Fayetteville A&P Commission Funding Application

Name of Organization: Art Feeds

Year organization was established: 2011

Address: PO Box 1002 **City:** Fayetteville **State:** AR **Zip:** 72702

Project Title: Mural Park Created with Elementary Student Designed Murals

Year Project was established: 2016 **Frequency (i.e. semi-annual, etc.):** one-time project

Name of Primary Contact/Project Manager: Meg Bourne, Founder and CEO of Art Feeds

Phone: 417-483-8454 **Email:** artfeeds@gmail.com

Project Start Date: February 2017 **Project End Date:** June 2017

Project Location: Shulertown on Dickson- Behind the Kraken at 402 W Dickson St, Fayetteville, AR 72701

Dollar Amount Requested: $25,805

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

Please see attachment

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

Please see attachment

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)

Please see attachment

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

N/A

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

N/A

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 the project is not funded, it may occur at a later date, but it will still be pursued with other grants and sponsorships. We are in direct contact with Zac Wooden, the owner of the building and Schulertown , about the project.

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

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

Margaret (Meg) K. Bourne
Signature (you may sign digitally by typing in your name)

9/30/16
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

Give a summary of your event and it's audience: (740/2000 words)

Art Feeds is a 501c3 not-for-profit organization providing therapeutic art and creative education programs in schools and community organizations to increase problem-solving skills and self-efficacy in children, facilitate healing through art for children who face challenges, prioritize creativity as a valuable life skill, involve community members to invest in children, facilitate expression for children's emotional health and well-being, decrease fear, stress and anxiety in children, and feed children's creativity for an inspired future. Art Feeds is different. It's special. It trains and mobilizes teams of community members to bring all forms of art into classrooms; reaching children where they are, fostering emotional expression and creativity where they are, regardless of their diverse needs and backgrounds. Programming is free for children & parents. Art Feeds has been a consistent force across the country and in NWA, establishing a presence a year ago by producing a mural with Parson Hills Elementary, which is now located on First Security Bank on Emma Ave, and a mural with Asbell Elementary which is located on Puritan Brew Co. on Dickson. In the 2015-2016 school year, Art Feeds NWA worked with over 1,200 children. Art Feeds began with impact in Joplin, MO in 2011. Now, Art Feeds has expanded beyond one community, impacting over 32,000 children across the country. Art Feeds has become a National organization with active chapters and partnerships that are Art Feeds are growing to help more children have a consistent outlet for expression, creativity, and problem-solving, important life skills to tackle challenges in their lives, in our community, in our world. One track of Art Feeds curriculum that causes a great affect on the children in the school, youth in the school system, and the entire community as a whole is mural curriculum. This places community art in the hands of the youngest members of society. This funding request is in support of 3 student designed murals and materials to create a mural park in Downtown Fayetteville off of Dickson- next to Shulertown, behind Kraken at 402 W Dickson St, Fayetteville, AR 72701.

Art Feeds will work directly with 3 Fayetteville schools to produce student-designed murals to create a mural park in Shulertown off of Dickson Street. In addition to the murals themselves, a seating space with picnic tables and painted artwork on the concrete floor will create a family friendly space on Dickson for families to enjoy downtown and the Shulertown food trucks together.

Art Feeds has produced 26 murals in the last 3 years, refining the creative process of mural making with children. This will be the first mural park Art Feeds has pursued and will be the first of its kind in Northwest Arkansas.

In the mural curriculum, students participate in the production of a collaborative mural for 4 lessons over the course of 4 weeks. The entire design is in the students' hands from color to theme and the artwork included in the end product.

Art Feeds educators that implement the curriculum in the elementary classroom are made of community members, college students, and middle school students, this project will include approximately 40 college students and community members as Volunteer educators. Lead Educators are often college students, who are paid to do volunteer management in the classroom and be the main communicator of the lesson. Therefore we create a program where youth are investing in children and fueling the future of their own community through relationships with one another to create one greater work of art to beautify the community.

Through the 4 week, 4 lesson mural making process, Art Feeds guides elementary students through Storytelling Webs to illustrate how every voice matters, Small Group Brainstorming to highlight that each person is creative, and Community Collaboration to emphasize that, together, something beautiful is possible. Art Feeds educators act as facilitators to amplify each student's voice in the process. The end

result of a student-produced mural becomes a great equalizer for students, no matter their background. It offers every student a shared experience and sense of place in their own community. We will produce 3 murals with 3 schools- Leverett Elementary with 350 students and a 59% low income, Root Elementary with 500 students and 18% low income and Washington Elementary with 360 students with 60% low income. Art Feeds measures one 30 minute lesson with a student as an interaction, in the mural making process, we will have 4,840 interactions with community children. In addition to the elementary students, for each mural we will create a Youth Advisory Board comprised of 30 Middle School and High School students to participate in the digital design process and transformation of the mural park, this will total in 1,240 community children/youth participating in the production of the mural park. When a mural is finished and placed on a school wall and in the mini mural park, it not only brightens a space, it encourages pride and instills ownership in each student who contributed their creativity and ideas to produce a meaningful piece of art for their school and their community. It is a work of art students are invested in and proud of, that the community also greatly values, that brings community pride to all.

