Request for Ivins City RAP Funds Designated for the Arts

In 2014, Washington County voters approved a County-wide Recreation, Arts and Parks ("RAP") tax imposed as a one-tenth of one percent (0.1%) sales tax. By Resolution 2015-03R, Ivins City Council determined that the City's share of the County RAP tax revenues generally would be distributed in equal one-third shares between recreation, arts, and parks.

To apply to the City for RAP tax funds for the arts[1], an eligible applicant must complete and submit this application, including all delineated attachments, to Ivins City Arts Commission 55 North Main Street, Ivins, Utah 84738 by **December 31st** of each year. **Tax-exempt organizations proposing projects within Ivins City and Ivins City are eligible to apply for City RAP funds designated for the arts.**

Applicant's

Name: Kayenta Arts Foundation (KAF)

Physical Address: 881 Coyote Gulch Court, Ivins, UT 84738

Mailing Address: Same

Contact's Name: Paulette Platis

Contact's Phone Number: 703.217.5864 Fax Number:

Contact's E-mail Address: pplatis1@gmail.com

How long has applicant been in existence: 10 years since 2011

Amount of RAP tax funds requested: $ 15,000

Describe the project (i.e. "proposed project") for which RAP tax funds are requested.

We are requesting funds for KAF's three free festivals:

Street Painting Festival: Students from Ivins, Washington County are invited to participate in the chalk drawing event at Kayenta Art Village. They bring and showcase their artistic talents in drawing their art for the enjoyment of the community. Professional regional and local artists help the young artists and at the end of the festival judge the entrants' art.

Festival of the Americas: The festival is a multi-cultural outdoor festival that showcase Native American cultures while also raising money to support Native American secondary scholarships. The festival promotes secondary education for Native American students will create self-sufficiency and life-long success for indigenous persons. The requested funds will support more than 45 partisans who will present their work and engage with visitors about the connection of their work to their own cultural heritage. The festival fulfills our mission to develop and create an environment that fosters diverse artistic endeavors for educational and cultural enrichment purposes. The family-friendly festival will celebrate the depth and beauty of early American cultures through artisan booths, educational workshops, demonstrations and performances that feature music, dance, fine art, unique customs, drum circles. Culinary Native American artisans will offer culturally inspired dishes. These rich ancient cultures are being preserved through art, language and storytelling, and sacred customs.

Art in Kayenta: The festival is a three-day free event that was first established in 2002 at Kayenta Village. It is now a tradition that is loved by communities in Utah, Arizona and Nevada. The festival attracts art lovers who enjoy the exhibits and buy the art by local and regional artists. The festival coincides with the Huntsman Senior Games held in Washington County and attracts national and

international visitors.
All three festivals are enjoyed by 3,000 to 4,000 people during the three-day events.

Describe the proposed qualified project expenses to be paid for with RAP tax funds.

Kayenta Arts Foundation

Budget Overview: 2021-22 Budget - FY22 P&L Classes
July 2021 - June 2022

	10-08-21 Art in Kayenta	04-22-22 Street Painting Festival	5-28-22 Festival of the Americas	Total Festivals
Expenses				0.00
5000 PERFORMANCE EXPENSES				0.00
5040 Consulting				0.00
5042 Venue Setup	2,500.00		2,500.00	5,000.00
5045 Bartender	600.00			600.00
5046 Festival Coordinator	2,500.00		2,500.00	5,000.00
5048 Security	1,200.00		1,500.00	2,700.00
	$	$	$	$
Total 5040 Consulting	6,800.00	0.00	6,500.00	13,300.00
5050 Food and Beverage	500.00	80.00	750.00	1,330.00
5051 Alcohol Purchase	2,500.00			2,500.00
	$	$	$	$
Total 5050 Food and Beverage	3,000.00	80.00	750.00	3,830.00
5060 Licenses/Permits	500.00		100.00	600.00
5070 Awards and Gifts		1,100.00		1,100.00
5100 Production Team				0.00
5121 Technical Assistant		350.00		350.00
5130 Performers	2,000.00	600.00	7,500.00	10,100.00
	$	$	$	$
Total 5100 Production Team	2,000.00	950.00	7,500.00	10,450.00
5200 Production Costs				0.00
5210 Production Supplies			1,500.00	1,500.00
5220 Rental				0.00
5221 Equipment Rental	2,400.00	595.00	1,500.00	4,495.00
	$	$	$	$
Total 5220 Rental	2,400.00	595.00	1,500.00	4,495.00
5260 Festival Supplies	1,000.00	700.00	2,500.00	4,200.00
5290 Scholarships			10,000.00	10,000.00
	$	$	$	$
Total 5200 Production Costs	3,400.00	1,295.00	15,500.00	20,195.00
	$	$	$	$
Total 5000 PERFORMANCE EXPENSES	15,700.00	3,425.00	30,350.00	49,475.00

6000 MARKETING & ADVERTISING				**0.00**
6100 Advertising				**0.00**
6120 Brochures/postcards/posters/sandwich boards/banners/placards/flyers	**900.00**	**250.00**	**4,000.00**	**5,150.00**
6130 Paid Advertising	**1,590.00**	**375.00**	**2,000.00**	**3,965.00**
Total 6100 Advertising	**$ 2,490.00**	**$ 625.00**	**$ 6,000.00**	**$ 10,450.00**
6200 Marketing/media				**0.00**
6220 Social Media	**260.00**		**2,500.00**	**2,760.00**
6230 E-marketing - Constant Contact	**150.00**		**2,500.00**	**2,650.00**
6240 Live Marketing	**700.00**			**700.00**
Total 6200 Marketing/media	**$ 1,110.00**	**$ 0.00**	**$ 5,000.00**	**$ 6,110.00**
6600 Consulting				**0.00**
6630 Graphic Designer	**225.00**			**225.00**
Total 6600 Consulting	**$ 225.00**	**$ 0.00**	**$ 0.00**	**$ 225.00**
6730 Postage		**25.00**		**25.00**
6800 Printing - letterhead, business cards, envelopes	**20.00**		**1,000.00**	**1,020.00**
Total 6000 MARKETING & ADVERTISING	**$ 3,845.00**	**$ 650.00**	**$ 12,000.00**	**$ 16,495.00**
Total Expenses w/o G&A	**$ 19,545.00**	**$ 4,075.00**	**$ 42,350.00**	**$ 65,970.00**
Allocated G&A	**$ 17,042.95**	**$ 17,042.95**	**$ 17,559.40**	**$ 51,645.30**
Total Expenses with G&A	**$ 36,587.95**	**$ 21,117.95**	**$ 59,909.40**	**$ 117,615.30**

