

**From:** [Hazel Hernandez](#)  
**To:** [Molly Rawn](#)  
**Subject:** FW: New submission from "Fall 2016 Funding Application"  
**Date:** Wednesday, October 12, 2016 1:09:15 PM  
**Attachments:** [57eb10ec1aa89-Fayetteville Art Alliance FY 17 A&P Proposal Budget.pdf](#)

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**From:** Sharon Killian [mailto:skillian@cox.net]  
**Sent:** Tuesday, September 27, 2016 7:38 PM  
**To:** Hazel Hernandez <hhernandez@experiencefayetteville.com>  
**Subject:** New submission from 'Fall 2016 Funding Application'

You have a new submission.

**Name of organization**

Fayetteville Art Alliance dba Fayetteville Underground

**Year organization was established**

2009-2011; 2012

**Address**

101 W Mountain

**City**

Fayetteville

**State**

AR

**Zip**

72701

**Project Title**

Marketing Support FY2017 & Programming Support for A Sense of Place Project

**Frequency**

Ongoing

**Primary Contact**

Sharon Killian

**Email**

[skillian@cox.net](mailto:skillian@cox.net)

**Phone**

(703)623-2390

**Start Date**

01/01/2017

**End Date**

12/31/2017

**Project Location**

Fayetteville Underground Gallery & Various

**Amount Requested**

\$18,700

**Event summary**

Thank you for the opportunity to apply for funding from the Fayetteville A & P Commission and for the \$6,830 received to support some of our marketing efforts for 2016. Established in 2009, the Fayetteville Underground began as an all-volunteer artists' group. The loss of its lease subsidy in late 2011 threw the organization into crisis. It was necessary not only to find new space, but to rethink the mission, rebuild much of its volunteer base and reapply for 501c3 status. With the help of a grant from the Fayetteville Advertising and Promotion Commission and a newly constituted board under the Fayetteville Art Alliance, the Fayetteville Underground Gallery and studio spaces officially opened its doors in September 2012 at 101 W. Mountain on the Fayetteville Square.

In April 2014, the Fayetteville Art Alliance received its 501c3 designation. Until just two years ago, we were unable to request support from individuals and institutions alike because Fayetteville Art Alliance's non-profit credential was not awarded until then (retroactive to 2012). I hope this summary adequately describes how A&P Commission support, both large and small, over the last four years has moved us a great deal toward institutional sustainability. I also hope you will see that our mission to make Fayetteville a destination city for the visual arts is being accomplished daily.

We are requesting \$18,700 in A&P Commission support for FY2017. We are asking your support for marketing expenses for events and exhibitions at a total of \$10,800 for the year. Additionally, we are asking for \$7,900 to support our Sense of Place project being done in collaboration with the Northwest Arkansas African American Heritage Association. The NWA-AAHA has already received a matching grant of \$7,900 from the Arkansas Arts Council to interview, photograph and film African American residents who are descendants of people enslaved in Washington County, Arkansas. As gentrification progresses in Fayetteville, many of these people are being displaced and many are dying, leaving homesteads that will be forever changed and a unique history that is never captured if we don't act. Fayetteville Art Alliance knows this is important social phenomena, and has joined with the Association to help film, curate, create an exhibition and programming plan, create exhibition materials, organize an exhibition at the Gallery, and create other local and regional collaborative interest in the project for 2017. Throughout the year we seek to attract micro communities in Arkansas including African Americans, Marshallese, Latinos, Asian Americans, "millennials" seeking attainable art, students, young and old, LGBTQ, Ozark crafts persons, individuals who have settled in the area because of the university as well as the major corporations in northwest Arkansas.

Fayetteville Underground is also collaborating with the Traveling Arts Fiesta, an Arkansas-based mash-up of Latino/a artists, performers, musicians, and creatives, that aim to uplift the Hispanic community and to educate non-Hispanics about the richness of a culture by sharing fiestas. As there is more to Latin American life than the traditional fiesta, the program will also include participatory visual arts, a lecture about visual art and therefore, a strengthening of the ongoing discourse on diversity. The Traveling Arts Fiesta is scheduled for November, 2016 at Fayetteville Underground.