Young people aren't afraid to take risks or passionately pour themselves into projects, we want young people to have the opportunity to do just that. This is why we take a 360 degree approach to community based change, not only reaching children in school and meeting them where they are, but also by empowering middle school and high school students to participate as Educators as well as in Youth Advisory board, documenting and designing the mural alongside Art Feeds staff and graphic designer. We have created 26 student-designed murals across 5 communities in the past 3 years. We have seen elementary student's pride in their school increase by an average of 22% on each project. In the past, the murals have been installed in schools alone, but we have shifted to printing two murals, one for the school and one for the community. This approach has a significant impact not only on the students, but on community members of all ages.

When the murals are installed, we will have a mural reveal celebration of the park, inviting the students, school staff, their families and community members to celebrate collaborative artwork created by the youngest members of the community!

How will these funds be used? (544/100 words)

The mural making process takes 12-16 weeks from start to finish. The funds will be spent in the following ways throughout the mural creation process.

In the first week there is recruitment of educators, training and brainstorming meetings with the Youth Advisory Board, training volunteer educators, which includes a 3 hour training in the Art Feeds Method, a background check, drug test and Art Feeds apron costs $25/educator and we estimate 45 educators- totaling in $1,125. Lead Educators, who are the main teachers of the mural curriculum, will be paid $8/hour for their time at each school- totaling in $1,024. The volunteer educators will then work for 4 weeks for curriculum implementation with the classroom. Elementary students will participate and college students and community volunteers will implement the curriculum. Following the 4 weeks (4 lessons) of mural curriculum, the cost for supplies is $1 per lesson, per every elementary student participating. There are 1210 students total participating in 4 lessons each totaling in $4,800. When the elementary students draw the drawings that will be used in the mural, the drawings are scanned in and the overall mural design is then consulted on with the Youth Advisory Board. We will meet with the Youth Advisory Board about their ideas and thoughts, the cost to work with each Advisory Board Member is $25 per student. This includes a t-shirt, food for meetings and materials for the mural design and mural park beautification process. We estimate 10 advisory board members per mural, totaling in $750 for 30 students. The mural design is then completed by Art Feeds contracted Graphic Designer,

each mural takes approximately 40 hours to design and complete, the Graphic Designer is paid a very reasonable price of $12.50/hour (average cost is typically $40/hour) which is $500 per mural- for all 3 murals that is $1,500. Once the mural design is complete, we send the murals to print with our partners at Unique Imaging Concepts. These murals are printed using sublimation on FRP paneling, the paneling keeps the murals bright and vibrant, and if the murals are altered due to weather or vandalism, the panels can be reprinted. Two copies of each mural will be printed, one smaller 4x6' mural for the school and one 10x20' mural for the mural park walls, totaling in 672 sq. feet at $18/sq. ft and $12,096 in materials and printing cost. The murals are then shipped in a wooden crate which is $200 per mural, totaling in $600. In each of the murals, a 10% administration cost is factored in to cover insurance, Art Feeds staff salaries, hard copy printing and miscellaneous overhead support, and mural reveal event costs this totals in $2,189.50. The mural is then installed with the help of community members and the Youth Advisory Board. In addition to the mural curriculum implementation and design, the park will be painted, 4 picnic tables ($180 each from Wal-mart) will be installed and painted and globe lighting will be added, the total cost of these materials is $1,720. The total cost of the entire Mural park project, which includes impact and direct inclusion of 1,285 community children, youth and college students (not including the number of community members that will use the park in the future) is $25,805.

How will you recognize the Fayetteville Advertising and Promotion and Commission during your event or in its promotion? Please be specific.
Art Feeds will host a Mural Park reveal where the students, the school staff, donors, volunteers, Youth Advisory Board Members and community members can celebrate the opening of the park. This will be the 28th, 29th and 30th mural Art Feeds has produced, and the first ever Mural Park by Art Feeds and in Northwest Arkansas. We will promote this reveal on social media where Art Feeds has 7,336 likes on Facebook, 5,723 followers on Instagram, 5,113 follwers on Twitter and 500 listed on an NWA targeted news letter email list, Fayetteville Advertising and Promotion Commission will be listed as the sponsor of the murals and the facilitator of the project. The most recent mural reveal in Fayetteville had 300 attendees and was covered by KNWA, Fayetteville Flyer, NWA Mag, Democrat Gazette, and KUAF the links to the news coverage can be found here, the A & P Commission would be mentioned in any media coverage of the Mural Park.

Fayetteville Flyer: http://www.fayettevilleflyer.com/2016/06/07/mural-created-by-asbell-elementary-students-unveiled-in-downtown-fayetteville/

KNWA: http://www.nwahomepage.com/news/art-feeds-reveals-new-student-made-mural

KUAF: http://kuaf.com/term/art-feeds#stream/0

In addition, Art Feeds recognizes mural donors with a sponsor panel, which will be placed in the park and linked to the www.artfeeds.org web site. Art Feeds also creates a video for each mural reveal which is then shared on social media sites, see two examples of mural reveal videos where sponsors are additionally recognized here:

Springdale Mural Reveal
https://vimeo.com/152441551

Neosho and Carthage Mural Reveal
https://vimeo.com/136255650