



Music & Education Series

Grant Proposal to the Woodstock Economic
Development Commission

Submitted by: Zach Niles & Chloe Powell

NAME OF PROJECT: GlobaLocal Presents - Music & Education Series

BRIEF DESCRIPTION: GlobaLocal Presents has been presenting concerts and local in-school education workshops with international artists in Woodstock and surrounding communities (Barnard, Sharon, Quechee, White River Junction) for the past year. We plan to expand the program to include presenting 5-6 artists per-school calendar year with public live performances and 1-2 Days of In-School workshops at the Woodstock Elementary School and/or Woodstock Union High School.

GRANT REQUEST: \$15,000

TOTAL PROJECT BUDGET: \$46,500

APPLICANT INFORMATION

Name of Applicant: Zach Niles & Chloe Powell (d/b/a GlobaLocal Presents)

Mailing Address: Box 371
Woodstock, VT 05091

Name of Project Coordinator: Zach Niles

Contact's Email Address: globalocalvt@gmail.com

Telephone #: 415.531.8861

Organization Website:

<https://www.facebook.com/GlobaLocal-Presents-696639507392146/>

EIN: EIN has been applied for currently use SSN#

APPLICANT/ORGANIZATIONAL DESCRIPTION:

GlobaLocal Presents is focused on enriching our community by presenting world-class musical artists from around the globe in unique settings that encourage both dialogue and dancing! Our goal is to create programming that attracts a wide audience range,

while increasing local accessibility to a diversity of performances. We encourage community engagement with artists through workshops and educational events. We are focused on bringing the best of current international music to our local community to create a more vibrant musical scene and to encourage creative engagement with our ever-more interconnected world.

APPLICANT/ORGANIZATIONAL BUDGET:

What is your total organizational budget (or total project expenses) for the current fiscal year?

We estimate a total cost of \$46,500 throughout the year for the production of 5-6 Residencies. Please see attached budget for details.

PROJECT INFORMATION:

Project Goals: Explain the goal(s) of the project. Describe the work you will do and what that will accomplish, in other words - what you are doing and why. Please be specific. (300 words)

Woodstock is a wonderful place to live and raise families, but it also exists in a sort of bubble that makes it attractive to seasonal tourists, but a challenging place to live for many of today's young professionals. We believe the GlobalLocal Music & Education Series will serve two priority goals for the Woodstock regional community that will make it attractive to locals, visitors and a more diverse array of potential new resident families.

The first priority is to boost the local cultural and social offerings by creating a series of fun and unique events of the type more readily available in metropolitan areas. Our goal is to present the best of current international music, curating a series that highlights a younger generation of global artists blending their traditional music with modern styles and messages. Building bridges through music and culture is an important theme for GlobalLocal and we will present music that cuts across generations and genres with widest appeal. We will keep shows accessible through our sliding scale ticketing philosophy and will contribute an eclectic and younger leaning cultural and nightlife outlet than what other local presenters currently offer.

The second of our priority goals is to spark dialogue and cross-cultural engagement by having these performers present school and community workshops. The educational workshops are presented in partnership with Pentangle Arts for students at both

Woodstock Elementary School and Woodstock Union High School while community discussions are held in partnership with the North Chapel. We liaise with the performers and educators to come up with hands-on workshops and discussion guides that are adapted to curriculum, and encourage meaningful interactions. For the younger students the performers create interactive musical exercises teaching basic songs, dances and rhythms while answering questions about their country and culture. These workshops offer unique educational experiences for our local students.

Project Timeline: Please explain the overall timeline for your project as well as the specific steps required to achieve your goals. Please list specific dates if they've been identified. (150 words)

We are requesting funding to support our programming over the course of the school season. We do not plan to produce events during the already crowded summer months.

Our first shows will be in Spring of 2020, likely April/May, and we are looking ahead to produce three in the Fall (likely September/October/November). GlobaLocal aims to build on the 2020 dates and establish a more solid presence in the community with an eye towards developing more events and to developing more robust curriculums.

This month (January, 2020), Chloe Powell is attending the APAP and Folk Alliance conferences in NYC and New Orleans where she will learn of the latest opportunities and connect with agents. Once we identify our target artists the meet our educational goals, we will approach them with offers within the budget. We will finalize programming (at least for the spring engagements) by early February, including school engagements. In the summer, we will reconvene with partners to review, what worked and what can improve while reaching out to the next round of artists.

