Series in addition to two public performances in Starr Theater.

**Chapel Music Series: TBD**

Selected members of the Artosphere Festival Orchestra will present a series of chamber music concerts throughout Northwest Arkansas such as St. Paul's Episcopal Church in Fayetteville.



**Artosphere Festival Orchestra: Live from Crystal Bridges: TBD**

A favorite for all, the Artosphere Festival Orchestra will perform in the Great Hall at Crystal Bridges Museum of American Art. Past performances have been aired on NPR's Performance Today, which has a weekly listener base of over one million, bringing large recognition to the Artosphere Festival and Northwest Arkansas.

**National Bike Month Partnerships & Events**

May is National Bike Month and bikes will once again be a popular theme during the Festival. Walton Arts Center is working with numerous Northwest Arkansas partners to promote sustainable modes of transportation and the bicycle's connection to nature.

The Festival will highlight ways our audiences can incorporate the bike into the workplace, in schools and in the community.

- City of Fayetteville's First Thursday: May 4
- Fayetteville Farmer's Market: Throughout May
- Bike to School Day: May 10
- Block Street Block Party: TBD
- Bike to Work Day: May 19

**Northwest Arkansas Partnerships**

Walton Arts Center will once again partner with other arts and cultural organizations such as Crystal Bridges Museum of American Art on a number of events and programs coinciding with the 2016 Artosphere Festival. In addition, we will work closely with communities and local businesses throughout Northwest Arkansas to encourage and promote sustainability. An array of additional concerts, interactive performances for schools, and visual arts exhibits are still being developed.



Walton Arts Center



### 2017 Artosphere Budget

Income	Amount
<i>Committed</i>	
The Walton Family Foundation, Inc.	\$ 400,000
Walmart Foundation	\$ 100,000
Individual Donors	\$ 39,250
National Endowment for the Arts	\$ 28,500
Corporate Sponsorships	\$ 25,000
<i>Projected</i>	
<i>Fayetteville A&amp;P Commission</i>	\$ 20,000
Grantors	\$ 15,000
Ticket Sales, Concessions & Merchandise	\$ 66,600
Applicant Cash	\$ 283,150
	<b>\$ 977,500</b>
<b>Expenses</b>	
Artist Fees plus Hospitality/Travel/Lodging	\$ 457,700
Production	\$ 58,000
Local Crew	\$ 21,400
Festival Marketing & Advertising	\$ 63,000
3rd Party Services	\$ 66,200
Print, Copies, Supplies	\$ 68,200
Concessions/Merchandise for Resale	\$ 1,000
Personnel-Salary & Fringe (18%)	\$ 113,900
Staff training, Travel, Meetings	\$ 600
Administration (15% Direct Expenses)	\$ 127,500
	<b>\$ 977,500</b>
Income less Expense	\$ -



Walton Arts Center



### 2017 Artosphere Marketing Budget

<b>Line Item</b>	<b>Amount</b>
Festival website and on-line/social media strategy	\$8,750
Development of creative materials in partnership with Doxa Total Design and other design partners	\$6,750
National press campaign	\$7,000
Radio	\$6,000
Print Advertising	\$15,500
Invitations, Posters, Banners, Brochures, etc.	\$19,000
<b>Total</b>	<b>\$63,000</b>

The Artosphere Festival marketing campaign will encourage both tourism and Northwest Arkansas resident attendance at Festival events in Fayetteville, continuing to raise the scope of the project to a national level. The Festival will be promoted using online and digital strategies (including a dedicated project website and social media), search engine optimization, local event calendars and media websites. A Festival program will be designed, produced and distributed along with flyers and posters. Select radio, newspaper, magazine and outdoor marketing channels, both in-kind and purchased, will be used .

Press efforts to promote the Festival will be sought in Northwest Arkansas, Little Rock, Fort Smith, Tulsa, Joplin and Springfield. In addition, a dedicated national press strategy will be employed to seek coverage in travel, arts, leisure and sustainable publications and media outlets