The small A & P grant awarded to us played a critical role in presenting programming and marketing for the excellent events held at the Fayetteville Underground Gallery and its adjunct

exhibition spaces during FY2016. It also allowed us to reach into our community in a way that is more robust than ever before. We are becoming a true collaborator with Northwest Arkansas organizations, not just a space for them to have their events without overhead costs for rental, utilities, insurance, staff, set-up and clean-up.

In addition to the A&P grant, 2016 exhibitions and programming were fueled by proceeds from Fayetteville Art Alliance's first One-of-a-Kind benefit event held in December 2015, where we brought together over eighty attendees to enjoy dinner and entertainment and to bid on auction items including a print donated by George Dombek, an exquisite basket by our national treasure Leon Niehues, and other fine works of art and art opportunities donated to our cause by local and regional artists. We are proud to have raised \$18,000 during that evening.

The Windgate Charitable Foundation granted us \$25,000 in 2016 and we were recently invited to apply for a two-year \$50,000 grant for FY17 and FY18. We received a small general operations grant from the Arkansas Arts Council for FY2017 (began 7/16) and have been encouraged to reapply in a special upcoming application cycle for another GOS grant totaling around \$11,000. Among the \$24,000 in individual donations this year, \$5,000 was a matching grant received through the Arkansas Community Foundation and another \$728 through the Arkansas Gives Campaign.

For over a year, the board has worked to transition from a non-business driven management style to one that is effectively organized for financial sustainability. Even with our current awkward, bare bones financial resources, this new management style allows us to focus on our mission to promote the visual arts in Northwest Arkansas through active collaboration with the community, supporting area artists working to the highest standards, and encouraging education and public engagement in the arts. Your support in this area will help sustain the Fayetteville Art Alliance as we provide excellent exhibitions and programming.

In June 2016, the Board entered a planning process to develop short range and long range objectives. These plans are used every day by this compact, intense "working board" to take leaps toward future sustainability. For example, within a month after our planning meeting our first priority to convene the independent Curatorial Panel was accomplished. This panel includes members in the community from arts institutions, major corporations, unaffiliated artists and educators and art collectors. Art, programming, educational outreach, collaborations across disciplines and art entities to improve quality of life and drive economic and social development in our region and State are part and parcel of who we are.

Our mission includes supporting artists and part of that is to help them to share their unique perspective on creating art; this is also education that becomes a vehicle for learning by the viewer. Our exhibitions are accompanied by programming that brings the art makers to our community and furthermore, without fail, exhibiting artists include some from within our very own communities. The level of familiarity provided by Fayetteville Art Alliance is valuable to a major arts region, which Northwest Arkansas has quickly become. The art at Fayetteville Underground Gallery is also available for sale and can be taken home by the viewer for repeated study and reflection. We believe our mission continues to be aligned with the highest expectations of the Fayetteville A & P Commission funding goals.

In April 2016, we presented Artists of Color: Crossing Borders, featuring works by a diverse group of artists from Fayetteville including Japanese-American, Hisae Yale, a minimalist using handmade paper, ink and paint, and installation to talk about her relationship to Hiroshima; Congolese-Belgian artist, Joelle Storet's paintings spoke her heritage in vibrant markings reminiscent of her African culture. Eighty-three year old Korean War veteran sign painter and self-taught artist whose family is out of enslavement in Washington County, Arkansas, had his

very first exhibition on a corner of Fayetteville that he has known very well. Octavio Logo, visiting artist from Mexico City, having given a master bookbinding class in 2015 shared his exquisite paintings and original graphic novel as the featured artist in the Artists of Color exhibition.

Ozark Artistry: Tradition and Contemporary Craftsmanship coincided with the annual Fayetteville Roots Festival last year. The exhibition was at once the main attraction and the framework for creativity throughout the month. More Works by Tim West were exhibited in June, 2016 along with documentary videography by his biographer, Diana Hausam.