Workplan:

The below is a template workplan that we repeat for each event:

4-6 Months Before Event

Check artist & venue availability and gauge local interest with partner organizations and schools.

2-3 Months Before Event

Contract with Artist and Production team - confirm dates with school administration. Send pertinent curriculum information. Outreach to sponsors and press. Discuss with caterers re. Bar / Food options and licenses.

1 Month Before Event

Start promotion - Print unique posters, make sure to get information to all hotels, businesses, etc. Work to get SevenDays, Valley News, Vermont Standard to print information or stories on the events. Social media push. Confirm accommodations.

1 Week Before Event

Confirm event volunteers, discuss decor. Set day of show schedule with production and artists.

Show / Workshop Days (normally a span of 3 days)

Long days of logistics, decoration and facilitation - ending with lots of dancing and smiles.

Project Champion: Who is championing this project, what is their role in the community, and why are they leading this work? (100 words)

Zach Niles and Chloe Powell both grew up here, attended Woodstock Union High School and share a mission to bring more global music to their hometown. Niles has made a career of bringing international music to western audiences; as co-director of Sierra Leone Refugee All-Stars film and band manager, and currently as manager of Haiti's Lakou Mizik. Powell coordinates music at Feast and Field with BarnArts, and works as an artist agent and has years of experience working with local schools.

Together we bring significant production experience to the project and have successfully produced over a 100 shows between us.

What will success look like? Please explain how you will know that you've achieved your goals. (250 words)

For our goal of enhancing the community social and cultural scene through these events, our metric will not simply be numbers of tickets sold but diversity of people buying those tickets - diversity of; age, race, gender, socio-economic means and diversity of places audience members call home. Measurable success will mean increased attendance, repeat attendance, and a broad spectrum of smiling faces.

For our goal of sparking dialogue and engagement, we will look for more community buy-in to the GlobalLocal residencies. We hope both the schools and community members will be motivated to participate widely and engage with the artists. We would

like to build on these educational opportunities by inviting scholars and tying them into current events. GlobaLocal is meant to facilitate not just good dancing but also good questions and challenging discussions.

Each concert we have produced to date, has attracted over 100 patrons while our educational residencies have been very well received at schools throughout the Upper Valley. In all GlobaLocal events reach a minimum of 350 community members and students. With support from the EDC we know we can grow these numbers significantly.

We believe in the importance and the attraction of strong arts and culture in any community. Our hope is that long term success will mean that we have played a role in encouraging a more diverse population to call Woodstock home.

Project Budget Narrative: What will the grant funds be spent on? (200 words)

Artist Fees

The largest portion of our budget is allocated to fairly compensating the artists. We respect the talents and years of work that has brought the artists this far and the important work they do as ambassadors for their countries. That being said many artist fees are out of our range. Due to our experience and connections we are able to secure top level talent at lower prices by working bands who have a break in their schedules or are traveling between shows. Securing our target talent is our number one priority and it takes a decent fee and a good strategy.

Production

The quality of the production of the live shows are crucial for both audience and artist enjoyment. We work with top level regional sound and lighting engineers. The costs vary depending on the venue and size of the band. Venue rental is also a variable.

Accommodations

As professionals in the music touring industry we understand the value of including accommodations. We always offer accommodation because it can help to keep our fee guarantees low. More often than not we are lucky to have residents offer housing or local inns offer a few rooms. When this is not the case we are forced to pay steeply to house the artists.

Salaries

We also believe it is important that we have some salary to help offset the large amount of hours that we put towards making these events happen.

COMMUNITY VALUE:

Your answers to the following questions will help the EDC evaluate your grant application according to the published funding rubric.

Tell us how your project enhances the beauty or improves the quality of life for Woodstock residents and visitors? (200 words)

While opportunities to take in live music and art abound in Woodstock, programming which reflects the cultural diversity of our world is lacking and we have heard this as an expressed desire of many residents.

Creating a series of high quality events with diverse artists helps to connect our rural community with the rest of the world. By increasing the artistic and social life offerings we create a sense of vibrancy and community pride that is attractive to both residents and visitors alike. The artists that we bring and the discussions that they foster help to enlighten and enliven the area and balances the remoteness we all love with the sense of cosmopolitan connection we often seek.

In a wider context, we believe in the power of art and music to act as a cultural bridge - increasing empathy, compassion and respect. We live in challenging times with what feels like rising racism and xenophobia - being aware of the homogenous nature of our town and our state, we are committed to encouraging inclusion of greater diversity of cultures, races and viewpoints. We believe that this type of programming both as nightlife options and educational offerings encourages cross generational tolerance and invites a wider range of residents to our community.