The expenses are listed above. The RAP tax will be used to help defray the cost of the three festivals. The funds may be used for performance costs totaling $13,300.00; also production costs of $20,195.00. The RAP funds will also defray costs of marketing and advertising totaling $16,495. **No** RAP funds will be used for G&A and that includes salaries of the staff who directly add and use their skills to the festivals' operations. KAF wanted to show the total expenses of the festivals which is why the G&A expenses are shown. The requested $15,000 funds will be applied to all three festivals in proportion to each festival's expenses. The requested funds are less than 23% of the expenses w/o G&A.

IF applicant has received RAP tax funds within the past three years, provide an accounting of how prior RAP tax funds were spent.

2018 Ivins RAP tax grant award: $10,000 for the outfitting of the Center for Arts at Kayenta.
2019 Ivins RAP tax grant award: $10,000.00 for the Arts Academy for children.
2020 Ivins RAP tax grant award: Ivins MOU $5,000 for capacity building costs.
2021 Ivins RAP tax grant award: $9,127.67

Provide other information reasonably related to determining how RAP tax funds will be spent by the

applicant, including, but not limited necessarily to

[1] As used in this form, “RAP tax funds” or “RAP tax” refers only to the portion of City RAP taxes Ivins City Council has designated for the arts

Brief description of the applicant organization with examples of arts projects the applicant has organized/conducted that are substantially similar in nature to the proposed project:

KAF was established in 2011 and with local Ivins individuals and businesses built the Center for Arts at Kayenta, a 10,000-foot Black Box Theatre in 2017.

RAP tax funds are an essential component of Kayenta Arts Foundation's annual revenue budget. RAP tax funds allow us to provide community programs which we could not otherwise accomplish. All are provided at no cost to the public. Examples are:

The annual Kayenta Street Painting Festival is in its fourth year and provides young people the opportunity to express themselves in creative artwork.

An annual Festival of the Americas which is free to the public and displays the unique contributions of our Native American communities. We partner with the Shivwits tribe in Ivins. The festival will be holding its second event.

Art in Kayenta, a three-day celebration of the arts and sale of artworks by community and Southwestern Vendors began in 2002. It is a year-around juried fine arts exhibits displayed in the Center for The Arts lobby over two-month periods, offering artists throughout the community the opportunity to display their artwork.

KAF also produces dramas, musicals, concerts, dance, lectures, workshops and exhibits. The Center for the Arts is presenting these productions for their fourth season and looking forward to their 2022-23 Season.

Timeline for completion of the proposed project:
Street Painting Festival: April 23, 2022
Festival of the Americas: May 13, 2022
Art in Kayenta: October 7, 2022

What, if any, maintenance, will the completed proposed project require and who will beresponsible:

The festival coordinator will be responsible for any maintenance that is required.

The covered booths do need maintenance if there is a high wind or other unforeseen problems. The outdoor theatre that is used for the Festival of the Americas performers needs set-up and take-down. This will be done by the production crew.

How will the general public benefit from the completed proposed project:

All three festivals are family friendly and free to the public. Street Painting offers students to showcase their artistic talents and gain confidence working with professional local and regional artist. The community benefits from the educational aspects and the steps of the process of creating art.

Festival of the Americas educates the public on Native American Culture—the performances, food and crafts of Utah and national Native American tribes. There are demonstrations of the preparation of the food; the visitors can buy Native American art and crafts; they can also enjoy the unique music and dance of the Native American culture.

Art in Kayenta benefits the community by exhibiting local and regional art from professional artists. It is now a treasured tradition for the Ivins and regional communities.

The economic benefit to the community is impactful and huge. The three festivals during the nine-day timeline of the festivals (the festivals are held Friday, Saturday and Sunday) bring in revenue to Ivins and Washington county from visitors using hotels, B&B;s, restaurants and grocery, drug and other stores. Nine to twelve thousand visitors attend the three festivals: three to four thousand attend each festival.

The Art in Kayenta festival also brings in national and international visitors.

Our neighbors love the access to affordable, educational and entertaining productions. They also enjoy the reasonable cost of entertainment. We make certain that our tickets are friendly to their family budgets. Discounted or free tickets are offered as well as $10 tickets to all students. Free and discounted tickets are

also provided to our Veterans.

Submit the following as part of this Application: Attached are the following:

***Detailed cost estimates of the proposed project**
***Proof of applicant's tax-exempt status (i.e. IRS Letter)**
***Attachment showing other sources of funding for the proposed project**
***Applicant's financial statement (i.e. a profit and loss statement) for its prior fiscal year of operation**

NOTE: Applicants are invited to attend the Arts Commission's first meeting in January at which it will discuss each application. Public notice of this meeting will be done in accordance with the City's usual and customary procedures. This will be an opportunity for each applicant to answer questions from the Arts Commission. In consideration of time and fairness, no presentations by applicants will be allowed during this meeting.