In June 2016 our visiting artist was Arkansas native Terry Shoffner whose watercolors captured the community and its visitors to Fayetteville. Terry's exhibition at Fayetteville Underground Gallery was in conjunction with a plein-air event at Crystal Bridges.

We invite you to experience the current exhibition, Ambiguity and Glitch, featuring artist Lisa Krannichfeld's portraits that "celebrate ambiguity in emotion and intention..." Also in September, 2016, Fayetteville Underground Gallery collaborated with Crystal Bridges Museum of American Art by hosting the ArtInfusion group. We showcased visiting artists in gallery talks and our studio and resident artists in the act of creating. We hope to continue this collaboration with CBMAA's public programs throughout the coming years.

Please do not hesitate to contact me if there are any questions. Thank you very much for your consideration of this request.

### **How will funds be used**

Marketing expense includes website and maintenance, event photography, print and online advertisement, graphic design and print materials (including printer ink, paper, printing, signs, catalogues) for monthly and other exhibitions at the gallery, event staffing, other materials (poster board, light bulbs, paint, brushes), food and beverage. An additional \$2500 is earmarked for marketing & public relations, including events photography for the Sense of Place project, \$2000 for curating and consultation with the filmmaker and interview team, \$2000 to cover exhibition space for a month and \$1400 for contracted personnel to help set up the show for travel for educational purposes.

### **Recognition**

We will:

Include A&P logo recognition in all printed project materials.

Include the Fayetteville A & P website and toll free number in all correspondence with event participants and promotions

Include a one half-page ad in a program for the exhibition or the equivalent at no charge if a program is developed for the exhibition

Include CVB at local events when appropriate

We will also include announcements on our social media sites: Facebook, Instagram, Twitter

### **Funding from other sources**

Will request \$5000 from Walker Foundation

### **prior funding**

No

### **not funded impact**

If the project is not fully funded, it will still take place but there will be a defining impact on the number of interviews that can be possible, the number of images produced will be affected as well as the number of films recorded and edited for presentation. Also, the ability to assist with developing a full package for promotion throughout the city and NWA beyond a single exhibition period at the Gallery will be compromised.

**budget**

[57eb10ec1aa89-Fayetteville Art Alliance FY 17 A&P Proposal](http://www.experiencefayetteville.com/images/fundingapps/fall2016/57eb10ec1aa89-Fayetteville%20Art%20Alliance%20FY%2017%20A&P%20Proposal%20Budget.pdf)

[Budget.pdf](http://www.experiencefayetteville.com/images/fundingapps/fall2016/57eb10ec1aa89-Fayetteville%20Art%20Alliance%20FY%2017%20A&P%20Proposal%20Budget.pdf)[http://www.experiencefayetteville.com/images/fundingapps/fall2016/57eb10ec1aa89-Fayetteville Art Alliance FY 17 A&P Proposal](http://www.experiencefayetteville.com/images/fundingapps/fall2016/57eb10ec1aa89-Fayetteville%20Art%20Alliance%20FY%2017%20A&P%20Proposal%20Budget.pdf)

[Budget.pdf](http://www.experiencefayetteville.com/images/fundingapps/fall2016/57eb10ec1aa89-Fayetteville%20Art%20Alliance%20FY%2017%20A&P%20Proposal%20Budget.pdf)[/home/experiencefay/public\\_html/images/fundingapps/fall2016/57eb10ec1aa89-Fayetteville Art Alliance FY 17 A&P Proposal Budget.pdf](http://www.experiencefayetteville.com/images/fundingapps/fall2016/57eb10ec1aa89-Fayetteville%20Art%20Alliance%20FY%2017%20A&P%20Proposal%20Budget.pdf)[57eb10ec1aa89-Fayetteville Art Alliance FY 17 A&P Proposal Budget.pdf](http://www.experiencefayetteville.com/images/fundingapps/fall2016/57eb10ec1aa89-Fayetteville%20Art%20Alliance%20FY%2017%20A&P%20Proposal%20Budget.pdf)

**Supporting Docs**