



City of Green River
City Council Meeting
Agenda Documentation

Preparation Date: January 12, 2023	Department: Parks and Recreation
Meeting Date: February 7, 2023	Department Head: Brad Raney
	Presenter: Consent Agenda

Subject:

Sweetwater Joint Travel & Tourism Board, 2023 Sponsorship Grant Application

Background/Alternatives:

The Green River Arts Council's mission is to promote public art and creativity. The 2022 Art on the Green event brought in artists and spectators from all over the region including Wyoming, Colorado and Utah. This popular event promotes our county as a whole and shows off the diversified talents and interests of the people of Green River. A sponsorship grant from the Travel and Tourism Board will help with direct event expenses.

Attachments:

Grant proposal and budget

Fiscal Impact:

*The total event budget is \$32,116.50
The grant request – \$5,200*

Staff Impact:

The City of Green River provides a staff person as a liaison between the City and Green River Arts Council to produce this event.

Legal Review:

N/A

Suggested Motion:

I move to approve the grant application in the amount of \$5,200 to the Sweetwater County Joint Travel and Tourism Board for Art on the Green.



SWEETWATER COUNTY TRAVEL & TOURISM BOARD

SPONSORSHIP APPLICATION

Events that draw substantial out-of-county overnight visitors to Sweetwater County without the need to advertise (i.e. conventions, culminating events, member events, events at registration capacity, or events that have other sources of advertising funding) may qualify for a sponsorship grant.

- Sponsorship Application Check List of Required Items:**
 The following items to be included with the application form:
- Project Narrative
 - Summary of Promotional Items
 - Detailed Marketing Plan
 - Detailed Budget or Spending Plan

Applicant Information

Organization Name: City of Green River
 Mailing Address: 50 E. 2nd North St.
 City/State/ZIP: Green River, WY 82935
 Phone: 307-872-0514
 Email: cduncombe@cityofgreenriver.org

Type of Organization:
 WY non-profit 501c3 tax id #
 WY non-profit (not 501c3) Code section of exemption: _____
 Government Entity

Event Information

Event Name: Art on the Green
 Type of Event: 2D and 3D 24 hour Live Art Competition
 Primary Contact: Katie Duncombe
 Location of Event: Green River, WY
 Date(s) of Event: August 18 & 19, 2023
 Projected Attendance: 5,000
 Do you require membership in your organization for individuals to participate? Yes No

Est. # of out-of-county participants staying overnight: 30
 Arrival Date: 8-18-23 Departure Date: 8-19-23
 Total est. # of room nights generated by this project: 30
 (Example: Estimated number of people requiring lodging: 600 people; average 2 people per room; 300 rooms required per night. Length of stay: 2 nights; arriving Friday, departing Sunday. 300 rooms x 2 nights = 600 estimated room nights).
 Will this be an annual event in Sweetwater County? Yes No
 Has the event been in Sweetwater County before? Yes No
 If yes, how many out-of-county participants came last year? 75

Sponsorship Information

Sponsorship Requested: \$ 5,200
 Total Event Budget: \$ 32,116.50
 Has the T&T funded this project in the past? Yes No
 If yes, number of times: 12

Total funding received from T&T to date: \$ 24,705
 How will the event proceed if not funded by the T&T?
The City of Green River along with the Green River Development fund will help the event proceed if not funded.

How will you promote out-of-county attendance/participation?
Out of county attendance and participation will be promoted through radio, flyers, posters, direct mailings, newspapers, email, Facebook and website advertising.

Total budgeted for out-of-county promotion: \$ 5,956.50

How will you promote in-county attendance/participation?
In county attendance and participation will be promoted through posters, flyers, word of mouth, street banners, newspaper, radio, newsletters, website, Facebook and through associated events.

Total budgeted for in-county promotion: \$ 4,560.

- Mark all sponsorship benefits available to T&T:
- T&T banner at event site (required; provided by T&T)
 - T&T logo on awards (required; stickers provided if needed)
 - T&T logo on posters, registration forms, programs, letterhead or all that are applicable to this event (required), link to our website on all electronic materials/registration
 - T&T logo on t-shirts provided to the participants (required)
 - 2 event tickets for T&T (required)
 - Complimentary advertising space in program:
 Size of ad: _____ Inches X _____ Inches
 Color Black & White
 - Public address announcements for T&T
 - Other: _____

- Sponsorship Grant funds will be used for:
- Event Stationary
 - Speakers/Presenters at Event
 - Event Registration Forms
 - Rental Equipment for Event
 - Entertainment at Event
 - Event Space Rental
 - Event Officials/Judges
 - Free Event Programs
 - Event Awards (given away)
 - On-site Event Brochures
 - Event T-Shirts
 - On-site Event Posters
 - Postage (out of county mailings)
 - Refreshments/Food at Event
- Note: Payment reimbursement is based on approved items from the check list above

Signature: Katie Duncombe

Date: 1-12-23

Read the grant guidelines carefully. Incomplete applications will be returned. Submission deadline is 20 Business days prior to Grant Hearing.

For Completion by T&T Staff

Estimated Total Economic Impact: \$ _____

Formula: Number of out-of-county participants multiplied by the number of days they are in the area; multiplied by a daily expenditure figure. Example: 200 people x 2.5 days = 500; multiplied by a \$150 daily expenditure; for a \$75,000 estimated total economic impact.

Sweetwater County Joint Travel & Tourism Board

Grant Application

Art on the Green

August 18 & 19, 2023



18th Annual Art on the Green 2023

Travel and Tourism Sponsorship Grant Application

Project Narrative

The Green River Arts Council's mission is to promote public art and creativity. The Arts Council strives each year to do this by holding the annual Art on the Green. The focal point of this event is a 24 Hour Live 2D and 3D competition. Each year, members of the nine-person, Mayor appointed volunteer board creates new activities and events to promote art within Green River. They coordinate group art activities and encourage artists to participate in the Art on the Green event. This popular event promotes our county as a whole and shows off the diversified talents and interests of the people of Green River and Sweetwater County.