In what way will the proposed project contribute to the Woodstock's economic vitality? (150 words)

The arts are a proven economic driver. And excitement is contagious. Communities with thriving art scenes see growth in all sectors. We know that cultural events such as Bookstock, Wassail Weekend and the Apple and Crafts Fair bring people to our communities to spend money in our restaurants and stores. A more steady stream of exciting events, particularly in the "off" seasons, will also prove to be a benefit during traditionally down periods. This will be especially relevant to the restaurants local where we will encourage the audience to dine before our events.

While the average audience of a GlobaLocal event may be small in terms of making direct economic impact, we know it will be part of painting an overall compelling community picture that will be attractive to a variety of visitors and potential residents.

Will the proposed project attract new residents to Woodstock? If yes, explain how. (150 words)

In this day and age more and more people are finding ways to work remotely. This reality opens up the door for people to think of Woodstock not in terms of a vacation spot or a place for a second home, but as a primary residence. What keeps people from leaving the urban communities is often the fear of what they will miss for themselves and their children - things such as; social opportunities, cultural outlets, a diverse population (that and a food delivery service).

We believe the GlobaLocal Music & Education series is the type of project that can be very encouraging to attract new residents, particularly young families. The all ages series provides important entertainment outlet for new urban transplants while also adding exciting educational opportunities within the Woodstock education system. A small town with a worldly vision is sure to be a draw for families tempted to make a move.

Tell us about existing community support for this project. How have community members been engaged in decision-making regarding this idea or project? (150 words)

To date most decision making and planning for the series has been concentrated with Zach and Chloe as the producers. However, we have been very lucky to get material and financial support from Pentangle, North Chapel, ArtistTree, BarnArts and other local organizations and businesses. We have had over 700 audience members at shows and have reached over 1000 children, in Woodstock, Barnard, Sharon, and Queechee, through the educational programming.

Our best indicators for community support are the feedback from audience members who thank us directly but also show their support by paying at the higher end of our sliding scale ticketing fee. And by the parents, students and teachers at the educational workshops, many of whom tell us these visits have been huge highlights for the school year.

Does the project have adequate funding for now and future years? (150 words)

Each of the GlobalLocal events to date have been break-even one-off events. We have not engaged in serious fundraising before this EDC grant and have not sought to make money. With this grant and with the plans for the new season we hope to combine fundraising, partnerships and show income from ticketing to create a sustainable series that rises above a personal passion project for two local music enthusiasts. Our dream is that we are starting a project that will turn the Woodstock community into a regional hub for international music and that in the not so distant future we are able to produce a similarly themed festival to make an even larger impact on our community.

Please attach any supporting information, including letters of reference or other relevant information.

Signature indicates that you have read and agreed to the EDC Community Grant Guidelines 2019.

Submitted by: (First and Last Name) Zach Niles

A handwritten signature in black ink that reads "Zach Niles". The signature is written in a cursive style with a large, sweeping initial "Z".

Signature:

Date: January, 7 2020

Drafted 12/4/2018

GLOBALLOCAL SERIES & EDUCATIONAL RESIDENCY			
EXPENSE	PER SHOW	# OF SHOWS	TOTAL
Artist Fee	\$4,000.00	5	\$20,000.00
Transportation	\$200.00	5	\$1,000.00
Production (Sound & Lights)	\$800.00	5	\$4,000.00
Backline	\$250.00	5	\$1,250.00
Advertising (Design, Printing, Etc)	\$300.00	5	\$1,500.00
Venue Rental	\$300.00	5	\$1,500.00
Production Salary (2 x Producers)	\$2,000.00	5	\$10,000.00
Lodging	\$1,000.00	5	\$5,000.00
Administration Costs	\$150.00	5	\$750.00
SUB-TOTAL EXPENSE	\$9,000.00		\$45,000.00
INCOME	PER SHOW	# OF SHOWS	TOTAL
Ticket Sales (100 x \$25)	\$2,500.00	5	\$12,500.00
Schools and Educational sponsors	\$1,500.00	5	\$7,500.00
Local Sponsor	\$2,000.00	5	\$10,000.00
SUB-TOTAL INCOME	\$6,000.00		\$30,000.00
BALANCE NEEDED FROM GRANT	\$3,000.00		\$15,000.00