The Arts Council coordinates interactive activities for adults and children during the event and will once again coordinate Battle on the Green, and the children's art corner. The Battle on the Green competition is sure to be an exciting one with artists going head to head in a 30 minute 2D speed battle. The event will be run in a bracket with the top winners moving on through a total of three rounds until a winner is crowned. The Arts Council is excited about diversifying their event and bringing in new artists and ideas to the festival. With grant money from the Sweetwater County Joint Travel and Tourism Board, Art on the Green will continue to grow and flourish. The Council will continue to be able to achieve their goals of reaching out of area spectators and artists along with brining in highly qualified judges to the competition.

The 2023 Art on the Green weekend will be held August 18 and 19, 2023. As in years past, the Arts Council has elected to group this event with another long standing event, the River Festival. Although two very different events, both in funding and in purpose, the ability to hold the two events in close proximity has helped each event attract and educate an audience that may have traditionally only attended one or neither of the events. Each year the Green River Arts Council strives to mesh with the River Festival; its organizing group and spectators to make the overall weekend a success for the City of Green River.

Friday, August 18th begins the 24-hour competition, and the 7th annual Battle on the Green . Competition. That evening also gives art lovers the first view of items available during the silent auction, and provides art-focused children's activities.

Saturday, August 19th leads to the conclusion of the 24-hour competition and the silent auction, there is also more time allotted for children's activities. The weekend event concludes with a dinner and awards ceremony. This year will be the 18th Annual Art on the Green for the Green River Arts Council.

Detailed Marketing Plan

Art on the Green 24-hour Live Sculpting & 2D Competition and Silent Auction:

- Direct Mailing to artists throughout the region
- Direct Mailing to local art shops and galleries
- Wyoming Arts Council
- Wyoming Arts Alliance
- Green River Arts Council Facebook
- Green River Chamber of Commerce Digital Board
- Sweetwater NOW Facebook
- County 10 Facebook
- City of Green River Website and Facebook
- Out of County Newspaper advertisements:
 - Travel Guide
 - Uinta County Herald
 - Bridger Valley Pioneer
 - Pinedale Roundup
 - Casper Star Tribune
 - Jackson Hole News & Guide
- In County Newspaper advertisements:
 - Green River Star
 - Rocket Miner
- In County Radio advertisements:
 - The Radio Network
 - WYO Radio
 - Mustang Radio
 - 93.5 KREO Radio
- Out of County Radio advertisements:
 - Pinedale
 - Evanston
 - Kemmerer
 - Saratoga
 - Jackson Hole
 - Wyoming Public Radio

Weekend Event (all activities including children's activities and dinner):

- Direct Mailing to local art shops
- Parks and Recreation Summer Program brochure
- Posters throughout Green River & Rock Springs
- Flyers handed out in Green River & Rock Springs
- Direct Mailing to people who signed up to be on the mailing list

Summary of Promotional Items

- Flyers advertising event
- Participant shirts
- Event Awards
- Event Registration Forms

18th Annual Art on the Green
August 18 & 19, 2023

Event Expenses

Awards Banquet	\$ 2,200.00
Awards (Cash Prizes)	\$ 11,800.00
Artist Meals	\$ 700.00
Kids Corner Supplies	\$ 200.00
Artist Award Supplies - Plaques	\$ 125.00
Battle on the Green Supplies	\$ 300.00
Battle on the Green Awards	\$ 250.00
Printing cost for poster, flyers, registration forms	\$ 200.00
Banners	\$ 1,200.00
Judges	\$ 750.00
Participant Shirts	\$ 600.00
Hotel Accommodations for Judges	\$ 375.00
Floor Covering	\$ 100.00
Postage	\$ 150.00
Signage	\$ 250.00
Part time Staff	\$ 2,400.00
Total Operations, Maintenance and Part time Staff	\$ 21,600.00

Advertising Expenses

In-County Advertising

Print Ads

Green River Star	\$ 750.00
Rocket-Miner	\$ 750.00

Radio Ads

The Radio Network	\$ 1,000.00
Wyo Radio	\$ 800.00
Mustang Radio	\$ -
KREO Radio	\$ 500.00

Social Media & Digital

Green River Chamber of Commerce Digital Reader	\$ 60.00
Sweetwater NOW	\$ 600.00
Green River Arts Council Facebook Boosted Post	\$ 100.00
Total In County Advertising	\$ 4,560.00

Out of County Advertising

Print Ads

Uinta County Herald	\$ 369.00
Pinedale Roundup	\$ 500.00
Bridger Valley Pioneer	\$ 350.00
Casper Star Tribune	\$ 900.00
Jackson Hole News & Guide	\$ 500.00

Radio Ads

Evanston	\$ 400.00
Saratoga - Big Foot	\$ 400.00
Kemmerer	\$ 312.50
Jackson Hole Radio	\$ 720.00
Wyoming Public Radio	\$ 505.00
Pinedale	\$ 500.00

Social Media & Digital

County 10	\$ 500.00
Total out of County Advertising	\$ 5,956.50

Total Event & Advertising Expenses	\$ 32,116.50
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Income

Awards Dinner Ticket Sales	\$ 500.00
Sponsorship	\$ 1,500.00
Silent Auction	\$ 2,000.00
Artist Registration	\$ 1,500.00
Raffle Basket - Ticket Sales	\$ 500.00
Total Income	\$ 6,000.00